REAL ESTATE & CONSTRUCTION

The developer who found out which 40 of 900 leads were real

Portal leads arrive by the hundred and sales calls them in the order they came. The three buyers in that list get called on Thursday.

WHO WE ARE

Burhan and Purvansh — we teach every session ourselves

WHO THIS IS FOR

Residential developer with two projects in Udaipur

JOBS WE LOOKED AT

6

SKILLS WE TEACH

3

WHAT THE TOOLS COST YOU

₹10,000 – ₹18,000 / month at this lead volume

PREPARED

10 November 2026

A teaching plan, not a sales proposal. We train your staff; we do not sell you software. udaipurai.in

01 Who will teach you

OUR PROFILE



Purvansh Parmar

BUILDER IN RESIDENCE · AI ENGINEERING & SEO

Founder of Food Never Comes. Ships AI products end to end and runs the SEO that brings them traffic — the rare combination of someone who can build the system and then make the internet notice it.

- Building AI tools that actually run
- Automating the work that repeats every week
- Getting found on Google and inside AI answers
- Knowing what it will cost before you commit



Burhan

BUSINESS LEAD · B2B & CORPORATE ROLLOUTS

Runs the business side of Udaipur AI. Spends his week inside other people's companies working out which processes are worth automating and which are not, then leads the rollout that follows.

- Working out which jobs are worth handing to AI
- What works in hotels, coaching, export and clinics
- Pricing AI work and writing the proposal
- Getting a team to actually change how it works

The two of us teach every session ourselves. No rotating bench of freelance trainers and no guest slot — the people in the room are the people doing this work the rest of the week, which is the only reason the examples are real ones.

02 Where your week actually goes

REAL ESTATE & CONSTRUCTION

Nine hundred leads a month arrive from property portals, Meta ads and walk-in forms. Six sales people call them in roughly the order they arrive, which means a serious buyer who enquired on Monday evening gets a call on Thursday, by which point they have visited two other projects.

Nobody can tell a serious buyer from a browser before calling, so the team burns most of its week on people who were never going to buy, and the people who were ready go cold waiting.

The marketing side has its own problem. Buyers want to see the flat, and the flat is a concrete shell. Renders are expensive, slow to commission and out of date the moment a layout changes.

And every lead that goes quiet stays quiet. There is no follow-up system beyond a salesperson's memory, so a buyer who said "call me after Diwali" is never called after Diwali.

03 What your staff do, and what AI can take off them

6 JOBS

Every job the team repeats, timed and sorted into three piles. The third column is the point of the whole exercise: more lines here say keep it human than say hand it over.

THE JOB	TIME	WHAT WE'D DO	WHY
Qualifying and scoring inbound leads	34 h/wk	AI DOES IT	Scorable from stated budget, locality, timeline and behaviour
First contact and basic information	19 h/wk	AI DOES IT	Speed is the single biggest conversion lever
Long-tail follow-up of cold leads	11 h/wk	AI DOES IT	Never happens otherwise; pure scheduling
Interior visualisation and marketing creative	12 h/wk	AI DRAFTS IT	Generated from real floor plans, clearly labelled as indicative
Site visits and negotiation	–	KEEP IT HUMAN	This is where property is actually sold
Any commitment on price, possession or approvals	–	KEEP IT HUMAN	RERA exposure. A model must never make a representation.

04 What we will teach your team

3 SKILLS

These are not products we sell you. They are the 3 things your own staff learn to put together in the class, on your own systems — so the people who do the work end up owning the thing that does it for them.

01 Lead scoring and instant first touch

What it does for you. Every lead gets an intelligent reply within three minutes and a score, so sales calls the forty real buyers first instead of alphabetically.

What your team learns. Leads from all sources land in one CRM. A model scores each on budget fit, locality intent, stated timeline, financing status and engagement behaviour, then sends an immediate WhatsApp reply with the project brief, the actual price band and a one-tap site-visit booking. Hot leads page a salesperson instantly; cold ones enter nurture.

TOOLS THEY LEARN TO USE

Meta Lead Ads API | Portal APIs | n8n | Claude | CRM | WhatsApp Business API

02 Visualisation from the floor plan

What it does for you. Any unit shown furnished, in three styles, in minutes — from the real approved floor plan, always labelled as indicative.

What your team learns. The approved floor plan drives generated interior visualisations in contemporary, traditional and minimal styles. Every image carries a visible "indicative visualisation" watermark, because the legal and reputational cost of a buyer believing it is a photograph is severe.

TOOLS THEY LEARN TO USE

Nano Banana / Firefly | Claude | n8n | Drive

03 The long memory

What it does for you. The buyer who said "after Diwali" is contacted after Diwali, by name, referencing what they actually wanted.

What your team learns. Every conversation is summarised into the lead record with the stated reason and timing. A scheduled workflow surfaces the lead at the right moment with a personalised, non-templated message drafted from the original conversation.

TOOLS THEY LEARN TO USE

CRM | n8n | Claude | WhatsApp Business API

05 What we will teach them not to do

3 TO AVOID

This is the part most people selling AI leave out, and it is the part that decides whether any of it survives the first year. Your team is taught to recognise these for themselves, not just handed the list.

Any statement about price, possession date or approval status

RERA. A model making a representation about a regulated project is a legal problem, not a marketing one.

Unlabelled AI renders

A buyer who believes a generated image is a photograph has been misled, and it surfaces at handover.

Automated negotiation

Property pricing is relationship and context. A model has neither.

06 How it benefits you

THE PAYOFF

> **In one line.** Your staff stop spending their week on work a machine can do, and spend it on the work only they can do — without you buying software, hiring anybody, or depending on us after the class ends.

- **Median first-contact time** goes from 31 hours to **Under 3 min**.
- **Sales hours spent on unqualified leads** goes from 34 h/wk to **8 h/wk**.
- **Site visits booked per month** goes from 48 to **70–85**.
- **Your own people own it.** They built it, so they can change it when the business changes. Nothing breaks when we leave.
- **Nothing new to buy.** ₹10,000 – ₹18,000 / month at this lead volume — that is the whole running cost, paid to the software, not to us.
- **You find out what not to automate** before you waste money on it. That list is longer than the other one.

MEASURE	BEFORE	AFTER	NOTE
Median first-contact time	31 hours	**Under 3 min**	Automated reply; human call follows by priority

MEASURE	BEFORE	AFTER	NOTE
Sales hours spent on unqualified leads	34 h/wk	**8 h/wk**	Estimated
Site visits booked per month	48	**70–85**	Modelled from speed and prioritisation
Cold leads revived per month	~0	**25–40**	From scheduled follow-up that previously never happened
Cost per site visit	₹4,200	**₹2,400–2,900**	Same ad spend, better triage

> **These are worked-out figures, not audited client results.** Modelled on lead volumes and conversion patterns in tier-2 residential sales, published portal and model pricing, and observed site-visit ratios.

07 How the training runs

STAGE	WHEN	WHAT HAPPENS
Audit	Week 1–2	Pull six months of lead data, find what actually predicts a site visit, map RERA constraints.
Enable	Week 3	Sales team on the scoring model and why it is not replacing their judgement.
Build	Week 4–7	Scoring and first touch, then visualisation, then the follow-up engine.
Hand over	Week 8	Runbooks, score-tuning handed to the sales head, 90-day review.

> “Placeholder — replace with a real, attributed quote before launch.”
>
> SALES HEAD, RESIDENTIAL DEVELOPER, UDAIPUR

Start with the ₹199 session

Ninety minutes, open to anyone, no background needed. Bring one job you repeat every week and you will leave having done it with AI yourself. Every course and every fee is on the website.

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