

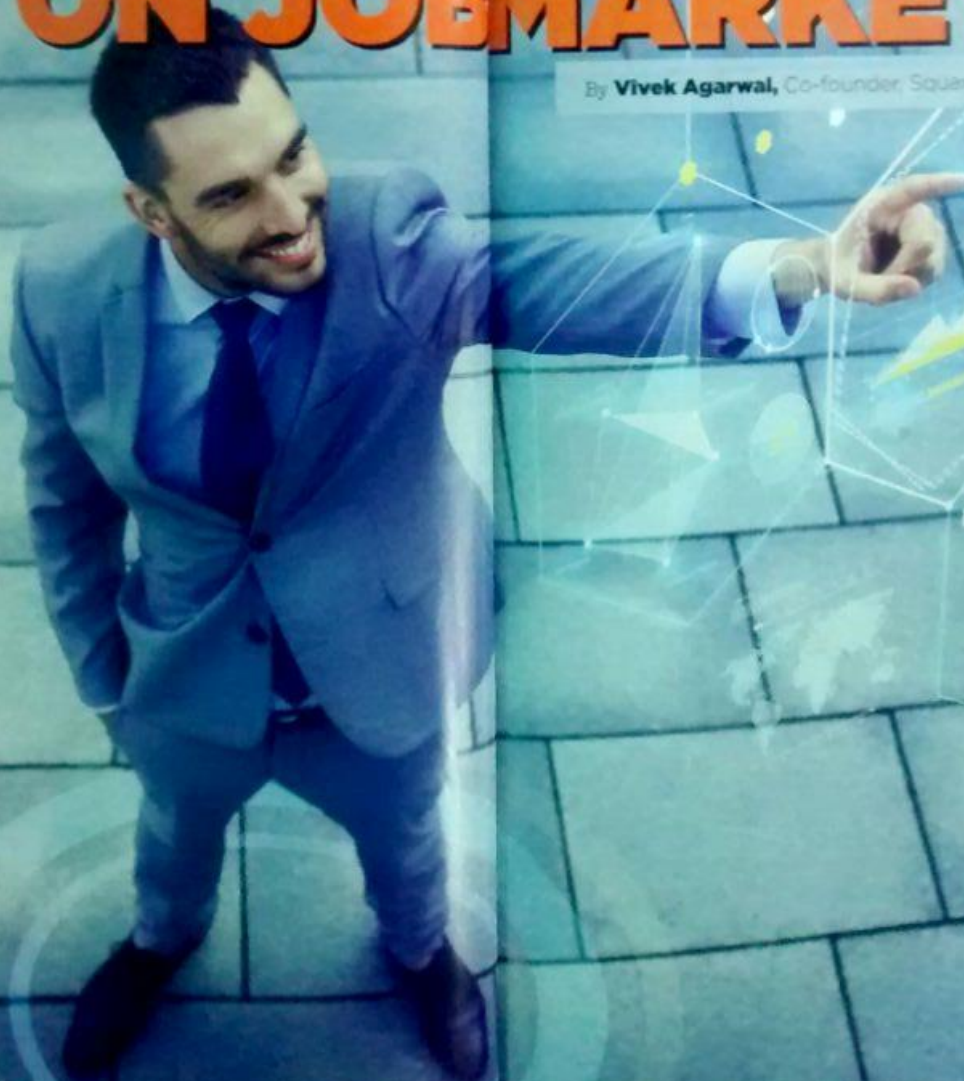
PRISM

RISE IN TECHNOLOGY



IMPLICATIONS ON JOBMARKETS

By Vivek Agarwal, Co-founder, Squareyards



Traditionally the process of property search in India has been highly reliant on the large army of individual brokers that hold significant amount of influence on discerning buyers. However with the arrival of search, discovery & transaction platforms driven by latest technology, the overall dynamics of real estate industry has started evolving towards a new dimension.

These online mediums offer consolidated information of all the possible property options under one common platform and hence have been a boon to the herculean task of searching for the right property. Empowered with enhanced filter options, they also aid buyers in shortlisting properties fitting the bill from large databases fine-tuned to individual requirements. Taking the evolution a step further, the recent time has also seen coming up of transaction platforms that can ensure safe & secured online transaction of properties.

The rise of usages of technology had also made a

significant implications on the overall job market of the Indian real estate. Real estate that is often known as blue collar worker's paradise & where, in order to succeed what really matter is tough field sales skills & strong customer friendly capabilities, now require top quality human capital with strong technological & analytical capabilities.

In every real estate companies, wherein till recently the role of tech team was restricted to IT Admin managers & web support staff, have started having prolific teams with a wide variety of IT & technical skill sets that includes data scientists, big data experts, business & research analysts, payment gateway experts, innovators, designers & much more. Real estate companies are actively looking for individuals with strong technological & innovative capabilities who can transform wide array of data into practical user focused insights.

The technological landscapes are subject to further changes with the emergence of new innovations & value propositions. This further necessitate the

demand for technological & analytical talents that can shoulder the upcoming evolutionary changes.

For instance, take the case of Square Yards that has further up the ante with introduction of new innovations, such as heat-map tool that put city-wise locality information by leveraging analytics and interactive visualizations. It is considered as a powerful and seamless starting point to one's decision journey where one can compare localities across multiple

indices such as - Connectivity, Livability, Readiness, and Lifestyle & Value for Money etc.

Square Yards Connectivity is a comprehensive & detailed analysis of how well placed & connected a location is from major landmarks present in the city. The Livability parameters is calculated with the help sum total of all the civic amenities available in a location. Readiness captures the average stage of construction of the total number of projects situated in a location.

