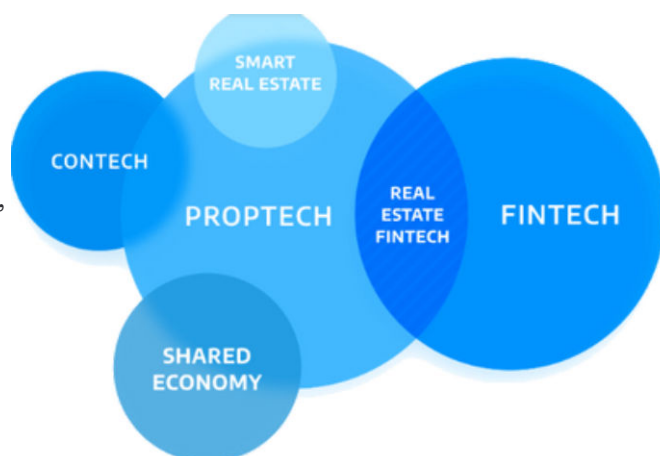# What is Proptech and Why Kemedar is good example as Proptech?

Proptech, short for property technology, encompasses a range of technical tools utilized by various real estate stakeholders including individuals, companies, and institutions. Its primary aim is to streamline real estate interactions like buying, selling, leasing, marketing, investing, and management. Essentially, proptech represents the intersection of information technology with the real estate sector, employing digital innovation to satisfy the industry's needs.

Proptech also extends to realms like real estate investment platforms, which open opportunities for small-scale investors, and management platforms for various property types, including residential, office, and commercial spaces.

Moreover, proptech intersects with several other technological areas like sustainable building technology (Contech), smart home technology, financial technology (Fintech), and technologies fostering the shared economy. This multifaceted nature of proptech makes it a key player in the modernization and evolution of the real estate sector.

Kemedar as a proptech is designed to integrate the diverse elements of the real estate market — from buyers and sellers to lenders, agents, and developers — proptech simplifies and connects every process and participant in the industry. Notable applications include augmented reality (AR) and virtual reality (VR) for virtual property viewing, and crowdfunding platforms for real estate projects.

SMART REAL ESTATE

CONTECH

PROPTECH

REAL ESTATE FINTECH

FINTECH

SHARED ECONOMY

$228 trillion
Real estate valued Globally 2017. a figure which exceeds the global value of equities and securitized debt by fully $79 trillion

$31.8 trillion
Residential real estate in USA 2017

$15 trillion
US Commercial Real estate assets 2017

$1.77 trillion
US Home sales in 2017

$485 billion
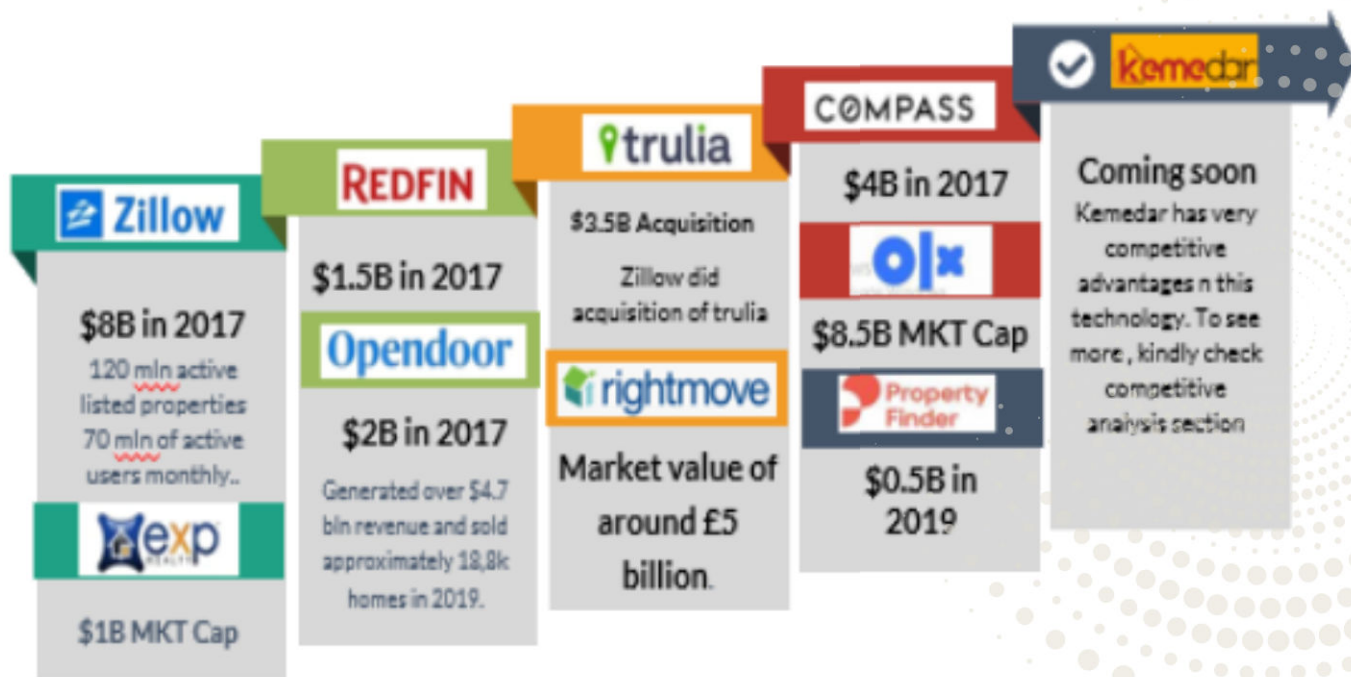US Rental market annual in 2017

