

Sunday Realty raises Rs 5 crore in early-stage funding

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The company has received Rs 5 crore funding from a group of investors including Ramesh

Jogani and Shailesh Viswanathan, co-founders of IPAL Fund Managers (a real estate fund) and Jay Srinivasan, a US-based investor and a former head of Global Strategy at Dell.

Sunday Realty, which operates SmartAgent Connect, a business platform exclusively for real estate agents or brokers, is planning to expand its presence in 10 cities.

"The funds will be used for marketing, product enhancement and expansion across 10 cities. We are currently present in Mumbai and Pune and we will soon roll out our plans for other cities as well," company's Founder and CEO Joseph George said.

The platform is available as a mobile app and as a website, which allows agents to create their own business networks and close deals in a shorter timeframe.

Agents also get unique features like getting their own personalised website and a customer relationship management (CRM).

Sunday Realty has over 20,000 agents with close to 10,000 websites created. The platform also allows builders to connect with agents and has over 75 builders already integrated in Mumbai and Pune.

"With SmartAgent connect, we are enabling agents to leverage technology to meet the expectations of customers. We are committed to changing the way agents are perceived and experienced by customers," he added.

According to industry estimates, with over five lakh agents, the unorganised sector is estimated to generate revenues close to USD 5 billion annually.