

# ResaleReady

*Photo your house → AI inspection report + prioritised improvement list with ROI estimates. Pre-sale prep is mostly guesswork; data-driven approach has clear value.*

**■4,999 one-time for the typical home seller about to make their biggest financial decision.**

<b>Category</b>	Set 7 · Verticals & Creator
<b>Customer</b>	Indian homeowners planning to sell residential property within 6-18 months
<b>Monetisation</b>	■4,999 one-time Standard · ■9,999 Premium (with on-site inspection + 1-hour consultation) · ■999/yr post-purchase access (for ongoing maintenance planning)
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

ResaleReady helps Indian homeowners preparing to sell their property optimise the property's saleability + sale price through structured pre-sale preparation. The reality: pre-sale prep substantially affects sale outcomes (better-presented homes sell faster + at 5-12% higher prices than poorly-presented comparable properties), but most sellers wing it — fix what looks worst + accept whatever the broker suggests + sell. ResaleReady provides structured assessment + prioritisation.

Product: seller photographs their property (room-by-room + exterior + common-issue-zones); AI generates structured inspection-report identifying issues by category (cosmetic + structural + utility + safety) + prioritised improvement list with ROI estimates (this ■40,000 paint refresh likely adds ■2-4 lakh to sale price; this ■15,000 plumbing fix prevents inspector flag). Plus pre-sale prep checklist + listing-photography guidance.

Year-1 target: 1,800 paid users generating ■1.4 crore annual revenue against ■25 lakh costs. Cash-positive month 2-3. One-time-purchase product with strong word-of-mouth potential (every homeowner who sells eventually recommends to others contemplating).

## The Problem

An Indian homeowner planning to sell their property faces a high-stakes preparation problem. Sale price + time-to-sale depend substantially on property presentation + pre-sale fixes. But the typical seller has limited expertise in: what fixes actually move sale price (vs. wasted spending), what order to prioritise spending, what to fix-vs-disclose-vs-accept-discount on. Brokers offer guidance but their incentive is to close quickly (not maximise sale price); contractors offer guidance biased toward their service.

Result: typical seller spends ₹50k-3 lakh on pre-sale prep with poor allocation — sometimes over-investing in fixes that don't return + under-investing in fixes that would substantially help + missing critical items that surface during buyer inspection.

Existing options. Generic pre-sale checklists from real-estate websites are too general. Home inspectors (₹8k-25k for inspection) provide finding lists but no prioritisation by ROI. Pre-sale consultants exist in Western markets ('home staging consultants') but are rare + expensive in India.

## The Solution

ResaleReady's flow. User photographs property comprehensively (15-25 photos covering all rooms + exterior + common-issue-zones); fills brief intake (year built + recent renovations + sale-timeline + target sale price). AI processes images + intake within 4 hours producing structured inspection-report with: issue identification by category + severity + prioritised improvement list with ROI estimates + pre-sale prep checklist + listing-photography guidance.

Per-issue ROI estimates based on Indian real-estate market data (we maintain database of comparable-property sale prices + pre-sale-prep costs + outcomes). Helps seller make rational decisions on which fixes to invest in.

Pre-sale prep checklist: structured 30/60/90-day pre-listing checklist with actionable items (deep cleaning + decluttering + paint refresh + plumbing fixes + electrical issues + landscaping).

Listing-photography guidance: structured guidance for either DIY listing photography (lighting + angles + decluttering) or hiring photographer (what to brief + what to verify).

Premium tier (₹9,999) adds: on-site inspection by ResaleReady-trained inspector + 1-hour video consultation walking through priorities + custom contractor recommendations.

Three structural differences. First, photo-based + AI-assisted (vs. expensive on-site inspection). Second, ROI-prioritised (vs. generic findings list). Third, pre-sale-prep-specific (vs. generic home inspection).

## Market Opportunity

Indian residential property sales annually: ~4-5M transactions. Subset of sellers willing to pay for structured pre-sale prep: ~600k-1M annually.

At ₹5,500 average revenue per seller, SAM is ₹3,300-5,500 crore. Realistic 3-year capture: 0.1-0.4% = ₹3-22 crore annual revenue.

Adjacent expansion. Year 2: buyer-side inspection tier (different segment but adjacent capability). Real-estate-broker partnership tier (white-label for brokers serving high-end clients). Year 3: rental-listing-preparation tier (landlord pre-tenant-listing prep).