Source : nfx

Massive Opportunity in Proptech

Real estate touches everything we do. It's the economics of the physical space — it literally shapes our lives by defining the environment in which we live and do business. Tech has done a lot in the last few decades to revolutionize flows of information (Google), communication (Facebook, Apple), Goods (Amazon), Capital (PayPal, Venmo), and Transport (Lyft, Uber). But real estate is larger than all of those categories combined, and the transformation that real estate tech could bring to our lives is larger, and more profound, than you might think.

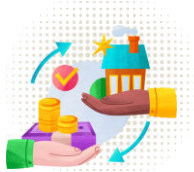## Examples of Investments in Proptech

$426M NoBroker nobroker.in	$1.6B Compass compass.com
$257M Blueground theblueground.com	$1.5B Pacaso pacaso.com
$1.9B Opendoor opendoor.com	$718M Nextdoor nextdoor.com
$1.0B Medici medici-living.de	$96.6M Zillow zillow.com

Successful Proptech Examples

Zillow
$8B in 2017
120 mln active listed properties 70 mln of active users monthly..
exp REALTY
$1B MKT Cap

REDFIN
$1.5B in 2017
Opendoor
$2B in 2017
Generated over $4.7 bln revenue and sold approximately 18,8k homes in 2019.

trulia
$3.5B Acquisition
Zillow did acquisition of trulia
rightmove
Market value of around £5 billion.

COMPASS
$4B in 2017
OLX
$8.5B MKT Cap
Property Finder
$0.5B in 2019

Kemedar
Coming soon
Kemedar has very competitive advantages n this technology. To see more, kindly check competitive analysis section

Proptech's Impact on the Real Estate Market

Proptech, or property technology, offers significant opportunities across five key areas in the real estate sector:

Alternative Transaction Models (Buy/Sell)   01

-Streamlines buying, selling, and transferring ownership of all real estate types (residential, commercial, office, agricultural).
-Simplifies transactions for both individuals and institutions.

Shared Economy & Alternative Living Spaces   02

-Enhances rental processes and shared housing options.
-Offers solutions for long-term, short-term, and even hourly rentals like coworking spaces.
-Notable companies: AirBnB, WeWork, Regus.

Tech-Enabled Construction & Maintenance   03

-Develops software for efficient real estate company administration.
- Encompasses project management, personnel, property maintenance, and rental management.

