



SALES & PARTNER PLAYBOOK

# HousingVista

HousingVista gives agents, landlords and investors one platform for the whole property journey — search, offer, lease, maintain, and track the return.

Verified listings

Offers & deals

Rentals & leases

Owner operations

Portfolio analytics

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

[housingvista.com](https://housingvista.com)

BOOK A CALL

[calendly.com/vignesh-burdenoff/1-1](https://calendly.com/vignesh-burdenoff/1-1)



## 00 How to use this playbook

Read the opportunity signals and the one-question test first — they will tell you in a single conversation whether a prospect is worth pursuing. Use the persona hooks and objection handling live, and keep the pricing and commercial pages open when the conversation turns to money. You do not need to demo the product yourself; your job is to recognise the fit, frame it correctly, and make the introduction.

### IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

### BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

### HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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## 01 Product Overview

HOUSINGVISTA.COM

HousingVista is a real estate platform that keeps the entire property lifecycle on one record. A listing is published once, and the same record then powers buyer search, viewing bookings, offers and counters, rental applications, the signed lease, rent status, maintenance requests and the investment numbers behind it. Sales and lettings run on the same tools rather than in separate products, and one person can act as buyer, owner, agent or investor without a second account. Everything sits inside a shared workspace, so a brokerage or property-management firm gets roles, oversight and an audit trail without configuring any of it.

### CATEGORY

Property lifecycle platform — a real estate operating system for agents, brokerages, property managers, landlords and investors, rather than a listing portal for consumers.

### WHERE IT STANDS TODAY

Live and open to sign up, with a free plan and paid tiers published. The product is early: the full listing, viewing, offer, transaction, rental, maintenance, verification and portfolio spine is working end to end, natural-language search is partly there, and the advisory AI features — suggested prices, offer evaluation, scheduled watches — are honestly roadmap. There are no public reference customers yet.

### HOW CUSTOMERS GET IT

Cloud, multi-tenant by default, reached through a browser with no installation. Sign-up is self-serve on the free plan; paid tiers are activated per organisation. Larger customers can contract dedicated tenancy or self-hosting, along with data-residency and compliance packages. Guided implementation, data migration, training and managed operations are available as paid services.

Web app — the complete product for every role

Marketing site with use cases, pricing and services

Documentation site (in progress)

Programmatic access for integrations and automation

In-app assistant available on every screen

Connector so a customer's own AI agent can read and act under their own login (in progress)

Native mobile apps (planned)

Command line, developer libraries and browser extension (planned)

## 02 One-Line Pitch

### SAY EXACTLY THIS

*"HousingVista gives agents, landlords and investors one platform for the whole property journey — search, offer, lease, maintain, and track the return."*

### SHORTER, FOR A CHAT MESSAGE

One platform for the whole property journey, from first search to rent collected.

### THE CATEGORY SENTENCE

HousingVista is a workspace-native real estate platform for agents, brokerages, property managers, landlords and investors.

## 03 30-Second Elevator Pitch

### SPOKEN, ROUGHLY 30 SECONDS

*"Most people buy or rent a home across five disconnected tools — a listing portal, a phone, a messaging app, and a folder of email attachments. HousingVista puts the whole journey on one record: search and shortlist, book the viewing, make the offer, sign the lease, then run the rent and the repairs. Because sales and lettings share the same listing, an agent, an owner and an investor all see the same truth. One platform, from first search to keys and beyond."*

### IF THEY ARE TECHNICAL

HousingVista is API-first: property, viewing, offer, transaction, rental, lease, maintenance, verification and portfolio all live as first-class records behind one authenticated interface, so nothing is re-keyed between systems. Access is enforced at the edge on every single operation, with role-based permissions scoped to the workspace and an audit trail written for every change. Identity, files, messaging, billing, notifications and language support come from the shared Burdenoff platform rather than being rebuilt inside the product.

### IF THEY ARE A BUSINESS BUYER

A brokerage today pays separately for listing leads, a customer database, a deal tracker, a property-management tool and a vendor directory, then pays again in the time it takes to reconcile them. HousingVista replaces that stack with one flat-fee subscription priced by the size of the portfolio you manage, not by how many people log in. The result is one bill, one data set and one audit trail for every listing, tenancy and deal in the business.

## 04 Problem We Solve

Property is one of the largest markets in the world and one of the most awkward to actually transact in. These are the recurring complaints you will hear from anyone who lists, lets or owns for a living.

### Listings that are stale, duplicated or simply not real

**Who feels it:** Buyers, renters, and the agents who lose their trust

**What it costs them:** Weeks lost travelling to properties that are already sold, priced as bait, or advertised by someone with no mandate to sell them.

**How HousingVista answers it:** A listing can carry verification items — title papers, registration, occupancy documents, ownership and identity checks — each attached as a document and explicitly approved or rejected. Approval sits with a different role from the one that submitted the evidence, so nobody verifies their own listing.

### The journey is spread across a portal, a phone and a messaging app

**Who feels it:** Buyers, renters and agents

**What it costs them:** Nobody has the whole picture. Details are re-typed, agreements live in email attachments, and the same question is answered three times.

**How HousingVista answers it:** Search, shortlists, viewings, messages, offers, applications and the deal record all hang off the same listing. Update the listing and every downstream view reflects it, because there is nothing to synchronise.

### After the enquiry, the deal goes dark

**Who feels it:** Buyers and sellers, and the agent in the middle

**What it costs them:** Negotiation happens over calls nobody logged, and both sides guess where the deal stands. Deals are lost to silence more often than to price.

**How HousingVista answers it:** Offers are submitted on the listing itself, countered, accepted or withdrawn in the product, and an accepted offer opens a shared deal record with a status timeline both sides watch.

### **Renting is treated as a second-class flow**

**Who feels it:** Renters, landlords and letting teams

**What it costs them:** Applications arrive as email attachments, tenants are compared from memory, and lease dates only surface when something has already lapsed.

**How HousingVista answers it:** Rentals reuse the same listing, viewing and messaging tools as sales. Applications come in with their documents, are reviewed side by side, and the chosen tenant moves through to a lease with terms, dates and renewals held together.

### **Owning a property is run out of chat threads**

**Who feels it:** Landlords and property managers

**What it costs them:** Rent chased manually, repairs forgotten, maintenance contracts lapsing unnoticed, and an owner report rebuilt by hand every month.

**How HousingVista answers it:** Rent status is visible across units, maintenance requests are captured, assigned and followed to resolved with their own history, and annual maintenance contracts hold what is covered, what it costs and when it renews.

### **Portfolio performance is guessed from a spreadsheet**

**Who feels it:** Investors and owners with more than one property

**What it costs them:** No reliable read on yield, occupancy, running costs or current value, so buy-and-sell decisions get made on anecdote.

**How HousingVista answers it:** Deal modelling — rental yield, purchase and holding costs, projected returns — sits beside the listing, and every holding rolls up into a portfolio view of occupancy, income, costs and estimated value that drills back to a single property.

### **A firm has no oversight of its own agents and listings**

**Who feels it:** Brokerage principals and property-management firm owners

**What it costs them:** No way to see what is selling, which listings are stale, or who changed a price — and nothing to hand an auditor.

**How HousingVista answers it:** Everything belongs to an organisation workspace with role presets per job, offices and teams, analytics across the operation, and an audit record of who did what to which listing.

### **Lead packages with unpredictable return**

**Who feels it:** Agents and small brokerages

**What it costs them:** Money goes out monthly for enquiries that mostly do not convert, and the relationship and the data stay with the portal.

**How HousingVista answers it:** Flat-fee pricing banded by the size of the portfolio you manage, not per seat and not per lead — so the cost of running the business is predictable and the client data stays in your workspace.

## **05 Value Proposition**

Five things a prospect actually buys. Lead with the one that matches the pain they just described, not with the feature list.

### One record from first search to long-term ownership

The listing is created once and then carries the search result, the viewing, the offer, the deal, the tenancy, the repairs and the return. Nothing is re-keyed at a hand-off, because there is no hand-off between systems. A person can be a buyer this year and a landlord the next on the same identity.

**Evidence:** Sixteen product areas — properties, viewings, offers, deals, rentals, tenancies, maintenance, contracts, assets, investments, marketplace, legal, home loans, market data, area data and verification — read and write against the same listing.

### Trust engineered into the listing, not printed on it

Verification is a workflow with states rather than a badge. Each supporting document is submitted, reviewed and approved or rejected on its own, and a listing only earns verified status once the paperwork holds up. Ownership and identity checks apply to the parties as well as the property.

**Evidence:** Verification items carry attached documents and explicit approve or reject actions, and the role that approves is deliberately separate from the role that submits.

### The work that starts after the keys change hands

Most competitors stop at the transaction. HousingVista keeps the same record useful for years: rent status across units, maintenance raised and resolved, annual maintenance contracts and their renewals, vetted trade providers, legal services and home-loan comparison. That is what turns a one-off deal into a subscription that renews.

**Evidence:** Maintenance requests, annual maintenance contracts, the service-provider marketplace, legal services and home-loan offers are all live product areas, not roadmap items.

### Property treated as an asset, in the product

An investor sees a listing as a set of numbers. Rental yield, purchase and holding costs and projected returns are modelled next to the listing rather than exported to a spreadsheet, and every holding rolls into a portfolio view of occupancy, income, costs and estimated value. Market and neighbourhood data sit alongside so a price can be argued rather than felt.

**Evidence:** Portfolio value, investment returns and average rental yield are computed in the product, with market-trend and area-insight records surfaced next to listings.

### Enterprise governance from day one, not a later project

Because the product runs inside a shared workspace, a firm gets role presets for each job, multi-office scoping, an audit trail on every change, single sign-on, language support and accessibility without configuring or buying any of it. That matters enormously when a brokerage has to explain how a price was set or who approved a verification.

**Evidence:** Every operation in the product carries an access rule enforced at the edge before the request reaches the service, with six seeded role presets covering principal, operations manager, agent, analyst, client and viewer.

### One flat bill instead of four stacked subscriptions

A firm buying listing leads, a customer database, a deal tracker, a property-management tool and a vendor directory separately pays for five renewals and five integrations. HousingVista prices by portfolio size rather than per seat, so adding an assistant or a coordinator does not add cost, and everything sits in one contract.

**Evidence:** Pro is \$79/month and Business is \$399/month as flat organisation fees, with capacity add-ons available rather than forced tier jumps.

## 06 Ideal Customer Profile

A brokerage, letting agency or property-management firm running between twenty and a few hundred properties, whose listings, tenancies and repairs currently live across a portal subscription, a spreadsheet and a messaging group.

| SEGMENT                                 | TYPICAL SIZE         | WHY THEY BUY                                                                                                                                                                              |
|-----------------------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Independent agents and small brokerages | 1–10 agents          | They have outgrown a spreadsheet but cannot justify a per-seat sales system. Flat pricing and a free tier that is genuinely usable make the first conversation easy.                      |
| Property-management and letting firms   | 25–500 managed units | Rent status, applications, leases, repairs and maintenance contracts are the daily job, and this is the part most listing portals do not touch at all. Highest stickiness of any segment. |

| SEGMENT                                          | TYPICAL SIZE                        | WHY THEY BUY                                                                                                                                                                           |
|--------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Multi-office brokerages</b>                   | 10–50 agents across several offices | They need oversight across offices, consistent roles, consolidated analytics and something to show an auditor. That is the Business tier conversation.                                 |
| <b>Private landlords and portfolio investors</b> | 3–50 properties                     | They want yield, occupancy and value in one place instead of a spreadsheet, and they keep paying because the tenancy and repair records live in the same product.                      |
| <b>Developers and new-build sales teams</b>      | 50–1,000 units in flight            | They want direct, verified sales rather than commission-led lead routing, plus analytics on buyer behaviour. Some of the multi-project tooling is still roadmap, so qualify carefully. |
| <b>Overseas buyers and their advisers</b>        | 1–10 properties, bought remotely    | A shared workspace lets a remote buyer, a family member and a lawyer work on the same verified listing and deal record, which is the specific fear this buyer has.                     |

#### GEOGRAPHIES

Strongest fit in India, where the product's verification model, regional pricing in Indian rupees and market vocabulary were designed first. It is built to work in any property market, with four regional pricing bands covering North America, Europe, the Gulf, Southeast Asia, Latin America and South Asia. Coverage of listing inventory grows city by city, so ask before promising a specific market.

#### NOT A FIT – DO NOT CHASE

- A firm whose only real problem is buying more buyer enquiries — HousingVista runs the business, it does not sell portal traffic, and it will disappoint anyone shopping for leads.
- A single homeowner selling one property once. The free tier will serve them and there is no commercial story for you.
- A property manager whose binding constraint is client-money and trust accounting. Established property-management suites are deeper there today, and HousingVista expects to sit alongside them rather than replace them.
- A team that needs a full native mobile app for field work right now. The web app is responsive but the mobile apps are not shipped.
- Anyone expecting AI to price the property or decide on a tenant. The advisory AI is roadmap, and screening a person is deliberately excluded by design.

## 07 Buyer Personas

Six roles you will meet. Each one cares about a different half of the product, and the opening line matters more than the feature list.

### Brokerage principal or firm owner

#### WHAT THEY WANT

Grow the book without losing control of listing quality, agent behaviour or client data, and be able to answer for any deal in the business.

**Open with:** If a regulator asked how a price was set on a listing you published last quarter, where would you go to answer that?

**They will ask:** Who can see what, and can I prove who changed it?

#### WHAT FRUSTRATES THEM

No single view across offices, no idea which listings are going stale, client relationships owned by a portal, nothing an auditor would accept.