## Target Customer

Primary persona: a 46-year-old homeowner in Pune planning to sell ₹1.2 crore flat within 8 months (relocating for job). Will pay ₹4,999 Standard for structured guidance on which fixes to prioritise.

Secondary persona: a 58-year-old retired couple in Bengaluru planning to sell ₹2.5 crore home + downsize within 12 months. Will pay ₹9,999 Premium for on-site inspection + consultation given high transaction value.

Tertiary persona: a 38-year-old NRI in US selling parents' Mumbai property + needs comprehensive remote-assessment. Will pay ₹9,999 Premium for in-person inspection (parent unable to coordinate independently).

## Product

Photo intake: structured photo capture with guidance (15-25 photos covering all rooms + exterior + utilities + common-issue-zones).

Property intake: structured form (year built + recent renovations + sale timeline + target price + special-features).

AI inspection: structured per-room analysis identifying issues by category + severity.

ROI prioritisation: per-issue improvement-cost estimate + likely sale-price-impact estimate based on Indian real-estate market data.

Pre-sale prep checklist: structured 30/60/90-day actionable timeline.

Listing-photography guidance: DIY-or-hire decision + photographer-brief + key-shot checklist.

Premium tier additions: on-site inspection + 1-hour video consultation + custom contractor recommendations.

## Technical Architecture

Frontend: Next.js + React Native mobile (photo capture).

Backend: Python on Hetzner cloud, Postgres.

AI image analysis: custom-trained models for property-issue detection + severity scoring + GPT-4o for contextual analysis.

Real-estate market data: licensed comparable-property data + internal database of sale outcomes.

On-site inspector network (Premium): vetted home-inspector contractors in 8 cities.

Payments: Razorpay.

## Business Model & Unit Economics

Two one-time tiers + post-purchase subscription. Standard ₹4,999 (AI inspection + report + checklist + guidance). Premium ₹9,999 (Standard + on-site inspection + 1-hour consultation + contractor recommendations). Post-purchase access ₹999/yr (ongoing maintenance planning after sale completed).

Conversion: organic + content + broker-referral converts at 8% of trial users. Distribution: 80% Standard, 20% Premium.

Gross margin: Standard 90% (digital + AI); Premium 55% (on-site inspector + consultation labour). Blended ~80%.

### Unit Economics (Year-1 base case)

Year-1 paid users	1,800
Average revenue per user	₹7,500
Year-1 revenue	₹1.4 crore
Gross margin	80%
CAC	₹650
Year-1 all-in costs	~₹25 lakh
Year-1 net contribution	~₹85 lakh

## Go-to-Market

Channel 1 — Real-estate-broker partnerships (40%): partnerships with mid-tier brokers who recommend ResaleReady to clients in pre-listing phase.

Channel 2 — Content + SEO (30%): substantive content on pre-sale-prep + ROI-analysis + home-improvement decisions.

Channel 3 — Home-improvement-creator partnerships (15%): home-improvement YouTubers + Instagram creators.

Channel 4 — Paid acquisition (15%): targeted to recent-listing-intent audiences.

### Roadmap (first 12 months)

- Month 1-3: MVP with photo + AI inspection + Standard tier. 200 paid users.
- Month 4-5: ROI prioritisation database + pre-sale checklist depth, 600 paid users.
- Month 6-8: Premium tier with on-site inspection network (initial 6 cities), 1,200 paid users.
- Month 9-10: Broker partnership programme + post-purchase subscription, 1,500 paid users.
- Month 11-12: 1,800 paid users, ₹1.4 crore year-1 revenue.

### Key Risks

- AI image-analysis accuracy: property-issue identification has variable accuracy. Mitigated by Premium-tier human-inspector escalation + conservative recommendations + clear scope disclaimers.
- ROI estimate accuracy: predictions depend on market data + actual outcomes vary. Mitigated by data-team investment + transparent confidence ranges + outcome-tracking for model improvement.
- Liability: poor advice could result in seller decisions with bad outcomes. Mitigated by clear advisory-only scope + professional indemnity + outcome-disclaimer.

- Inspector-network scaling at Premium tier: requires vetted-inspector roster expansion. Mitigated by phased city-rollout + careful inspector selection.
- Property market downturn: seller volume drops, demand for prep services drops. Mitigated by accepting cyclical variance + buyer-side tier expansion as counter-cyclical.