Blockchain in Real Estate   04

-Ideal for low-volume, high-value transactions typical in real estate.
-Reduces costs like title insurance through secure, digital ledgers.
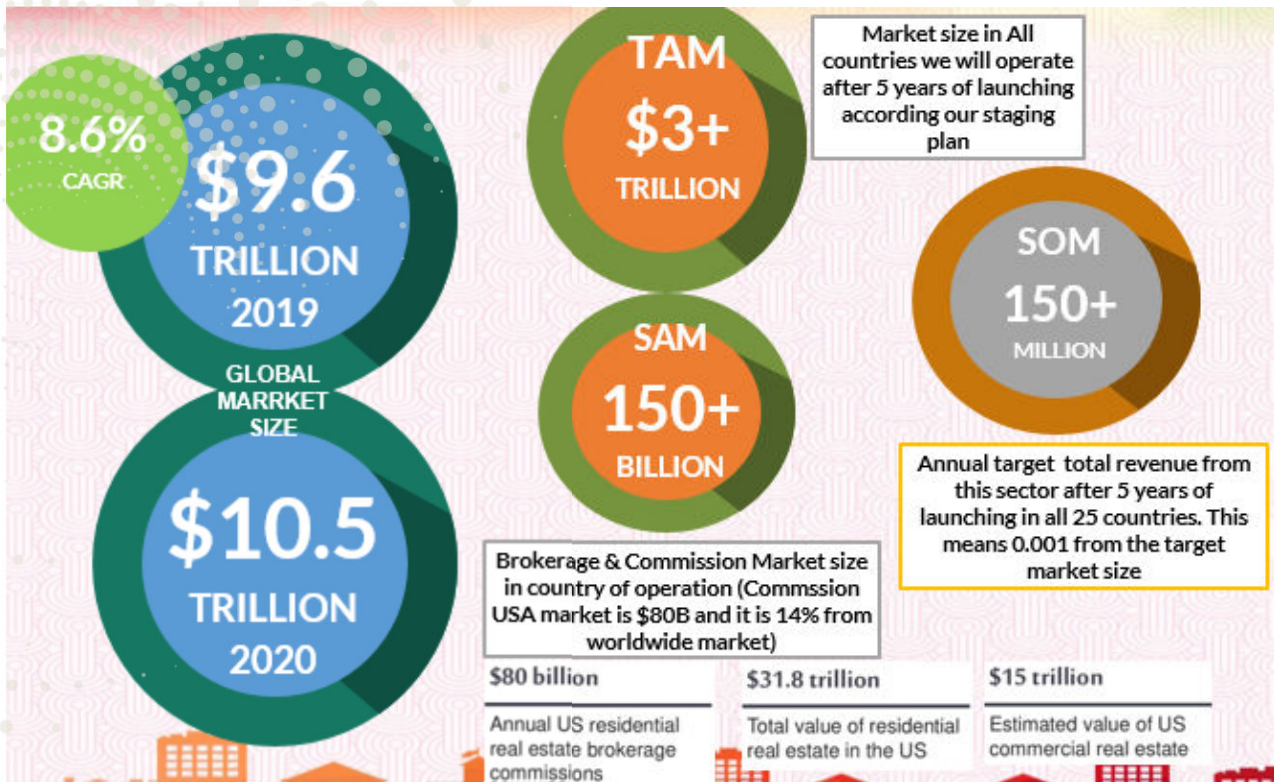-Facilitates documentation of ownership, transfers, contracts, and digital currency payments.

Smart Property Technology   05

-Integrates Internet of Things (IoT) for remote home monitoring and management.
-Includes innovations like smart kitchen appliances (Siemens) and lighting systems (Philips).
-Proptech's diverse applications revolutionize the real estate market, making processes more efficient, secure, and user-friendly.

Alternative Transaction Models (Buy/Sell)

8.6% CAGR

$9.6 TRILLION 2019
GLOBAL MARRKET SIZE

$10.5 TRILLION 2020

TAM $3+ TRILLION

SAM 150+ BILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SOM 150+ MILLION

Annual target total revenue from this sector after 5 years of launching in all 25 countries. This means 0.001 from the target market size

Brokerage & Commission Market size in country of operation (Commssion USA market is $80B and it is 14% from worldwide market)

$80 billion	$31.8 trillion	$15 trillion
Annual US residential real estate brokerage commissions	Total value of residential real estate in the US	Estimated value of US commercial real estate

Kemedar offerings in this scope

→ Rapid Property Listing

- Enables sellers to add property details (110 fields) in under 8 minutes using checkboxes and dropdowns, requiring no manual typing.

→ AI Content Generation

- Kemedari's AI content generator automatically crafts property descriptions from pre-filled information, simplifying the seller's experience.

→ Buyer and Seller Organizer

- A specialized tool for organizing and managing buying and selling activities efficiently.

→ Auction-Based Selling

- Features a dedicated platform for conducting property transactions through auctions.

→ Unique Franchising System

- Kemedar's franchising system delivers exceptional on-ground services from agents, optimizing transaction times and reducing costs.
- Features premium services like Kemedar® Veri for verification of property, project, or company details.