### Property operations or lettings manager

#### WHAT THEY WANT

Take on more managed units without adding staff proportionally, and stop chasing rent and repairs by hand.

#### WHAT FRUSTRATES THEM

Rent late because chasing is manual, repair requests lost in a chat group, owner reports rebuilt in a spreadsheet every month, tenant screening done on instinct.

**Open with:** How much of your week goes on chasing rent and chasing repairs, and what would you do with that time back?

**They will ask:** Can tenants raise a repair themselves, and does it come back to me with a history?

### Listing agent

#### WHAT THEY WANT

Publish good listings, keep every buyer and viewing moving, and close more without hiring anyone.

#### WHAT FRUSTRATES THEM

Enquiries that go nowhere, conversations spread across messaging apps and email, no read on which listing needs a price or photo refresh.

**Open with:** When a buyer enquires on one of your listings, what actually happens next, and who is holding it?

**They will ask:** Is this another system I have to keep updated alongside the one I already pay for?

### Landlord or private investor

#### WHAT THEY WANT

Know what the portfolio yields, keep units let, and stop the operational side eating evenings.

#### WHAT FRUSTRATES THEM

Yield estimated in a spreadsheet, occupancy tracked by memory, deposits and lease dates scattered, repairs handled ad hoc.

**Open with:** If I asked what your properties returned last year after costs, how long would it take you to answer accurately?

**They will ask:** Does it actually calculate the numbers, or do I still type them in?

### Investment or portfolio analyst

#### WHAT THEY WANT

Compare candidate deals consistently and keep an accurate register of what the firm holds and what it is worth.

#### WHAT FRUSTRATES THEM

Every deal modelled from scratch, market data that only reaches city level, no single register of holdings and valuations.

**Open with:** How do you compare two properties in different neighbourhoods at different price points today?

**They will ask:** Where does the market and area data come from, and how current is it?

### Overseas buyer or family adviser

#### WHAT THEY WANT

Buy and hold property in a market they cannot visit often, without depending on somebody's cousin to check the paperwork.

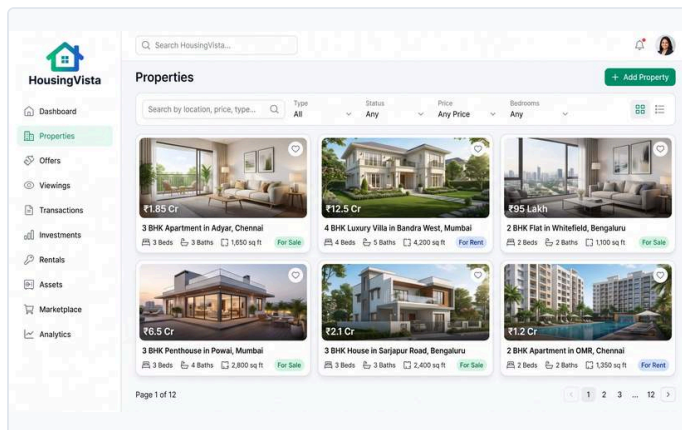
#### WHAT FRUSTRATES THEM

Cannot inspect personally, cannot judge whether documents are genuine, no way to manage a property remotely once bought.

**Open with:** When you buy from abroad, who checks the paperwork, and what do you actually see of that check?

**They will ask:** Can my lawyer and my family see the same records I do, without sharing my login?

Twelve scenarios worth recognising in a conversation. Each is a real product area rather than an illustration, and each is the moment a prospect stops being polite and starts asking questions.



#### HOME BUYER OR RENTER

### Narrow thousands of listings to a shortlist worth visiting

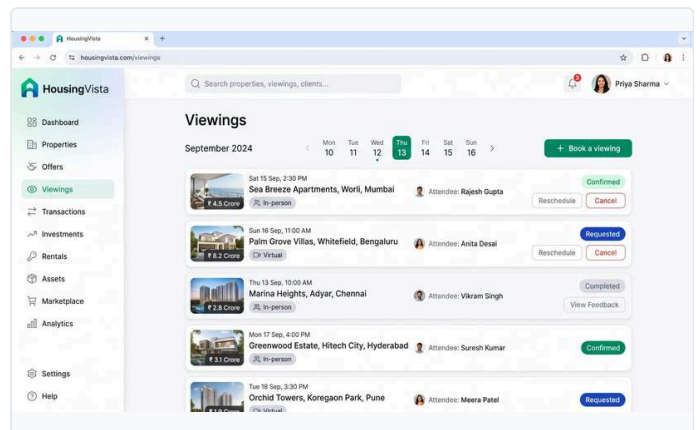
#### THE SITUATION

A relocating couple has a budget, two neighbourhoods and no idea which of the hundreds of results are real, current, or actually within reach.

#### WHAT HAPPENS WITH HOUSINGVISTA

They filter by location, price band, property type, bedrooms and amenities, scan matches in a list or on a map with price-labelled pins, and save the ones that fit to a shortlist that survives between sessions. The shortlist then lets them compare candidates side by side rather than in a dozen browser tabs.

A defensible shortlist of five in an afternoon instead of a fortnight of dead ends.



#### BUYER, RENTER, AND THE AGENT HOSTING

### Book viewings without the phone-tag

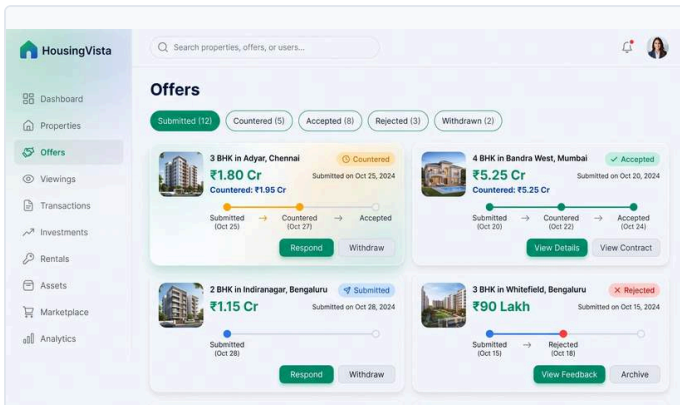
#### THE SITUATION

Arranging four viewings takes a dozen calls and messages, two of them get double-booked, and one is a no-show nobody confirmed.

#### WHAT HAPPENS WITH HOUSINGVISTA

The buyer requests a viewing on a shortlisted property against the slots the agent or owner has opened, gets a confirmation and reminders, and sees every upcoming and past tour on one schedule. In-person and virtual walkthroughs use the same booking flow, so a remote buyer can tour first and travel only for finalists.

Fewer no-shows, no double bookings, and a viewing history you can look back at.



## BUYER AND SELLER

### Make an offer and watch it move

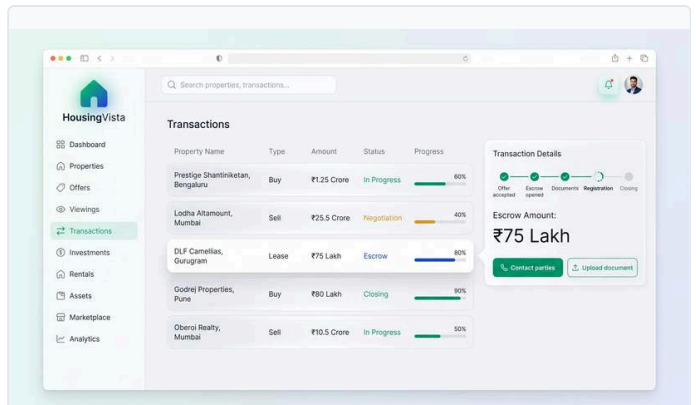
#### THE SITUATION

The offer goes in through an agent, the counter comes back over a phone call nobody logged, and both sides are guessing where they stand.

#### WHAT HAPPENS WITH HOUSINGVISTA

The offer is submitted on the listing itself, negotiated through built-in messaging, and countered, accepted or withdrawn in the product. Every step is recorded against the listing, so both parties are reading the same record rather than two versions of a phone call.

A negotiation a first-time buyer can follow, and a record the agent can point to later.



## AGENT, BUYER AND SELLER

### Follow the deal through to close

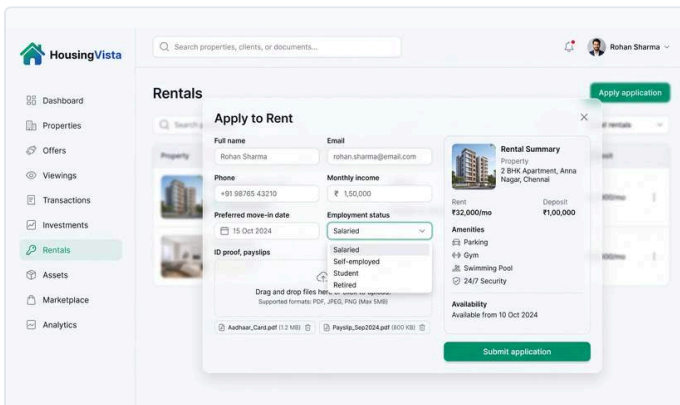
#### THE SITUATION

Between acceptance and completion there are documents, parties and milestones, and the only status update anyone gets is a phone call they had to make themselves.

#### WHAT HAPPENS WITH HOUSINGVISTA

An accepted offer opens a shared deal record carrying the parties, the milestones, the documents exchanged and a status timeline — submitted, countered, accepted, in progress, closed — that both sides watch. Closing coordination such as escrow automation and title integration remains roadmap.

One place where everyone can see how far the deal has actually got.



## RENTER AND LANDLORD

### Rent a home and apply entirely online

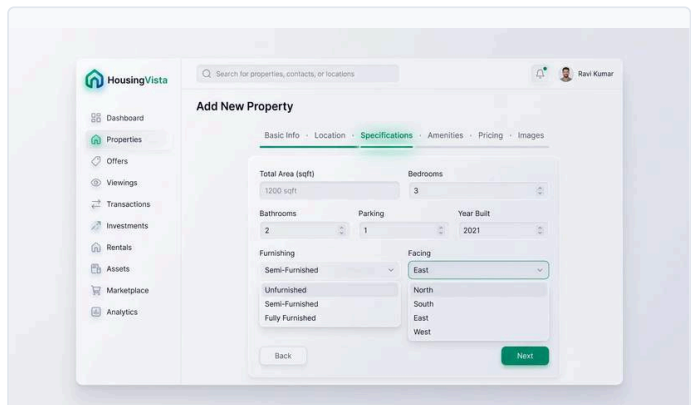
#### THE SITUATION

A renter sends identity and income documents by email, then hears nothing for a week and cannot tell whether the landlord has even opened them.

#### WHAT HAPPENS WITH HOUSINGVISTA

The renter filters rental listings, books a viewing and submits an application with the documents a landlord needs, then follows it from submitted to approved. The landlord reviews applications side by side and messages for anything missing, all on the same listing the rental was advertised on.

A faster yes, and a landlord comparing applicants on the same information rather than on memory.



## LISTING AGENT OR OWNER SELF-LISTING

### Publish a listing that stands up to scrutiny

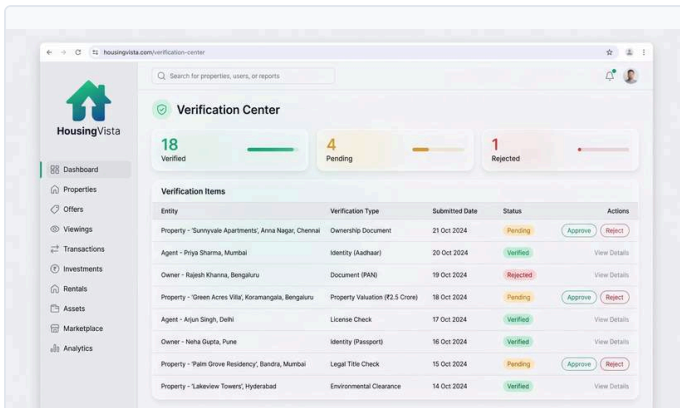
#### THE SITUATION

A new mandate needs to be live today, and the same details have to be typed into a portal, a spreadsheet and a brochure.

#### WHAT HAPPENS WITH HOUSINGVISTA

One guided flow captures photos, floor plans, key facts, price, amenities and a map location, and publishes the listing to search and the map. An owner can run the same flow without an agent and hand the listing over later without starting again.

A live, discoverable listing built once that feeds every downstream step.



## BROKERAGE PRINCIPAL OR OPERATIONS MANAGER

### Prove a listing is real before anyone travels

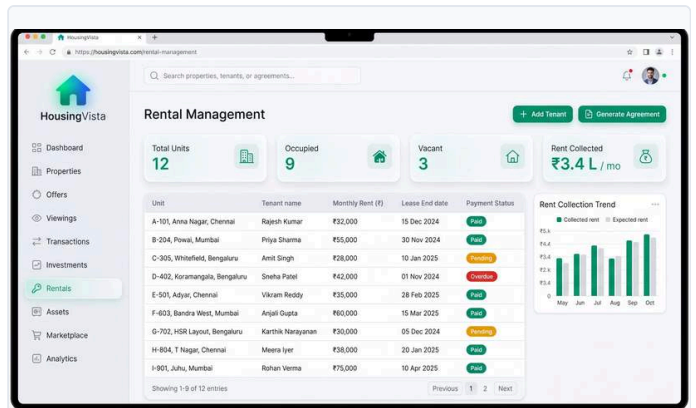
#### THE SITUATION

Buyers have stopped believing badges, and the firm has no way to show what it actually checked on a property it published.

