# Homes247.in invests heavily in Product Development and Proptech Ventures

**The upcoming Bangalore-based protect property portal is all set to develop its online presence and products to suit the current-gen of home buyers across India.**


**Karnataka, Bengaluru, Oct 14, 2021 (**[Issuewire.com](Issuewire.com)**)** - Ever since the lockdown, the country has adopted the digital path and thus transitioned into a life of ease and is in demand of flexibility from entertainment to real estate. Sensing the trend, **Homes247.in**, who was one of the first in the industry to integrate seamless ease and tech together in real estate during the Covid Lockdowns.

Now the proptech firm is all set to introduce radically different and innovative ideas to revolutionize real estate through its prop-tech platform and digital marketing arm.

**Homes247.in** has been disrupting the Indian real estate sector with its value-based services, which it provides to both B2B and B2C segments of customers. This company is using a vast network of existing offline resources that have been incorporated into a newer and more powerful digital method of sales. The use of Proptech elements by this company is what allows them to disrupt the market trends in India today. **VSNAP Technology Solutions**, the umbrella company that houses **Homes247.in**, has made an impact on the housing industry since its inception in 2017 through innovation and technology while providing affordable homes for all sections of the society without compromising efficiency nor values.

The company is already in talks with VCs to bring forth the best version in **Indian Real Estate** and revolutionize the way how the current B2C, as well as B2B sectors, are working within the industry. Its latest foray into rentals and resale, along with the property management, is the evidence of its ambitions to indeed become "India's Favourite Property Portal.

Indian Real Estate's Property Management is an upcoming sector, especially in the metro cities where service apartments are on the rise. However, the recently passed bill for Real Estate (Regulation and Development) Act 2016 is expected to change the face of property management in India.

The introduction of this act makes it mandatory for all builders to get their projects registered with real estate regulatory authority set up under RERA within three months after the act comes into force.

It is also in talks with multiple startups to acquire the best one that can aid in its journey to become a data analytic leader in the industry. Their REDAR ( **Real Estate Data Analytics and Research**) initiative already has a dedicated team of experts across the nation to bring up a totally revolutionary as well as a completely new program and strategy to bring order to the current chaos of the Indian metro cities real estate listings.

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