→ Blockchain Implementation
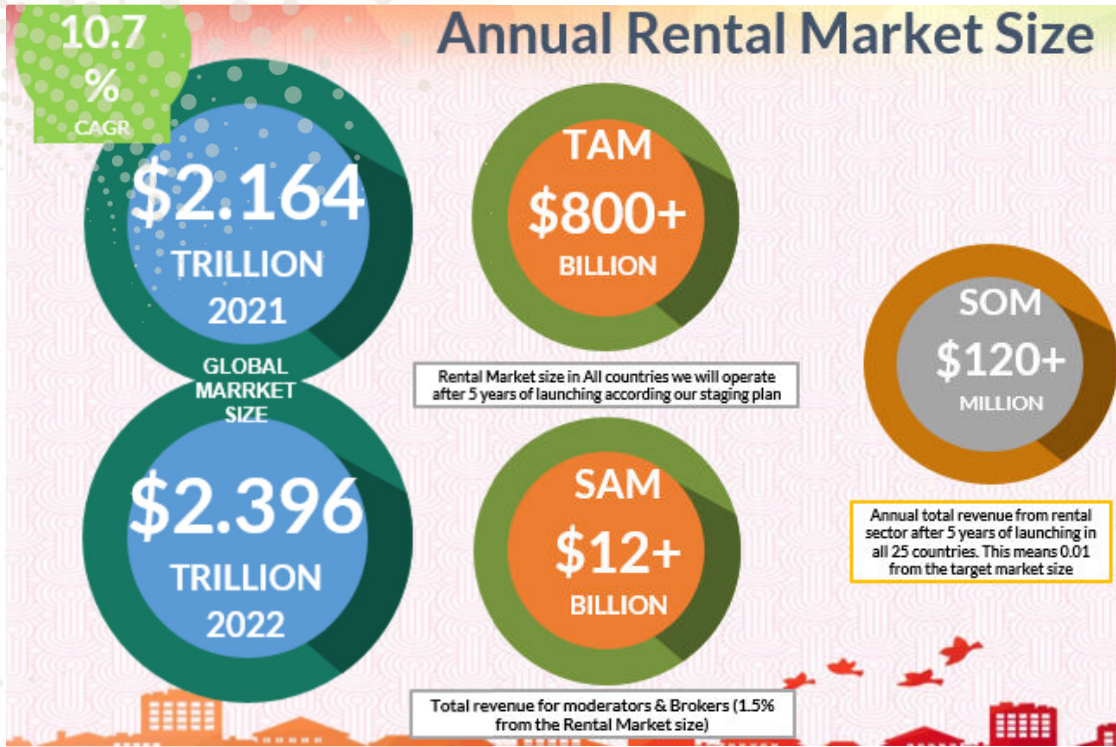
- Leverages blockchain for tokenizing real estate transactions, ensuring faster, more secure processes..
- Offers easy transaction and payment options through blockchain technology and the Exceed wallet.

→ Fractional Co-Investment

- Introduces a joint investment module for small investors to co-invest in property ventures.

→ Search with 110+ Filters

- Provides buyers with an extensive range of filters to refine their property search for precise results.

Shared Economy & Alternative Living Spaces

Annual Rental Market Size

10.7 % CAGR

$2.164 TRILLION 2021
GLOBAL MARRKET SIZE

$2.396 TRILLION 2022

TAM $800+ BILLION

Rental Market size in All countries we will operate after 5 years of launching according our staging plan

SAM $12+ BILLION

Total revenue for moderators & Brokers (1.5% from the Rental Market size)

SOM $120+ MILLION

Annual total revenue from rental sector after 5 years of launching in all 25 countries. This means 0.01 from the target market size

Kemedar offerings in this scope

→ **Bridging the Property Preference Gap**

✓ Kemedar Finish & Kemereno services aim to align older property offerings with contemporary consumer preferences.

→ **Rental Module for Flexibility**

✓ Kemedari's AI content generator automatically crafts property descriptions from pre-filled information, simplifying the seller's experience.

→ **Market Innovation and Cultural Integration**

✓ Through the Kemmeta community site, Kemedar introduces new markets in different countries, addressing and adapting to local cultural nuances.

→ **Franchising for Localized Service**

✓ Implements a franchising system to streamline operations, supported by trained franchisees in various regions.

→ **Coworking and Hourly Rental Module**

✓ A dedicated module caters to coworking spaces and hourly rentals, including facilities like conference halls and meeting rooms.