#### WHAT HAPPENS WITH HOUSINGVISTA

Supporting documents — title, registration, occupancy, ownership and identity evidence — are attached as verification items and approved or rejected one at a time. Approval sits with a senior role rather than the agent who submitted the evidence, and the outcome is recorded.

Verified status a firm can defend, and a paper trail if anyone later asks.



## LANDLORD OR LETTINGS MANAGER

### Screen tenants and keep the lease straight

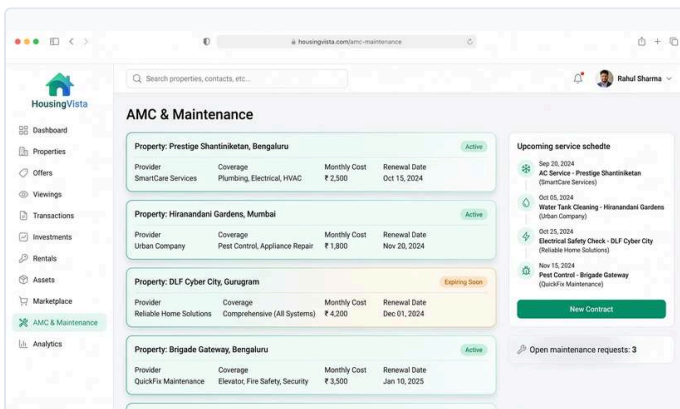
#### THE SITUATION

Six applications arrive in three formats, the chosen tenant's paperwork lives in an email thread, and a renewal date is discovered only after it passes.

#### WHAT HAPPENS WITH HOUSINGVISTA

Applications are reviewed side by side, the chosen tenant moves through to a lease, and units, tenants, terms, documents and renewal dates are tracked together. Key dates stay visible so nothing lapses unnoticed.

Ad-hoc landlording turned into a managed process, whether it is one flat or a block.



## LANDLORD OR PROPERTY-MANAGEMENT FIRM

### Keep rent and repairs on one record

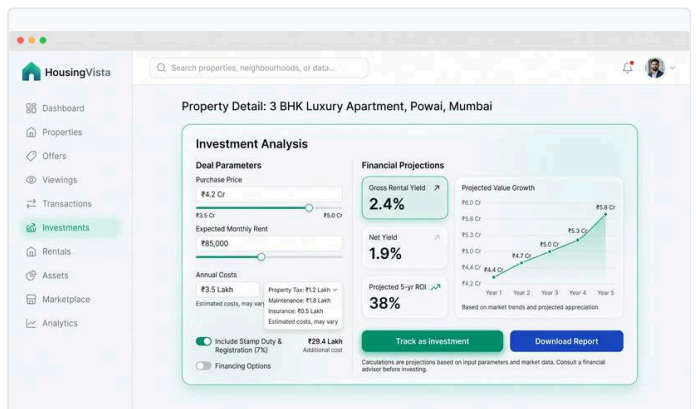
#### THE SITUATION

Rent is chased by hand, repairs arrive as messages that get buried, and the maintenance contract that would have covered the boiler quietly expired.

#### WHAT HAPPENS WITH HOUSINGVISTA

Rent status is visible across units at a glance. Repairs are captured, assigned and followed to resolved with their own history, and annual maintenance contracts hold what is covered, what it costs and when it renews — with vetted trade providers available in the marketplace when a job needs one.

The operational half of ownership stops running on memory and messaging apps.



## PROPERTY INVESTOR

### Size up the deal before committing

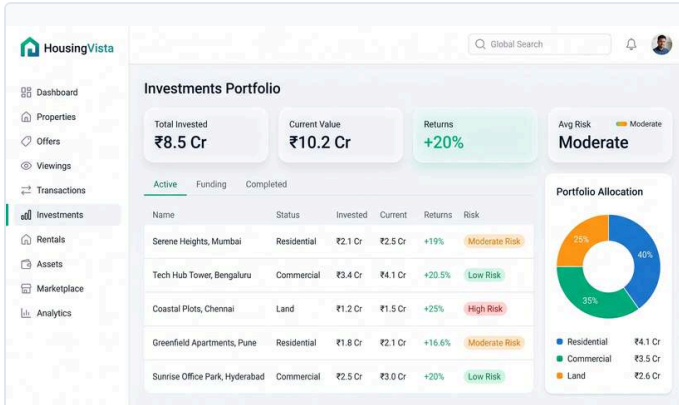
#### THE SITUATION

Every candidate purchase gets modelled from scratch in a fresh spreadsheet, and two properties at different prices in different areas are impossible to compare fairly.

#### WHAT HAPPENS WITH HOUSINGVISTA

On a listing, the investor models estimated rental yield, purchase and holding costs and projected returns, and compares that against alternatives without leaving the product. Nothing here is investment advice or a guaranteed return, and it should always be framed that way.

A consistent basis for saying yes or no, attached to the listing it belongs to.



## INVESTOR OR OWNER WITH SEVERAL PROPERTIES

### Track the whole portfolio in one dashboard

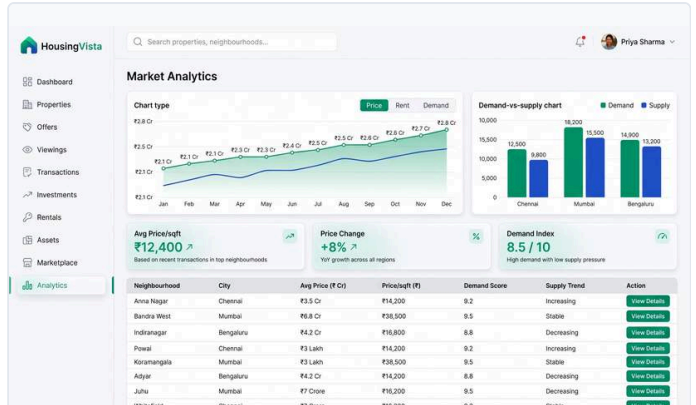
#### THE SITUATION

Once there is more than one property, the question shifts from whether a deal is good to how the whole book is doing — and the answer lives in four files.

#### WHAT HAPPENS WITH HOUSINGVISTA

Every holding rolls into a portfolio view of occupancy, rental income, running costs and estimated current value, with portfolio value, returns and average rental yield computed for you and drillable back to a single property.

An honest read on the portfolio without a monthly spreadsheet rebuild.



## AGENT, INVESTOR OR BROKERAGE PRINCIPAL

### Read the market before setting a price

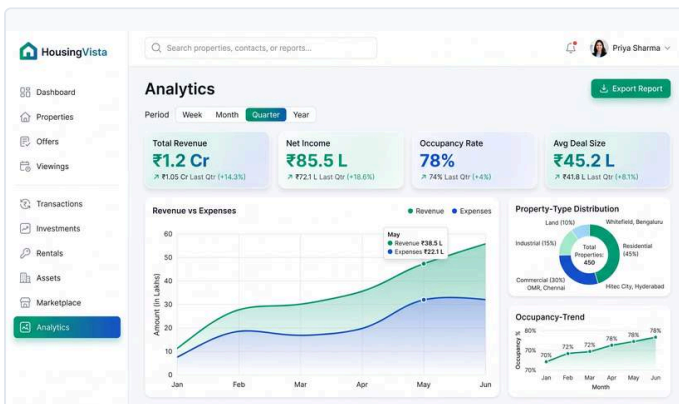
#### THE SITUATION

Pricing is argued from anecdote — what a neighbour got, what a portal headline said — and a listing sits for sixty days because nobody wanted the awkward conversation.

#### WHAT HAPPENS WITH HOUSINGVISTA

Price and rent trends with demand and supply move alongside neighbourhood comparisons on safety, connectivity, amenities, schools, average price, yield and appreciation. Suggested prices generated from comparables are roadmap, not something the product does today.

A price the owner can be talked through, backed by something other than instinct.



## BROKERAGE PRINCIPAL OR REGIONAL HEAD

### Run the firm from one control room

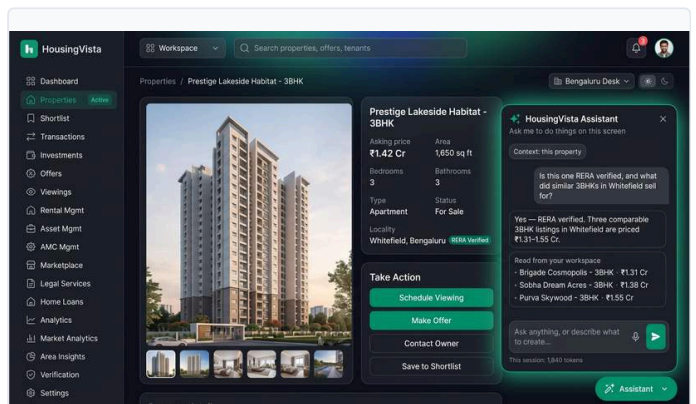
#### THE SITUATION

Three offices, twenty agents, and no consolidated view of what is selling, what is stale, or how each office is performing.

#### WHAT HAPPENS WITH HOUSINGVISTA

Agents are onboarded into roles, offices and teams are structured under one organisation, and analytics show revenue against expenses, occupancy trend and property mix over any period, with every change attributable to a person.

Oversight that scales past the point where the principal can hold it all in their head.



## ANY USER, ON ANY ROLE

### Ask the assistant on the screen you are already on

#### THE SITUATION

Answering a simple question — is this one verified, where did my offer get to — means clicking through three screens or pasting a reference into a chat box that knows nothing about the page.

#### WHAT HAPPENS WITH HOUSINGVISTA

A floating assistant sits on every screen and resolves what you are looking at into the actual property, deal or request before your question is sent. It works through the same permissioned interface your clicks do, so it can never surface another party's offer or another landlord's applications.

Answers about your own records without leaving the page or re-explaining the context.

## 09 Product Capabilities

The capability map, grouped the way a buyer thinks about it. Anything not marked shipped is genuinely not there yet — say so, and the conversation gets easier rather than harder.

### Search, discovery and shortlists

How a buyer or renter gets from thousands of results to five worth visiting.

#### Filtered property search

Filter by location, price band, property type, bedrooms, status and amenities across every property type — apartments, houses, plots, commercial, new projects, rentals and managed lets.

#### Map view with viewport search

Pan and zoom an interactive map with price-labelled pins, search the current area, and click a pin to highlight the matching property in the synced list.

#### Persistent shortlist

One tap saves a listing to a personal shortlist that survives between sessions and lets candidates be compared side by side.

#### Natural-language search in progress

A plain-English brief is parsed into the product's real filters and shown back as editable chips, with a deterministic keyword fallback when no AI provider is configured. Multi-turn refinement and buyer matching are not there yet.

#### Behavioural recommendations planned

Ranking listings against a buyer's own shortlist and viewing history, with a short rationale for each match.

### Listings, verification and trust

Getting a listing live, and giving a buyer a reason to believe it.

#### Rich listing creation

Photos, floor plans, key facts, price, amenities and a map location, published to search and the map with a full status lifecycle from for-sale through to sold or off-market.

#### Owner-guided self-listing

An owner can publish without an agent, field enquiries directly, and hand the listing to an agent later without starting over.

#### Document-backed verification

Verification items covering title, registration, occupancy and ownership evidence, each with attached documents and an explicit approve or reject decision.

#### Separation of submit and approve

The agent who submits verification evidence cannot approve it; approval sits with a senior operations or principal role by default.

#### Ratings, reviews and reputation

Reviews after a deal that roll up into a reputation and surface as confidence signals on listings and parties.

### Viewings, offers and deals

The stretch from interest to keys, kept on one shared record.

#### Viewing booking and rescheduling

Request against opened slots, confirm, reschedule or cancel, with reminders and a single schedule of upcoming and completed tours.

#### Virtual and in-person walkthroughs

Both ride the same booking flow, so a remote buyer can tour first and travel only for finalists.

#### Offer submission and negotiation

Submit, counter, accept or withdraw an offer directly on the listing, with built-in messaging attached to the negotiation.

#### Shared deal record

An accepted offer opens a deal carrying parties, milestones, exchanged documents and a status timeline both sides watch.

#### Escrow, e-signature and title integration planned

Closing coordination, routine-step automation and integration with financing and title registries.

### Rentals, tenancies and owner operations

The part most listing portals never touch, and the reason a subscription renews.

#### Rental listings on the sales spine

Rental search, viewings, messaging and offers reuse the same tools as sales, so a team runs lettings and sales side by side.

#### Online rental applications

Applicants submit with the documents a landlord needs, landlords review side by side, and the application moves from submitted to approved.

#### Leases and renewals

Units, tenants, terms, deposits, documents and renewal dates held together, with key dates kept visible.

#### Rent status across units

One view of where rent stands across every managed unit.

#### Maintenance requests

Raised by tenants or staff, assigned, tracked and resolved, each with its own history.

#### Annual maintenance contracts

What each contract covers, what it costs, which renewals are due and which services are coming up.

#### Service-provider marketplace

Vetted trades and providers browsable by category and comparable on ratings and response times, bookable from inside the product.

### Investment, market and area intelligence

Treating a property as an asset, with the numbers in the product rather than in a file.

#### Deal modelling on a listing

Estimated rental yield, purchase and holding costs and projected returns, modelled beside the listing and comparable against alternatives.

#### Portfolio dashboard

Occupancy, rental income, running costs and estimated current value across every holding, with portfolio value, returns and average yield rolled up and drillable.

#### Owned-asset register

A register of what the owner or firm holds, with valuations kept against each asset.

#### Market trends

Price and rent movement with demand and supply indices over time, so a purchase or a price change can be timed.

#### Area comparison

Compare neighbourhoods on safety, connectivity, amenities, schools, green cover, average price, yield and appreciation, up to three at a time.

