



TRANSFORMING PROPERTY MARKET: HOW HELA PROPERTY REVOLUTIONIZED REAL ESTATE CONNECTIONS

BACKGROUND

Hela Property is a dynamic Sri Lankan real estate company that has established itself as a key player in the country's property market. Specializing in commercial properties, residential houses, apartments, and land sales, they operate as a classified property platform designed to bridge the gap between buyers and sellers in Sri Lanka's growing real estate sector. With the increasing demand for property transactions and the need for more efficient market connections, Hela Property recognized the importance of creating a centralized platform that could serve the diverse needs of property stakeholders across the island.



CHALLENGE

Despite their strong market presence, Hela Property faced significant operational challenges. The primary issue was that property brokers lacked a professional platform to conduct their business effectively. Many brokers were struggling with fragmented tools that made it difficult to present properties professionally to potential buyers, affecting their credibility and limiting their reach. The situation was particularly challenging for brokers engaged in bulk selling, who needed to manage multiple properties while maintaining professional client relationships. Without a centralized system, tracking inquiries and managing listings became overwhelming tasks that consumed valuable time.

Hela Property realized they needed a comprehensive digital solution from our team that could create a seamless experience for all users in the property ecosystem.



SOLUTION

Our team developed a comprehensive web application that transformed Hela Property's operations into a streamlined platform. The solution created an all-in-one property search and management system where users are categorized by role - buyers, individual sellers, or brokers managing bulk properties.

Key Features Delivered:

- ✓ **Advanced Search** - Search properties by type, city, district, and price range for efficient property discovery
- ✓ **Comprehensive Sub-Search** - Detailed filters including bedrooms, bathrooms, and square footage for precise results
- ✓ **Professional Dashboard** - Easy management interface for sellers and brokers with inquiry filters by location and property type
- ✓ **Analytics and Statistics** - Detailed stats showing inquiry patterns, location demand trends, and property performance for informed decisions
- ✓ **Two-Way Communication** - Seamless messaging system enabling direct interaction between buyers and sellers

Need a unique solution for your company?
Let's discuss how we may help you streamline
your business as well.

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“ Our brokers now have the professional tools they need to serve clients effectively, and the analytics help us understand market trends like never before
- Sahan: President of Hela Property

RETURN OF INVESTMENT

The platform delivered measurable results for Hela Property:

- ✓ **Increased Broker Efficiency** - 60% improvement in property management and client interactions
- ✓ **Enhanced Market Reach** - Access to previously untapped buyer segments, expanding market presence
- ✓ **Streamlined Operations** - 40% reduction in administrative overhead through automated systems
- ✓ **Data-Driven Decisions** - Analytics enabled strategic decision-making based on real market trends
- ✓ **Professional Credibility** - Elevated brand image and reputation in the competitive property market