→ **Comprehensive Property Management Software**

✓ Kemanage: A robust property management tool with control panels for owners, tenants, and maintenance staff, simplifying rental management.
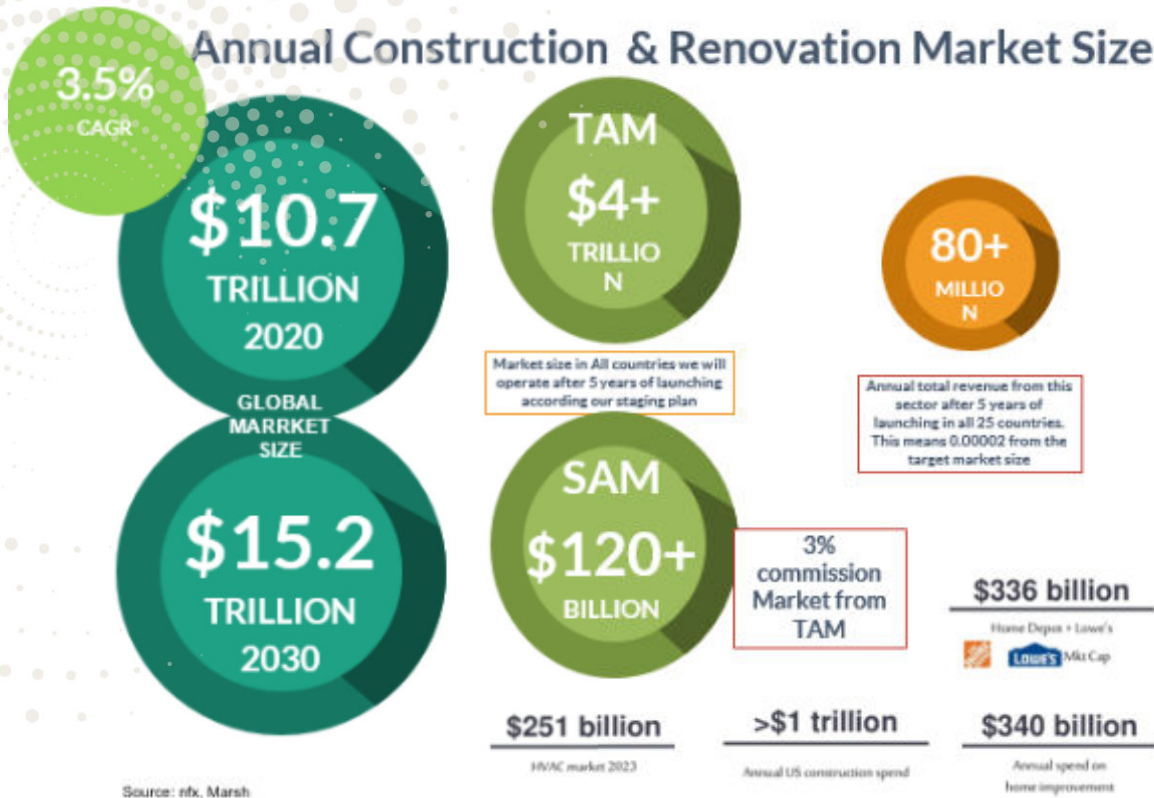
→ **Simplified Transactions via Blockchain**

✓ Facilitates easy and secure transactions and payments using blockchain technology and the Xeed wallet.

→ **Revolutionizing Building Models**

✓ Collaborating with real estate developers, Kemedar is developing innovative building models that could transform the leasing industry.

Tech-Enabled Construction & Maintenance

Annual Construction & Renovation Market Size

3.5% CAGR

$10.7 TRILLION 2020

GLOBAL MARRKET SIZE

$15.2 TRILLION 2030

TAM $4+ TRILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SAM $120+ BILLION

3% commission Market from TAM

80+ MILLION

Annual total revenue from this sector after 5 years of launching in all 25 countries. This means 0.00002 from the target market size

$336 billion

Home Depot + Lowe's

Lowe's Mkt Cap

$251 billion

HVAC market 2023

>$1 trillion

Annual US construction spend

$340 billion

Annual spend on home improvement

Source: nfx, Marsh

Kemedar offerings in this scope

→ **Renovation & Finishing (Kemework)**

✓ A unique system enabling users to efficiently manage renovation tasks and hire professionals for house remodeling.

→ **Direct Product Purchasing (Kemetro)**

✓ An online marketplace facilitating direct purchases from factories and stores, with options to compare offers.

→ **Real Estate Training (Kemecademy)**

✓ Pioneering platform connecting instructors and students enables instructors and students to come together, fostering a vibrant exchange of knowledge.

→ **Project Management (Kemecor ERP & CRM)**

✓ Simplifies management for real estate businesses, covering project tasks, employee coordination, customer relations, and marketing.

→ **Real Estate Investment (Kemereit)**

✓ A sophisticated fractional co-investment platform designed for ease of use in the Real Estate Investment Trust (REIT) system, catering to investors' needs.

→ **Real Estate Community (Kemmeta)**

✓ A community platform for all individuals interested in real estate, promoting connections and enhancing user experiences.

→ **Property Management Software (Kemanage)**

✓ An advanced software solution for managing all aspects of property rentals, benefiting owners, tenants, and property managers.

Through these offerings, Kemedar aims to streamline, enhance, and revolutionize the real estate sector, catering to the needs of various stakeholders from renovation to investment.