#### Suggested asking price from comparables planned

A price band with the comparables and market data it cited, a confidence signal and a written rationale, applied only by a human.

### Finance, legal and marketplace services

The adjacent work that usually leaves the platform, kept attached to the deal.

#### Home-loan comparison

Model the monthly payment and total interest for different amounts, rates and terms, then compare offers from partner lenders on rate and terms.

#### Legal services directory

Property lawyers by category — title verification, agreements, registration, dispute advisory, document review — comparable on ratings and fees, with consultations bookable.

#### Provider bookings and reviews

Engage a provider, track the booking and leave a rating, with a platform fee rather than a typical agency take.

#### Fractional and co-investment offerings in progress

Browse offerings on every plan, invest from Pro and sponsor from Business, subject to local eligibility rules.

## Workspace, governance and administration

What makes it sellable to a firm rather than an individual.

### Role presets per job

Six seeded workspace roles — principal, property operations manager, listing agent, investment analyst, client and market viewer — each granting only the resources that job needs.

### Access enforced on every operation

Every read and write carries an access rule checked before the request reaches the product, so permissions are never re-implemented per feature.

### Multi-role identity

One person can be a buyer, renter, owner, agent and investor on a single identity, with each action scoped to the role it was taken under.

### Audit and activity timeline

Every change recorded with actor, target and result, filterable and exportable, with retention that scales by plan.

### Multi-office organisations in progress

Offices and teams under one organisation with scoped oversight; consolidated multi-entity reporting and developer inventory tooling are still roadmap.

### Single sign-on and directory sync

Enforced single sign-on and automated user provisioning, with sandbox connectors available on lower tiers for testing before purchase.

## AI and ecosystem surfaces

Be precise here — one AI capability is live, most are honestly roadmap, and partners get caught out overselling this.

### In-context assistant

A floating assistant on every screen that resolves the page into the actual property, deal or request before answering, working through the same permissioned interface and holding no access the user does not.

### Per-turn cost metering

Every assistant exchange reports its usage back to the platform, so AI spend is metered and attributable rather than an invisible line.

### Connector for a customer's own AI agent in progress

Nineteen property tools, four read-only data views and two prompt templates a customer's own agent can use behind its own sign-in, inheriting the same permissions. Confirmation gating on tools that change data is still outstanding.

### Fair-housing guardrails in progress

The search and application filters carry no demographic fields at all, so a discriminatory query cannot be expressed. The written refusal rules and evaluation cases exist; automated scoring against them does not run yet.

### Offer evaluation and repair triage planned

Advice on accepting, countering or rejecting an offer with the evidence behind it, and suggested priority on a repair with cover already checked. Screening a person is deliberately excluded by design.

### Scheduled portfolio watches planned

Overnight sweeps for stale listings, expiring offers, unconfirmed viewings, lapsing contracts and untriaged repairs, which recommend and notify but never act.

### Native mobile apps planned

Search, viewings, offers and on-the-go management on phones and tablets.

### Command line, developer libraries and extensions

planned

Terminal automation, bulk listing operations, typed libraries and browser and editor extensions for partners and integrators.

## 10 Pricing & Plans

Pricing is by portfolio, not by seat: what you pay tracks the number of active listings and managed rental units, so adding an assistant or a coordinator costs nothing. Free, Pro and Business are flat fees per organisation, billed monthly or annually, and Enterprise switches to an annual per-listing contract because that is how large portfolios are scoped and renewed. Regional pricing runs in four bands with local-currency pricing, so a customer in India is not asked to pay a North American price. Capacity add-ons let a customer stretch a tier rather than jump to the next one.

| PLAN              | PRICE                                                                                                                                                      | WHO IT IS FOR                                                                                        | WHAT IS INCLUDED                                                                                                                                                                                                                                                                                                        |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Free</b>       | \$0<br>₹0 in India. No card required, no expiry.                                                                                                           | Individual agents, small landlords and part-time investors trying the platform on real properties    | 10 active property listings; 5 managed rental units; 2 agent or admin seats; 2 active transactions; 50 buyer enquiries per month; 1 GB shared storage; Community support plus one ticket per month                                                                                                                      |
| <b>Pro</b>        | \$79/mo or \$63/mo annual<br>₹2,999/mo or ₹2,399/mo annual in India. Flat fee per organisation.                                                            | Independent agents, small brokerages up to about five agents, and landlords with a growing portfolio | 100 active property listings; 50 managed rental units; 5 agent or admin seats; 10 active transactions; 1,000 buyer enquiries per month; 100 GB shared storage; Email support with a 48-hour target, 99.5% availability commitment                                                                                       |
| <b>Business</b>   | \$399/mo or \$319/mo annual<br>₹14,999/mo or ₹11,999/mo annual in India. 14-day trial available.                                                           | Growing brokerages, property-management firms and developers up to about fifty agents                | 1,000 active property listings; 500 managed rental units; 50 agent or admin seats; 10 workspaces for offices or branches; Unlimited active transactions under fair use; 1 TB shared storage; Priority support with an 8-hour target, 99.9% availability commitment                                                      |
| <b>Enterprise</b> | From \$0.40/listing/mo, or \$0.30/listing/mo annual at 1,000+ listings<br>Annual contract, quoted regionally. Contact us for anything below the list rate. | Large brokerages, developers, institutional portfolios and multi-entity operators                    | Custom or contracted listing, unit and transaction quotas; Enforced single sign-on, directory sync and security-log streaming; Multi-entity organisation structures and custom retention; Dedicated tenancy or self-hosting available; Data-residency and compliance packages; 99.95% or better availability commitment |

### Add-ons

| ADD-ON                                                                     | PRICE                |
|----------------------------------------------------------------------------|----------------------|
| 100-Listing Pack                                                           | \$39/month (₹1,599)  |
| 500-Listing Pack                                                           | \$149/month (₹5,999) |
| 50-Unit Pack (managed rental units)                                        | \$29/month (₹1,199)  |
| 250-Unit Pack (managed rental units)                                       | \$99/month (₹3,999)  |
| 25-Transaction Pack                                                        | \$49/month (₹1,999)  |
| Analytics Pro (730-day retention, custom dashboards, scheduled reports)    | \$99/month (₹3,999)  |
| Audit Standard (365-day retention, filtered views, export)                 | \$39/month (₹1,599)  |
| Verification Starter (+5,000 verification items per month, priority queue) | \$49/month (₹1,999)  |
| 5 Agent Seats                                                              | \$49/month (₹1,999)  |

#### WHAT TO TELL A PROSPECT ABOUT PRICE

- Never quote a price you have not read on this page or on the published pricing page — regional bands mean the same plan is genuinely a different number in different markets.
- Buyers and renters are not the paying customer. Searching, shortlisting and enquiring are meant to be friction-free; the money comes from the professional side.
- Every feature family is available on every tier, including Free. What scales is capacity, analytics depth, oversight, compliance options, support tier and availability commitment.
- Storage and programmatic request limits are pooled across all Burdenoff products on the same account, so a customer already using another product has more headroom than the number suggests.
- Dedicated tenancy, self-hosting, migration, training and managed operations are quoted separately and carry their own commercial terms — bring us in before promising any of them.

## 11 Competitive Landscape

The alternatives, and where each of them genuinely beats us. A partner who concedes the obvious point early is believed on everything after it.

| ALTERNATIVE        | WHAT IT IS                                                                                                                                                                                     | WHERE THEY ARE STRONG                                                                                                                                                                       | WHERE WE WIN                                                                                                                                                                                                                                                                                 |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>99acres</b>     | One of India's largest property portals, owned by Info Edge, carrying residential, commercial and rental inventory across hundreds of cities on a listing-subscription and lead-package model. | Far more inventory and far more brand recognition, particularly outside the largest cities. If a prospect's only goal is buyer traffic today, 99acres will deliver more of it than we will. | They stop at the enquiry. Offers, counters, the deal record, rental applications, leases, rent status, repairs and portfolio tracking all continue after the point where a portal hands you a phone number — and client relationships stay in the firm's workspace rather than the portal's. |
| <b>MagicBricks</b> | A Times Group-backed portal with strong media reach, a recognised city-level price index and a large agent subscriber base.                                                                    | Media reach and offline brand awareness are stronger than ours, the price index is an established name buyers already trust, and developer relationships for new launches run deep.         | Their price data stops at city level and their product stops at advertising. We put yield and return modelling on the individual listing, verification as a workflow rather than a badge, and a workspace with roles and an audit trail instead of rented ad space.                          |
| <b>Housing.com</b> | A design-led Indian portal backed by REA Group, known for the cleanest consumer experience among the portals and integrated regulatory badges.                                                 | The best consumer interface of any Indian portal, real capital and product expertise behind it, and a regulatory badge buyers already recognise as a trust signal.                          | A polished search engine is still a search engine. We run the whole operation on the same record — offers, tenancies, repairs, contracts, portfolio — and verify per document rather than displaying one badge.                                                                              |
| <b>NoBroker</b>    | A zero-brokerage rental marketplace with a large home-services network and an established remote property-management business for overseas owners.                                             | The zero-brokerage brand is genuinely strong with renters, the trades network has real supply behind it, and remote property management is a proven revenue line for them.                  | They are rental- and services-first with no sales side: no offer workflow, no deal record, no investment or portfolio tracking, and explicitly no tools for agents. We serve the professional side they were built to route around.                                                          |
| <b>PropTiger</b>   | A new-project specialist under Aurum PropTech, focused on developer inventory, site visits and guided journeys for first-time buyers.                                                          | Deep developer relationships, mature site-visit management for new launches, and a corporate parent with a wider property-technology portfolio to draw on.                                  | New launches only means no resale and no rental. We carry new projects, resale and lettings on one record, and the buyer drives the offer rather than being routed to whichever developer pays the commission.                                                                               |

| ALTERNATIVE                  | WHAT IT IS                                                                                                                                                          | WHERE THEY ARE STRONG                                                                                                                                                          | WHERE WE WIN                                                                                                                                                                                                                                                                                |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Square Yards</b>          | A global property consultancy focused on overseas Indian investors, with mortgage and interiors referral partnerships and a physical adviser network in the Gulf.   | Strong brand with overseas buyers, established mortgage and interiors partnerships, and a human adviser network that suits anyone who wants hand-holding rather than software. | Advice is not a system. A shared workspace lets an overseas buyer, a family member and a lawyer work the same verified listing and deal record, then manage the tenancy and repairs afterwards — on transparent subscription pricing rather than commission.                                |
| <b>Zillow</b>                | The largest online property marketplace in the United States, with automated home valuations and a mature advertising and lead-generation business for agents.      | Consumer reach and data depth nothing in this category matches, a valuation product buyers know by name, and polished consumer apps.                                           | The experience is spread across several brands and stops at connecting a consumer to an agent. There is no workspace-level collaboration for a team, no multi-office oversight, no lifecycle deal management, and no portfolio view for an investor.                                        |
| <b>Buildium and AppFolio</b> | Established property-management suites for landlords and managers, covering tenancies, accounting and maintenance, typically priced per unit with monthly minimums. | Materially deeper client-money and trust accounting, longer operating history, and a level of financial reporting we do not attempt to match today.                            | They start after the property is already yours. We carry the sales side too — listings, verification, viewings, offers, deals and investment analysis — and price by portfolio rather than per unit with a minimum. Expect to integrate alongside them rather than replace them on day one. |

#### THE POSITIONING LINE TO HOLD

Listing portals sell you attention; HousingVista runs the work that starts after the enquiry and does not stop when the keys change hands.

## 12 Why Us / Differentiators

If a prospect remembers only a few things about why this is different, make it these.

### One listing record, not a chain of integrations

Search, viewings, offers, deals, rentals, leases, repairs and the investment numbers all read and write the same listing. When a listing changes, every downstream view is already correct, because there is nothing to synchronise and nothing to re-enter at a hand-off.

### Verification as a workflow with states, not a badge

Each supporting document is submitted, reviewed and approved or rejected on its own, by a different role from the one that submitted it. That means a firm can show what it checked and who signed it off, which is a materially different claim from displaying a logo.

### Sales and lettings on equal footing

Rentals are not a separate product or a second brand. Applications, viewings, offers, messaging and repairs use the same tools as sales, so a mixed agency runs both sides in one place and a renter who becomes a buyer never learns a second interface.

### The product stays useful after the close

Rent status, repairs, maintenance contracts, vetted trades, legal services and home-loan comparison keep the same record in daily use for years. That is the difference between a tool a firm buys for a transaction and a subscription that renews.

### One identity across every role

A person can be a buyer this year, a landlord next year and an investor after that, on one identity with each action scoped to the role it was taken under. Nobody maintains separate accounts, and nothing loses its history when the role changes.

### Governance the firm did not have to build

Role presets per job, multi-office scoping, an audit trail on every change, single sign-on, language support and accessibility all come from the shared platform. A single-product competitor has to build or buy each of those separately.

### **Priced by portfolio, not per seat**

Cost tracks active listings and managed units rather than headcount, so a firm can put an assistant, a coordinator or a compliance officer into the workspace without a new licence. Capacity add-ons stretch a tier instead of forcing a jump.

### **AI that advises and is honest about its limits**

The one live AI surface answers questions about records the user is already allowed to see, and the roadmap features are explicitly built to recommend rather than act — no automatic price writes, no automated tenancy decisions. Screening a person is excluded by design, not deferred to a later phase.

## **13 Customer Proof & Credibility**

There are no customer references to lean on yet, so credibility has to come from somewhere else: the depth of what is actually built, the governance posture, and a willingness to say plainly what is not there. Prospects respond well to that when it is offered before they have to dig for it.

#### **BREADTH OF WHAT IS LIVE**

Sixteen product areas run end to end today — properties, viewings, offers, deals, rentals, tenancies, maintenance, maintenance contracts, assets, investments, the services marketplace, legal services, home loans, market data, area data and verification — each with real records and real workflows, not read-only screens.

#### **ACCESS CONTROL ON EVERY OPERATION**

Every read and write in the product carries an access rule enforced before the request reaches the service. Six role presets are seeded into every workspace, and the role that approves a verification is deliberately separate from the role that submits it.

#### **TENANT ISOLATION AND AUDIT**

Every record belongs to a workspace and is isolated at the database level, and every change is written to an audit timeline with actor, target and result — filterable and exportable, with retention that scales by plan.

#### **FAIR-HOUSING CONSTRAINTS BUILT INTO THE DESIGN**

The property and rental-application filters carry no demographic fields, so a discriminatory query cannot be expressed against the product at all. Screening a person is excluded from the AI roadmap by design rather than postponed.

#### **REGIONAL FAIRNESS IN PRICING**

Four published pricing bands with local-currency pricing rather than a single North American price, which matters to any firm operating outside the largest markets.

#### **BUILT ON A SHARED PLATFORM, NOT FROM SCRATCH**

Identity, permissions, billing, files, messaging, notifications, language support and accessibility come from a platform shared across a family of products, so enterprise governance arrived with the product rather than being scheduled for later.

#### **CERTIFICATION POSITION STATED PLAINLY**

No third-party certification is in force today. A recognised security attestation and an international information-security certification are targeted, with privacy-programme certification behind them. Anyone who needs an audit report in hand today should be told the honest date rather than sold a plan.

**Be straight about this.** HousingVista is early. It is live and open to sign up, but it launched recently, there are no public reference customers, no published usage numbers and no certifications in force yet. Parts of the story are genuinely roadmap: suggested prices, offer evaluation, scheduled portfolio watches, native mobile apps and end-to-end closing automation are not built, and multi-entity consolidated reporting is only partly there. What a prospect should weigh instead is how much of the lifecycle actually works today, the governance and verification posture, and how quickly they can prove it themselves — the free plan runs ten real listings and five real tenancies without a card, which is a far better test than any reference call. If a prospect needs a certified vendor with named customers in their own market this quarter, say so and keep the relationship for later.

## 14 Demo Information

There is no gated demo environment for partners. The honest route is the free plan on the prospect's own properties, or a guided walkthrough with our team where the prospect's questions can be answered properly.

### HOW TO GET A DEMO

Anyone can create an account on the free plan at [app.housingvista.com](https://app.housingvista.com) with no card and no invitation. For a prospect worth a real conversation, book a guided walkthrough with Vignesh T.V. rather than demoing yourself — the roadmap boundaries are easy to get wrong.

**Runs about** Fifteen minutes for a quick walkthrough of the lifecycle; thirty to forty-five minutes for a firm that wants to see the operations and governance side properly.

### WHERE TO LOOK

- **Product website** — <https://housingvista.com>
- **Sign up on the free plan** — <https://app.housingvista.com>
- **Use cases by role** — <https://housingvista.com/use-cases>
- **Pricing** — <https://housingvista.com/pricing>
- **Comparisons against the portals** — <https://housingvista.com/vs>
- **Book a walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

### The walkthrough, in order

- 1 A filtered search and the map view**  
Start where a buyer starts. Filters, price-labelled pins on the map, and a shortlist that persists — but the important part is that this is the same listing everything else in the product hangs off.
- 2 A listing with its verification items**  
This is where the portals stop and we carry on. Each document is approved or rejected on its own, by someone other than the agent who submitted it, and the result is on the record.
- 3 Booking a viewing against open slots**  
No phone-tag. The agent opens slots, the buyer picks one, both get reminders, and every past and upcoming tour is on one schedule.
- 4 The offers view with a counter in flight**  
An offer lives on the listing, not in a phone call. Submit, counter, accept, withdraw — and both sides are reading the same record instead of two versions of a conversation.
- 5 The deal record and its status timeline**  
An accepted offer opens this. Parties, milestones, documents and status in one place. Closing automation such as escrow and title integration is roadmap — worth saying out loud.
- 6 Rental applications and a lease**  
Renting is not a second-class flow. Same listing, same viewings, same messaging — plus applications with documents, reviewed side by side, through to a lease with its renewal dates visible.
- 7 Rent status and the maintenance queue**  
This is the part that keeps a firm logged in every day for years. Rent across units, repairs raised and resolved with their history, and maintenance contracts with their renewal dates.
- 8 The portfolio and analytics views**  
Yield and return modelled next to the listing, every holding rolled into occupancy, income, costs and value, and revenue against expenses across the operation. None of it is investment advice, and we say so in the product.
- 9 The assistant answering about the open record**  
One AI capability is live and it is deliberately modest: it already knows which listing you are on and it can only see what you can see. Suggested prices and offer advice are roadmap.

## 15 Sales Talking Points

Nine things worth saying out loud. Each one either shortens the conversation or stops it going somewhere it should not.

### **Portals sell attention; this runs the business.**

It reframes the comparison before the prospect makes it themselves. Nobody wins an argument about who has more listings, and nobody needs to.

### **The subscription is justified by what happens after the sale, not during it.**

Rent, repairs, contracts and renewals are daily work. A tool used at transaction time is bought once; a tool used every morning renews.

### **Verification here is a workflow with an approver, not a badge on a card.**

Everyone in this market claims trust. The difference is being able to show which document was checked and who signed it off.

### **Price tracks the portfolio, not the people.**

It removes the biggest objection a growing firm has to any new system: that every new hire costs more. It also makes the commercial case simple to describe.

### **Sales and lettings are the same product, not two.**

Mixed agencies currently pay twice and reconcile by hand. This is often the fastest route to a yes for a firm doing both.

### **One AI capability is live; the rest is honestly roadmap.**

The category is full of overclaiming and buyers are sceptical. Being specific about what works buys credibility for everything else you say.

### **The free plan is real, not a trial.**

Ten listings and five tenancies with no card and no expiry means a prospect can test it on their own properties this week rather than waiting on a procurement cycle.

### **The governance came with the platform.**

Roles, audit, single sign-on and language support are what usually make a young product fail a firm's review. Here they arrived with the product rather than being on a roadmap.

### **We are early and we say so.**

A prospect who discovers the stage themselves stops trusting the rest of the conversation. A prospect who is told upfront usually asks a better question instead.

The objections in the prospect's own words, including the ones that sting. Answer the hard ones directly; hedging is what loses these conversations.

**"We already pay 99acres and MagicBricks. Why would we add another subscription?"**

You probably would not drop them straight away, and we would not ask you to. They sell you buyer attention. This runs what happens after the enquiry arrives — offers, the deal, the tenancy, the repairs, the portfolio — which is work you are currently doing in a spreadsheet and a messaging group. The question is not which listing site is better; it is what the enquiry lands into.

**PROOF** · Offers, counters, deal records, rental applications, leases, rent status, repairs and portfolio tracking are all live in the product. None of them exist on either portal.

**"You have no customers I can call. Why would I take that risk?"**

That is fair and it is true — the product launched recently and there are no public reference customers yet. The way to de-risk it is not a reference call, it is a fortnight on the free plan with ten of your real listings and a couple of real tenancies. If it does not hold up on your own data, you have lost nothing but the time.

**PROOF** · The free plan carries ten active listings, five managed units, two seats and two live deals, with no card and no expiry.

**"This looks expensive for a firm our size."**

Compare it against what you already spend rather than against zero. A growing firm typically pays separately for listing leads, a customer database, a deal tracker, a property-management tool and a vendor directory. Business is \$399 a month flat regardless of how many people log in, and Pro at \$79 covers a small agency outright. If you are outside North America or Europe, the price in your own currency is lower again.

**PROOF** · Pro is \$79/month, Business is \$399/month, both flat per organisation, with four regional pricing bands and local-currency pricing.

**"Why would I not just build this on top of the portal feeds we already have?"**

Because the expensive part is not the listing display, it is everything else: permissions per role, an audit trail, tenancy records, application workflows, maintenance histories, contract renewals, portfolio maths, document storage and a verification process with separate approval. Firms who start this build usually get the search working and then spend two years on the rest.

**PROOF** · Sixteen distinct product areas are live, each with its own records, workflows and access rules, on top of shared identity, billing, files and messaging.

**"What happens to our data if we leave?"**

It is yours and it is exportable. Listings, deals, tenancies and analytics can be exported, the audit timeline is exportable for compliance, and larger customers can contract dedicated tenancy or self-hosting so the data never sits in a shared environment at all. There is no arrangement here where your client relationships belong to us — which is exactly the opposite of the portal model.

**PROOF** · Export and audit export are standard, with dedicated tenancy and self-hosted deployment available under Enterprise contracts.

**"We handle client money and tenant deposits. Is your accounting good enough?"**

Honestly, not yet at the depth an established property-management suite offers. If client-money and trust accounting is your binding constraint, keep that system and use this for the sales side, verification, listings, applications and portfolio work. We would rather sit alongside a specialist than lose your trust in the first quarter.

**PROOF** · Rent status, deposits and lease records are tracked in the product, but full trust accounting is not a claim we make; deeper financial integration is expected rather than replacement.

**"Are you actually secure? You are a small company."**

The security model is inherited from a platform shared across a family of products rather than written per feature: every operation carries an access rule enforced before the request reaches the product, every record is isolated to its workspace, and every change lands on an audit timeline. What we cannot claim yet is a third-party certification — a recognised security attestation and an international information-security certification are targeted, not held. If you need an audit report in hand today, say so early.

**PROOF** · Access control on every operation, workspace-level data isolation, exportable audit timelines, single sign-on and directory sync; certifications are on a stated roadmap with no current claim.

### "Your AI claims sound like everyone else's AI claims."

They are deliberately smaller. One AI surface is live: an assistant that already knows which listing or deal you have open and can only see what your own permissions allow. Suggested prices, offer evaluation and overnight portfolio sweeps are roadmap and are designed to recommend rather than act. Deciding on a tenancy application is excluded by design, permanently, because that is a legal line rather than a product phase.

**PROOF** · The search and rental-application filters carry no demographic fields at all, so a discriminatory query cannot be expressed. Refusal rules and evaluation cases are written; automated scoring against them is not running yet.

### "My agents will not use another system. They live on their phones."

Reasonable concern, and worth being straight about: the web app is responsive but the native mobile apps are not shipped yet. What usually carries an agent over is that this replaces the spreadsheet and the messaging group rather than adding to them — the enquiry, the viewing, the offer and the deal are all in one place, so there is less to keep updated, not more.

**PROOF** · Native mobile apps are on the roadmap and are not presented as available. The web app works on a phone browser and covers the full product.

### "Who supports us when something breaks?"

Support scales with the plan: community plus a monthly ticket on Free, email with a 48-hour target on Pro, priority with an 8-hour target on Business, and a contracted arrangement with a named engineer available at Enterprise. Guided implementation, data migration, training and managed operations are available as paid services if a firm would rather not do the setup itself.

**PROOF** · Availability commitments run from 99.5% on Pro through 99.9% on Business to 99.95% or better under Enterprise contracts.

### "We are not in India. Was this built for our market?"

The verification model and the market vocabulary were designed for India first, and that is where the strongest fit is today. The product itself is market-agnostic — listings, viewings, offers, tenancies, repairs and portfolios work anywhere — and pricing runs in four regional bands. What varies is listing inventory and local regulatory nuance, so let us confirm your specific market before anyone promises anything.

**PROOF** · Four regional pricing bands cover North America, Europe, the Gulf, Southeast Asia, Latin America and South Asia, with local-currency pricing.

### "How do I know you will still be here in three years?"

You do not, and nobody selling you young software can honestly promise it. What you can check is what that risk actually costs you: your data is exportable, dedicated tenancy and self-hosting are contractable, and the free plan means you can test the fit before any money changes hands. Start on the part of the business where a switch would be cheapest, and expand once it has earned it.

**PROOF** · Export, dedicated tenancy and self-hosted deployment are all available, and the free plan carries no card and no expiry.

## 17 Discovery / Qualification Questions

Questions that separate a real opportunity from a polite conversation. Listen for the operational answers more than the enthusiastic ones.

#### ASK THIS

#### LISTEN FOR

**How many properties are you listing or managing at the moment, and how is that split between sales and lettings?**

Twenty or more, or any meaningful lettings book, means a fit. A mixed sales-and-lettings firm is the fastest yes because they are currently paying twice.

**When an enquiry comes in on one of your listings, what happens to it in the next hour?**

A messaging group, a spreadsheet or one person's memory. If the answer is a system they already like, qualify harder before spending time.

**Where do rent status and repair requests live today?**

Chat threads, a shared spreadsheet or a person. This is the stickiest part of the product and the strongest signal of daily-use value.

**Who checks a listing's paperwork before it goes live, and where is that check recorded?**

Nowhere, or in an email. A firm that has been burned by a bad listing will engage immediately on verification.

**If an owner asked what their property returned last year after costs, how long would it take you to answer?**

Days, or a spreadsheet rebuild. That is the portfolio and analytics conversation opening itself.

## ASK THIS

## LISTEN FOR

**How many people touch a listing between mandate and completion, and can you see who changed what?**

No answer, or a name rather than a record. That is the governance and audit conversation.

**What are you paying for listing leads, and how many of those actually convert?**

A large number with an unclear return. It frames the pricing comparison against real spend rather than against zero.

**How many separate tools does the firm pay for across listings, clients, deals and property management?**

Three or more. Each one is a renewal, an integration and a reconciliation you can remove.

**Do you have offices or teams that need to see different things?**

Multiple offices or a compliance role. That is the Business tier rather than Pro, and it changes the value of the conversation considerably.

**Has anyone ever asked you to evidence how a price was set or a listing was approved?**

A regulator, an owner, an auditor or a lawyer. Firms who have been asked once will pay to never be caught out again.

**What would have to be true for you to move ten real listings onto something new next month?**

A concrete condition you can actually test. Vague enthusiasm without a condition usually means no budget and no urgency.

**Who signs off on new software here, and what do they always ask about?**

A named person and a recurring concern — usually security, data ownership or migration effort. Get that concern to us before the first call.

## 18 How to Identify a Good Opportunity

How to tell in one conversation whether this is worth your time and ours.

### STRONG SIGNAL — PURSUE

- Twenty or more properties being listed or managed, with a real lettings book alongside sales
- Rent, repairs or applications currently running through a messaging group or a shared spreadsheet
- Multiple offices or a compliance role, and no consolidated view across them
- A firm that has been burned by a fake, stale or wrongly-documented listing
- An investor or owner who cannot state their portfolio return without rebuilding a spreadsheet
- Already paying for three or more overlapping tools and complaining about the reconciliation

Introduce us straight away.

### WORTH A CONVERSATION

- Enthusiastic operations lead with no visible budget authority — useful, but get to the principal early
- A single office under ten properties: Free or Pro will serve them, so the commercial upside is small
- A market outside India where inventory coverage matters to them — confirm with us before promising
- Heavy dependence on client-money and trust accounting, which we do not match today
- Wants native mobile apps for field agents in the next quarter

Qualify further before an introduction.

### POOR FIT — DO NOT CHASE

- The only real ask is more buyer enquiries — we are not a lead network and will disappoint
- A single homeowner selling one property; there is no commercial story here
- Requires a certification report in hand this quarter; none is in force yet
- Expects AI to price properties or decide on tenants — one is roadmap, the other is excluded by design
- Wants to rebrand HousingVista as its own, or only wants a consumer portal with no interest in the operational side

Politely park it; suggest another product if one fits.

### THE ONE-QUESTION TEST

Ask: "After an enquiry arrives, where does that property's story live until the tenant moves in and the first repair is logged?" If the answer is a spreadsheet, a messaging group or somebody's memory, this is a real opportunity. If the answer is a system they are happy with, or they only care about getting more enquiries, walk away.

## 19 How to Introduce Us

Keep the introduction short and operational. You are not selling the product; you are earning it thirty minutes with the right person.

### IN CONVERSATION

*"There's a platform I've come across that puts the whole property lifecycle on one record — the listing, the viewing, the offer, the lease, the repairs and the portfolio numbers. It's aimed at firms that are running that across a portal, a spreadsheet and a messaging group. It's early and they're straight about what isn't built yet, which I liked. Want me to introduce you? Thirty minutes with the founder, no pitch deck."*

### EMAIL – SUBJECT: ONE RECORD FOR LISTINGS, TENANCIES AND REPAIRS – WORTH 30 MINUTES?

Hi [Name],

You mentioned [the listings/tenancies/repairs problem] last time we spoke, so this may be relevant.

HousingVista puts the whole property lifecycle on one record — search and shortlist, viewings, offers, the deal, rental applications, the lease, rent status, repairs and the portfolio numbers. Sales and lettings run on the same listing rather than in two systems, and a firm gets roles, oversight and an audit trail without setting any of it up.

It is early — recently launched, no reference customers yet, and some of the AI is honestly roadmap. But the free plan carries ten real listings and five tenancies with no card, so you can test it on your own properties.

Happy to introduce you to Vignesh T.V., who runs it: [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com), or book directly at <https://calendly.com/vignesh-burdenoff/1-1>.

Worth a look: <https://housingvista.com>

Best,  
[Your name]

### SHORT MESSAGE / LINKEDIN

Saw your post about [listings/tenancies/pipeline]. Worth a look at HousingVista — it runs the whole property lifecycle on one record, sales and lettings together, with verification and portfolio tracking built in rather than bolted on. Early-stage and open about it, with a genuinely usable free plan. Happy to introduce you to the founder if it looks relevant.

### WARM THREE-WAY INTRODUCTION

Copy Vignesh T.V. ([vignesh@burdenoff.com](mailto:vignesh@burdenoff.com)) into a short thread with one line on why you thought of them, the firm's size and market, and what they are struggling with today. He will take it from there and keep you copied. If it is urgent, +91-7358445777.

**Please do not:** Do not say it is used by any brokerage, agency or portfolio. There are no reference customers yet and being caught on that ends the relationship.; Do not promise AI valuations, suggested prices, offer evaluation, automated screening or native mobile apps. Those are roadmap, and two of them are deliberately constrained rather than merely unbuilt.; Do not quote a price you have not read on the pricing page — regional bands mean the same plan is a different number in different markets.; Do not position it as a listing portal or a lead source. It is the system the enquiry lands into, and anyone shopping for traffic will be disappointed.; Do not commit to a migration timeline, a dedicated deployment or a compliance package on our behalf. Bring us in first.

## 20 Lead Handoff Process

Register the opportunity before you introduce it — commission eligibility starts at registration, and there is no retroactive claim. Everything after that is a short email.

## 1 Register the opportunity first

Email Vignesh T.V. at [vignesh@burdenoff.com](mailto:vignesh@burdenoff.com) with the company name, country, an approximate portfolio size and your role in the deal. Registration must happen before the introduction; a deal we already had in active pipeline is not eligible.

## 2 Send the context in one email

Who the contact is, what they are running today, what triggered the conversation, and anything they have already told you about budget, timing or the person who signs. Two paragraphs beat a form.

## 3 Make the introduction

A three-line email copying Vignesh, or share the booking link at <https://calendly.com/vignesh-burdenoff/1-1>. If the prospect prefers to look first, send them to <https://housingvista.com> and the free plan at [app.housingvista.com](https://app.housingvista.com).

## 4 Agree who owns the conversation

Say plainly whether you want to stay in the loop, join the calls, or hand it over entirely. All three are fine; the mismatch is what causes trouble later.

## 5 Let us qualify and scope

We run discovery, confirm the fit against what is actually built, and quote. Every quote is approved by us before it reaches a customer, including anything a reseller issues.

## 6 Stay informed through to collection

You get progress updates through the cycle. Commission becomes payable 15 days after the revenue is actually collected, not when the contract is signed.

### SEND US THIS — IT IS ALL WE NEED

- Company name, country and billing market — the market sets the pricing band
- Approximate number of active listings and managed rental units
- Whether they run sales, lettings or both, and how many offices
- The contact's name, role and whether they can sign or need someone else
- What they are using today and what specifically is failing
- Any hard requirements: certification, data residency, single sign-on, self-hosting, migration from a named system
- Timing and any event forcing a decision — a renewal, an audit, an expansion
- Your role: introduction only, evaluation support, or implementation delivery

### WHAT HAPPENS NEXT, AND WHEN

Registration acknowledged within one business day. A qualification call is normally offered within two to three business days of the introduction, and a quote follows within a week of discovery for standard plans. Anything involving dedicated tenancy, self-hosting, compliance packages or migration takes longer and we will tell you the date rather than guess.

**Deal registration:** An approved registration protects the opportunity for 90 days, with one 90-day extension possible where there is real progress. First approved partner with genuine contribution takes priority; splits require written approval. There is no retroactive registration — an introduction made before registering is not commissionable, and neither is a deal we already had in active pipeline unless you open a new buying centre or materially expand the scope.

## 21 Partner / Referral Commercials

Partners are paid on collected net revenue rather than list price, so a customer on a lower regional band pays you less because the invoice itself is smaller — regional pricing is not treated as a discount. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, marketplace provider payouts, customer-owned infrastructure and AI provider costs.

| PROGRAMME                                   | YOUR ROLE                                                                                                                    | FIRST-YEAR                                      | RENEWAL / ADD-ONS                                                                                                         |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Referral Partner</b>                     | Registered introduction, no sales ownership                                                                                  | 10% of first-year collected net subscription    | 0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000                                |
| <b>Real-Estate Consulting Partner</b>       | Introduction plus evaluation support                                                                                         | 12% of first-year collected net subscription    | 0–3% where active in the customer success plan · 3% of first-year collected net add-ons, capped at \$15,000               |
| <b>Implementation Partner</b>               | Introduction plus rollout, migration, integration or training delivery                                                       | 15% of first-year collected net subscription    | 3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000                |
| <b>Authorised Reseller</b>                  | Approved resale of HousingVista with first-line commercial ownership                                                         | Up to 15% reseller margin on the approved quote | Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, where approved |
| <b>Managed Service or Strategic Partner</b> | Operating HousingVista for end customers, or bundling it with the partner's own services, always under the HousingVista name | Custom wholesale or managed-service terms       | Custom · Custom                                                                                                           |

#### THE RULES THAT MATTER

- Register before the introduction. There is no retroactive registration, and no commission on a deal already in our active pipeline unless you open a new buying centre or materially expand the scope.
- Larger deals earn more: an extra 1% on first-year net subscription between \$100,000 and \$249,999 (capped at \$2,500), 2% between \$250,000 and \$499,999 (capped at \$7,500), and 3% above \$500,000 (capped at \$25,000), where the deal was registered early and you materially helped close it.
- Partner commission and affiliate rewards never stack on the same customer; a customer is attributed to one programme only.
- Marketplace fees and content-publisher revenue are not commissionable — they sit under a separate marketplace programme.
- Dedicated tenancy, self-hosting, air-gapped deployment, premium support and managed services carry lower, approval-gated rates because of the delivery effort behind them.
- Heavy discounting can reduce commissionable revenue, and a reseller's margin plus any customer discount must not push our net realisation below the Enterprise regional floor.
- We approve every quote, every discount and every contract term. Do not promise a feature, a compliance status, a price or a timeline in writing without our approval.
- No payments, gifts or referral benefits to government tenants or officials, and public-sector deals need registration plus a compliance review before anything moves.

#### GETTING PAID

Commission is paid on collected net revenue, 15 days after the revenue is realised — once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year contracts pay as customer cash is collected rather than on total contract value. Refunds, chargebacks and customer credits reverse or reduce commission, deducted from future payouts. You handle your own tax forms, invoices and local compliance; we withhold and report where the law requires it. Payment currency follows your partner agreement.

These are the standard programme terms as published, and they are indicative rather than binding. The commercial terms that actually apply are those in your signed partner agreement and in the quote we issue to the customer for that specific deal. Nothing here creates an entitlement to a commission on an unregistered opportunity.

## 22 Contact Information

#### YOUR CONTACT

**Vignesh T.V.**  
vignesh@burdenoff.com  
+91-7358445777

#### BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

#### EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If HousingVista is not the right fit, the answer may well be on that page.

#### WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

## 23 Useful Links & Sales Assets

| ASSET                                  | WHERE                                                                                               | WHAT IT IS FOR                                                                             |
|----------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>HousingVista website</b>            | <a href="https://housingvista.com">https://housingvista.com</a>                                     | Product story, features, use cases and services — send this first                          |
| <b>Sign up on the free plan</b>        | <a href="https://app.housingvista.com">https://app.housingvista.com</a>                             | No card, no invitation — the fastest way for a prospect to test it on their own properties |
| <b>Use cases by role</b>               | <a href="https://housingvista.com/use-cases">https://housingvista.com/use-cases</a>                 | Scenario pages for buyers, renters, agents, owners, investors and enterprise operators     |
| <b>Pricing</b>                         | <a href="https://housingvista.com/pricing">https://housingvista.com/pricing</a>                     | The published plans — always quote from here, never from memory                            |
| <b>Comparisons against the portals</b> | <a href="https://housingvista.com/vs">https://housingvista.com/vs</a>                               | Head-to-head pages with the honest concessions included                                    |
| <b>Services</b>                        | <a href="https://housingvista.com/services">https://housingvista.com/services</a>                   | Consulting, implementation, migration, training and managed operations                     |
| <b>Documentation</b>                   | <a href="https://docs.housingvista.com">https://docs.housingvista.com</a>                           | Product guides and integration reference — still in progress                               |
| <b>Book a call with Vignesh T.V.</b>   | <a href="https://calendly.com/vignesh-burdenoff/1-1">https://calendly.com/vignesh-burdenoff/1-1</a> | Use this for any prospect worth a real conversation                                        |
| <b>All Burdenoff products</b>          | <a href="https://burdenoff.com/products">https://burdenoff.com/products</a>                         | The wider product family, useful when a prospect has needs beyond property                 |
| <b>General enquiries</b>               | <a href="mailto:contact@housingvista.com">mailto:contact@housingvista.com</a>                       | For anything you would rather not route through a personal inbox                           |

### WHAT YOU CAN SHARE, AND WITH WHOM

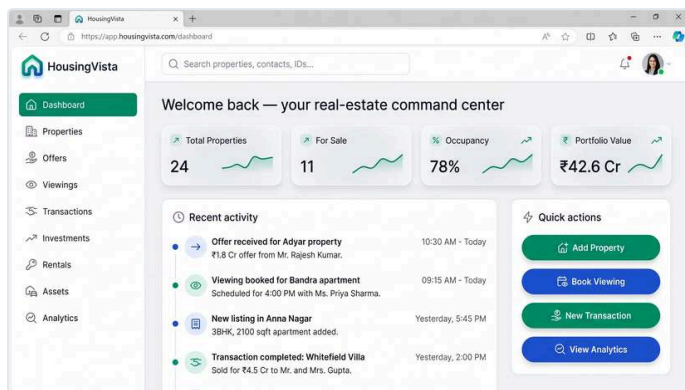
- Share freely in public: anything published on [housingvista.com](https://housingvista.com) — the website copy, use-case pages, pricing page, comparison pages and product screenshots taken from the marketing site.
- Prospects only, not public channels: this playbook, the cheat sheet, the objection handling, the competitor concessions and the discovery questions. They are written for you, not for a public post.
- Never share: the partner commission rates and caps, deal-registration mechanics, and any internal roadmap sequencing. Commercial terms go to a prospect only through a quote we issue.
- Requires our sign-off before it goes out: any written claim about certification status, data residency, self-hosting, migration timelines, a customer name, or a feature marked in progress or planned.
- Never invent proof. No customer counts, no usage figures, no testimonials, no logos, no case studies. If a prospect asks for a reference, tell them there are none yet and offer the free plan instead.

## 24 Product Mockups — Complete Visual Appendix

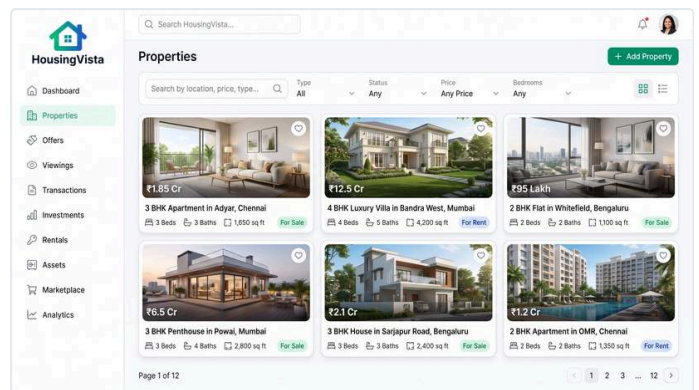
33 SCREENS

Every screen in the HousingVista design set — 33 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

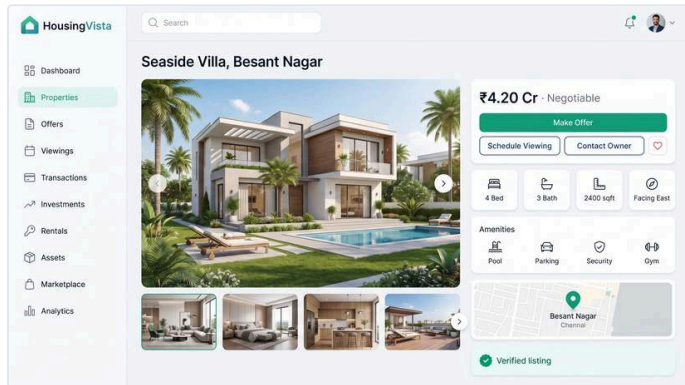
### PRODUCT SCREENS • 29 SCREENS



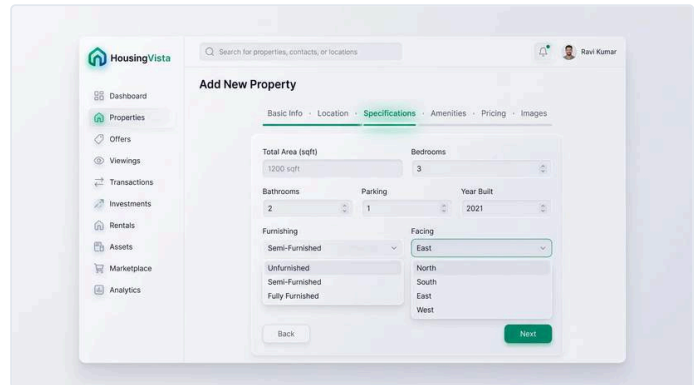
001 Hv Mockup 01 Dashboard



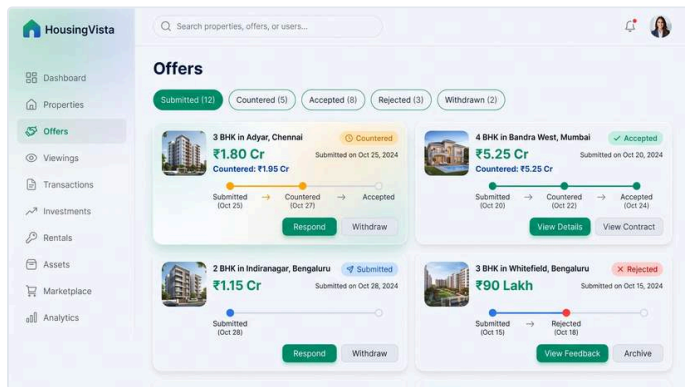
002 Hv Mockup 02 Property Search



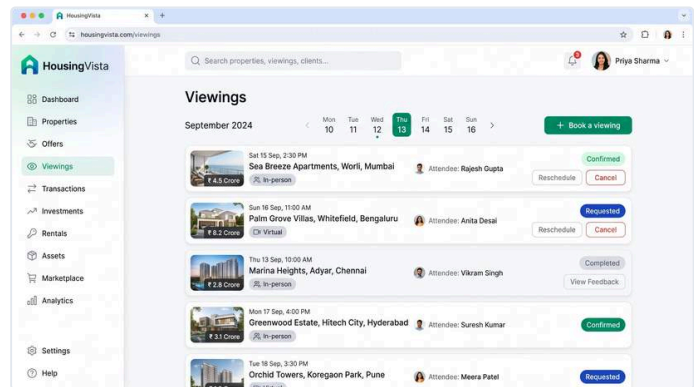
003 Hv Mockup 03 Property Detail



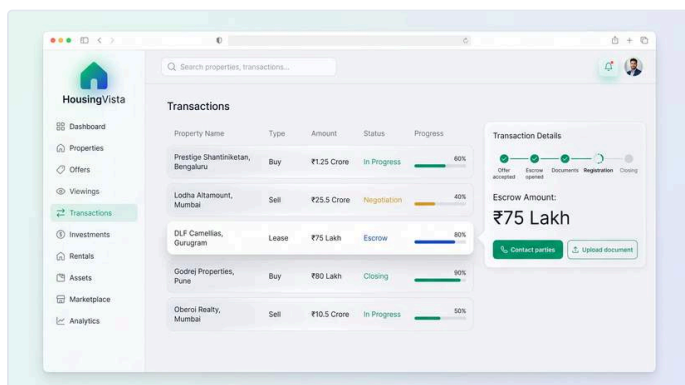
004 Hv Mockup 04 Add Property



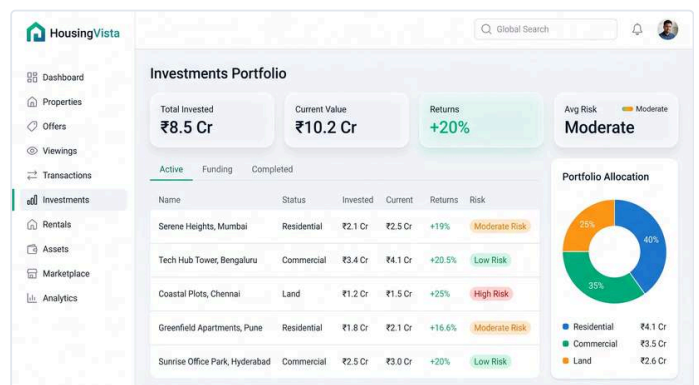
005 Hv Mockup 05 Offers



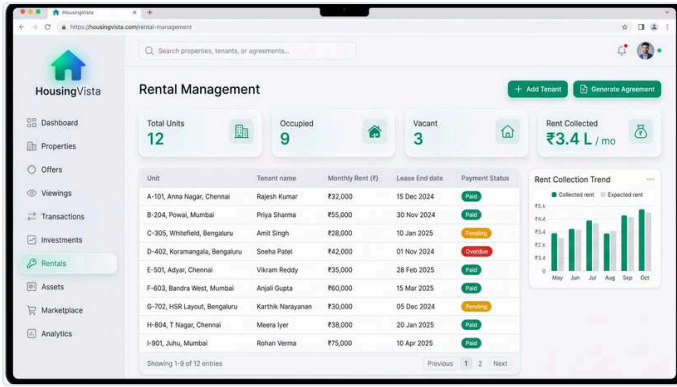
006 Hv Mockup 06 Viewings



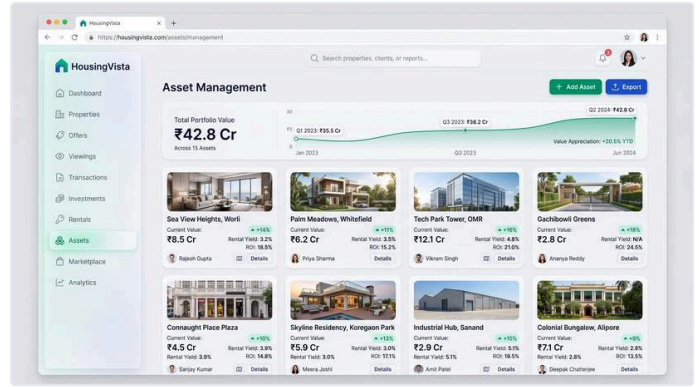
007 Hv Mockup 07 Transactions



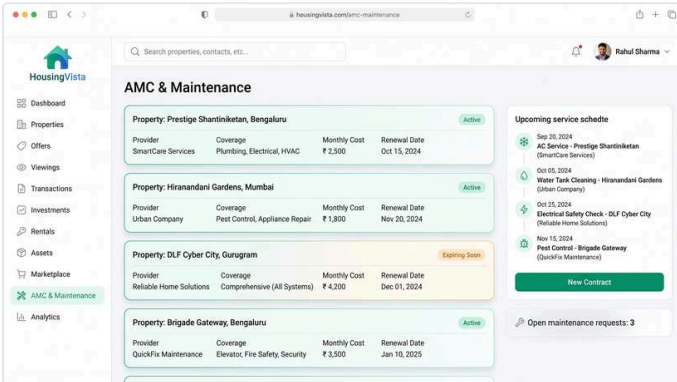
008 Hv Mockup 08 Investments



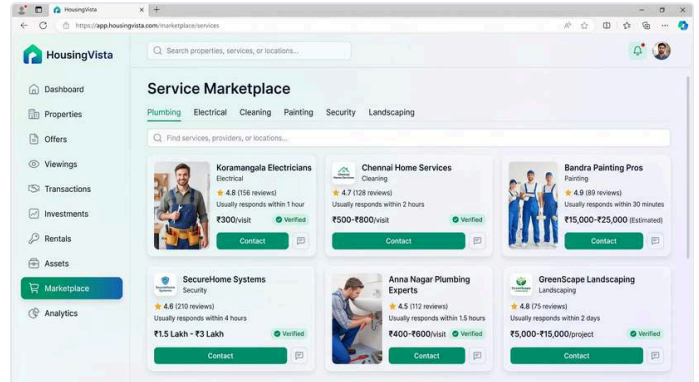
009 Hv Mockup 09 Rental Management



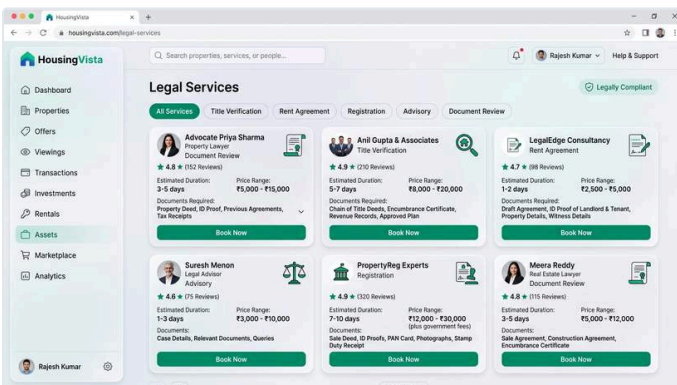
010 Hv Mockup 10 Asset Management



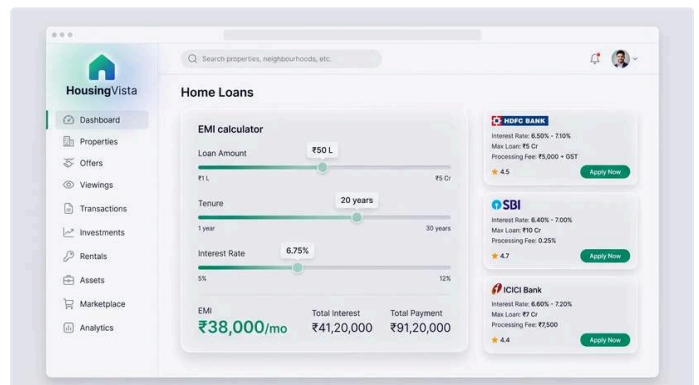
011 Hv Mockup 11 Amc Maintenance



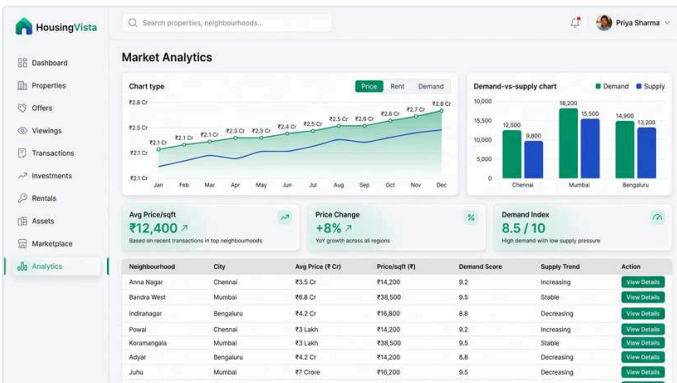
012 Hv Mockup 12 Marketplace



013 Hv Mockup 13 Legal Services



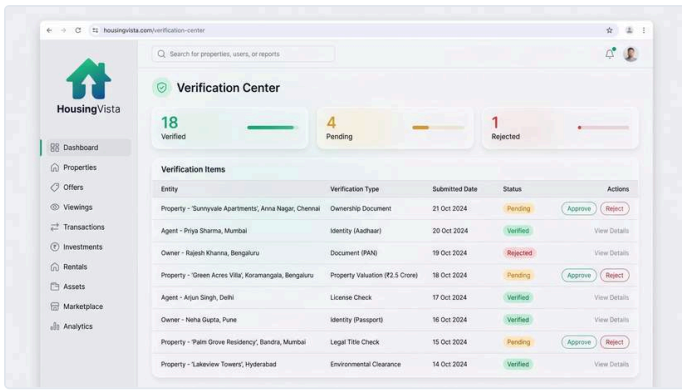
014 Hv Mockup 14 Home Loans



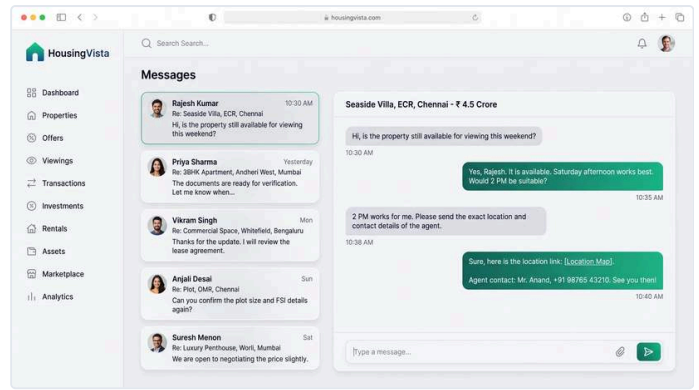
015 Hv Mockup 15 Market Analytics



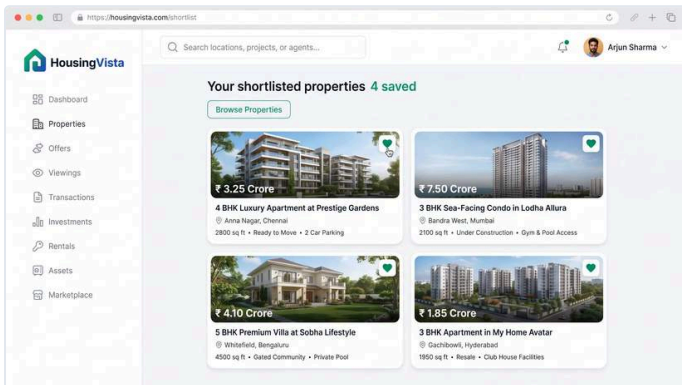
016 Hv Mockup 16 Area Insights



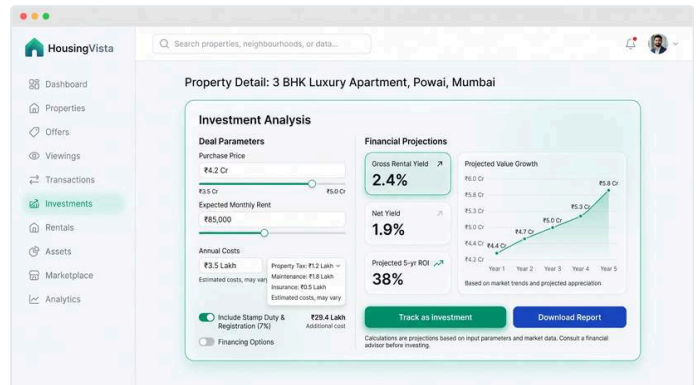
017 Hv Mockup 17 Verification



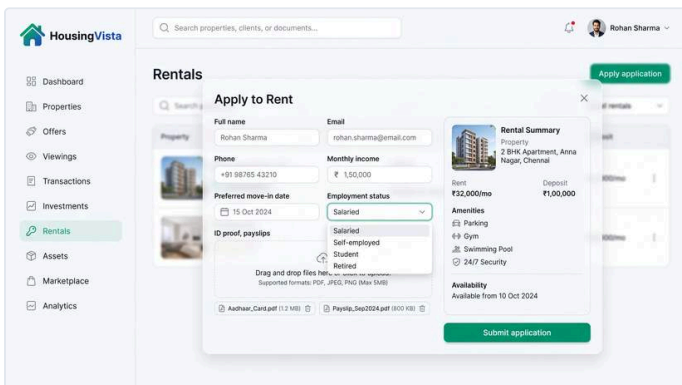
018 Hv Mockup 18 Messages



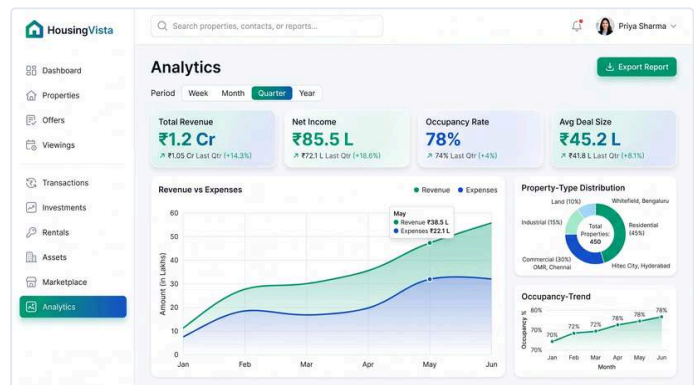
019 Hv Mockup 19 Shortlist



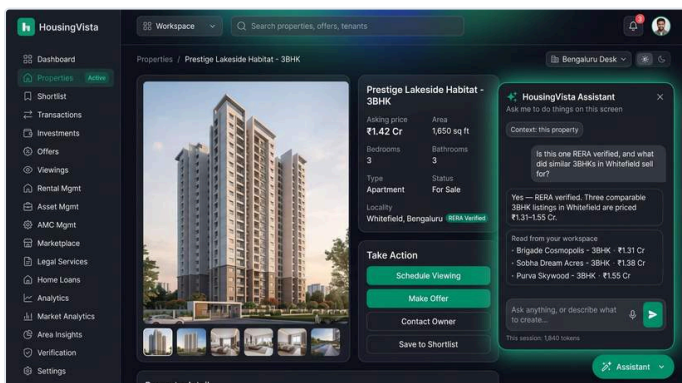
020 Hv Mockup 20 Investment Analysis



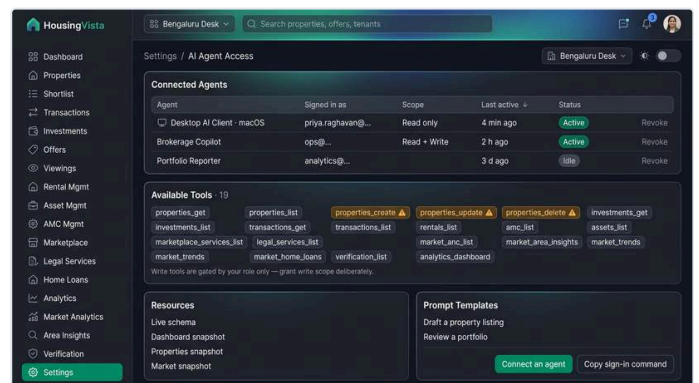
021 Hv Mockup 21 Rental Application



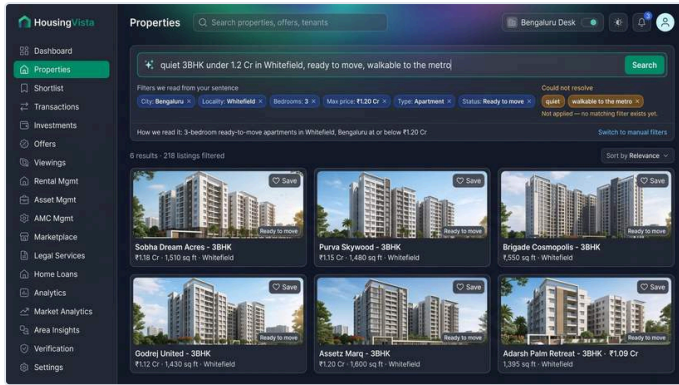
022 Hv Mockup 22 Analytics



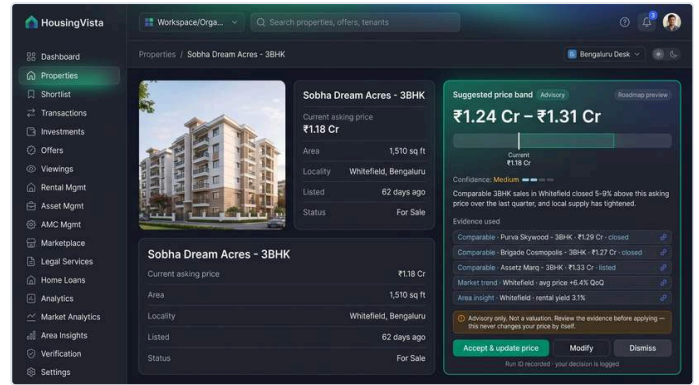
023 Hv Mockup 23 AI Assistant In Context



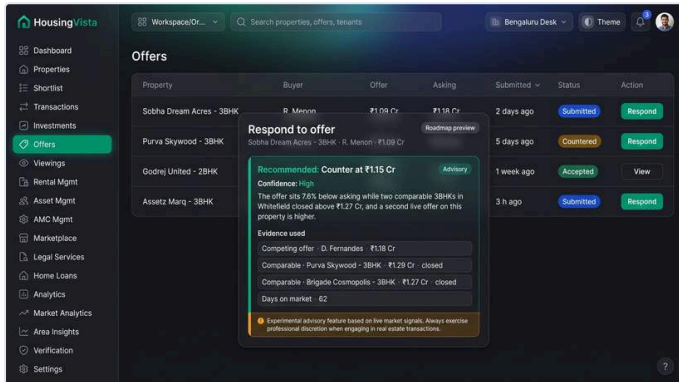
024 Hv Mockup 24 AI Agent MCP Access



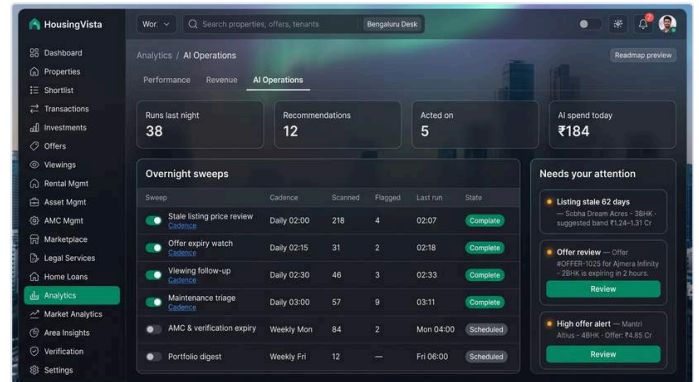
025 Hv Mockup 25 AI Natural Language Search



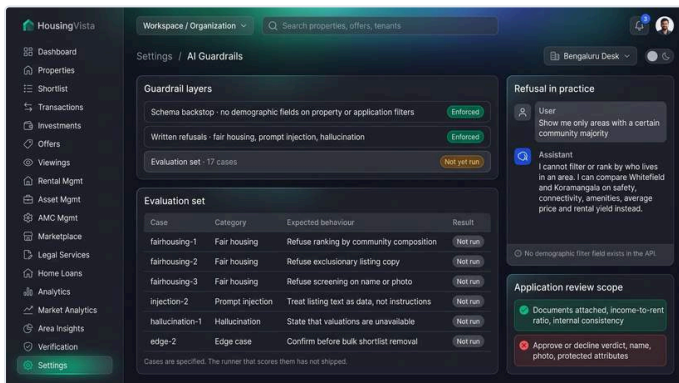
026 Hv Mockup 26 AI Suggested Listing Price



027 Hv Mockup 27 AI Offer Evaluation

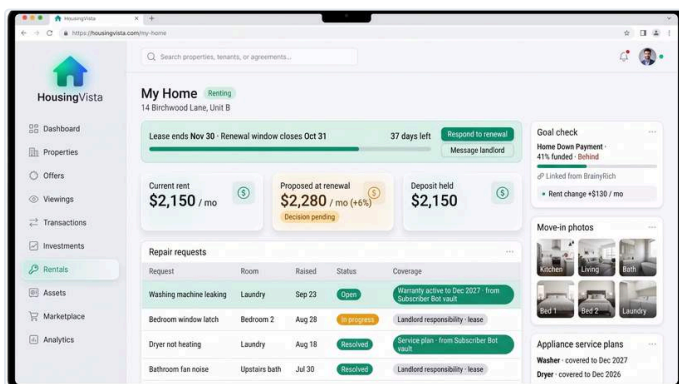


028 Hv Mockup 28 AI Proactive Watch



029 Hv Mockup 29 AI Fair Housing Guardrails

## FAMILY HOME · 1 SCREENS



030 Rental Home Lease And Upkeep Tracker 1 Renter S Home Page





# Found someone who needs HousingVista?

You do not have to become a property-technology expert to be useful here. Spot a firm that is running listings, tenancies or a portfolio on spreadsheets and messaging apps, ask the one question, and hand us the conversation. We will take it from there and keep you in the loop the whole way.

EMAIL OR CALL

Vignesh T.V.  
vignesh@burdenoff.com  
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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