



# MASTER RATE CARD

Builder-Facing Sales & Revenue Control Infrastructure

**Bangalore | Founding Builder Edition**

## What DesiGRID™ really gives a builder:

Inventory discipline

Booking integrity

Commission control

Channel partner governance

Founder-level revenue visibility

Prepared by **DesiAcres** for serious developers who want controlled sales execution, cleaner MIS, and lower revenue leakage.

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# 1. What DesiGRID™ Is

- DesiGRID™ is **not a generic CRM**. It is a structured operating layer built specifically for real estate developers.
- It gives promoter-level clarity on **inventory visibility, booking discipline, commission liability, channel partner performance, pricing approvals, and revenue exposure**.
- The system is meant for builders who are tired of running sales on scattered Excel files, WhatsApp follow-ups, manual approvals, and delayed MIS.
- In simple terms: **DesiGRID™ puts control back in the hands of leadership** without slowing the sales team down.

**7 Days**

**Go-live commitment**

**1% Error**

On Rs. 100 Cr GDV = Rs. 1 Cr exposure

**3 Layers**

**Sales + Finance + Leadership control**

# 2. What It Actually Controls

**Sales-Side Discipline**

- Real-time inventory status across towers, floors and unit types
- Lead-to-visit-to-booking tracking
- Unit allocation validation before confirmation
- Sales velocity tracking and slow-moving inventory visibility

**Commercial & CP Governance**

- Channel partner onboarding and booking attribution lock
- Commission slab configuration and payout exposure tracking
- Discount approval workflow and override history
- Controlled access to inventory and project-wise CP performance

**Founder / Leadership Visibility**

- Multi-project comparative analytics for faster decisions
- Inventory aging heatmaps, velocity drop alerts and revenue-risk signals
- Monthly and quarterly governance review structure
- Actionable dashboards that help leadership intervene before leakage becomes expensive

### 3. Master Plan Comparison

Capability	Starter Control	Growth Control	HQ Control Desk
Builder Fit	Single project launch / founder-led team	Multi-project sales operations	Builder governance infrastructure across active portfolio
Project Capacity	1 project   up to 100 units	Up to 3 projects   up to 300 units	Multiple projects   custom scale
Monthly Retainer	■14,999	■29,999	■59,999
One-Time Setup	■29,999	■69,999	■1,49,999
Core Outcome	Control the basics correctly from day one	Unify project-wise control and commission discipline	Give promoter office end-to-end sales governance

Every plan is positioned as a control layer, not as software seats. The pitch to the builder is simple: **DesiGRID™ protects revenue, reduces operational confusion, and gives leadership structured visibility.**

<p><b>STARTER CONTROL PLAN</b> 1 Project   Up to 100 Units</p>	<p>Monthly Retainer ■14,999 / <b>Month</b></p>	<p>One-Time Setup ■29,999</p>
<p><b>GROWTH CONTROL PLAN</b> Up to 3 Projects   Up to 300 Units</p>	<p>Monthly Retainer ■29,999 / <b>Month</b></p>	<p>One-Time Setup ■69,999</p>
<p><b>HQ CONTROL DESK – ENTERPRISE</b> Multiple Projects   Builder Governance Infrastructure</p>	<p>Monthly Retainer ■59,999 / <b>Month</b></p>	<p>One-Time Setup ■1,49,999</p>

## 4. Starter Control Plan — Detailed Deliverables

This plan is ideal for a builder launching a first serious project or for a promoter who wants operational discipline without creating enterprise complexity too early.

### STARTER CONTROL PLAN

1 Project | Up to 100 Units

Monthly Retainer

■ **14,999 /  
Month**

One-Time Setup

■ **29,999**

#### 1. Inventory Governance Layer

- Complete unit master mapping: tower, floor, unit type, size, facing and internal status code
- Live availability classification: available, blocked, booked, sold
- Block-duration tracking to avoid artificial inventory locking
- Inventory aging tracker to show days unsold at unit level
- Unit price master with controlled revision history

#### 2. Booking Integrity System

- Lead stage pipeline from enquiry to visit, negotiation and booking
- Duplicate lead detection logic for cleaner booking ownership
- Site visit logging with sales accountability
- Booking reference ID creation for every confirmed conversion
- Unit allocation validation to reduce double-booking risk

#### 3. Channel Partner Control

- CP onboarding master and profile records
- CP-wise lead tagging and source attribution
- Booking attribution lock to reduce payout disputes
- Historical performance visibility by CP
- Dependency tracking: who closes what and from where

#### 4. Commission Liability & MIS

- Commission slab configuration: percentage or slab-based logic
- Booking-linked payable calculation
- Commission exposure summary for finance review
- Export-ready payout ledger
- Monthly sales summary, inventory report, lead conversion report and MIS export

## 5. Growth Control Plan — Detailed Deliverables

This plan is built for developers who are no longer running one project in isolation and now need a central view across sales teams, CP networks and commission exposure.

<p><b>GROWTH CONTROL PLAN</b> Up to 3 Projects   Up to 300 Units</p>	<p>Monthly Retainer  <span style="font-size: 1.2em;">■ 29,999 /</span>  <span style="font-size: 1.5em;">Month</span></p>	<p>One-Time Setup  <span style="font-size: 1.2em;">■ 69,999</span></p>
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### 5. Multi-Project Control Dashboard

- Project-wise booking comparison
- Tower-wise absorption visibility
- Inventory distribution map across projects
- Unit-type performance comparison
- Consolidated project portfolio dashboard for leadership

### 6. Advanced Commission Engine

- Variable commission slabs by CP category or project type
- Milestone-based release logic: booking, agreement, registration
- Pending payout dashboard
- Commission exposure forecasting for finance teams
- Commission audit trail for dispute resolution

### 7. Sales Velocity Analytics

- Weekly booking trend graph
- Lead-to-visit ratio tracking
- Visit-to-booking conversion rate
- Source-wise performance analysis
- CP ranking leaderboard

### 8. Revenue Exposure Dashboard

- Total booking value versus unsold inventory
- Expected commission outflow visibility
- Net projected revenue view
- Slow-moving tower signals and risk flags
- Cleaner review meetings with sharper action points

Best pitch line for this plan: **“When two or three projects start moving together, DesiGRID™ becomes the operating desk that keeps sales, finance and promoter office on the same page.”**

## 6. HQ Control Desk — Enterprise Deliverables

This is the right plan for a serious developer who wants a central governance desk, not just project-level reporting. It is built for leadership teams that want approval control, structured visibility and operating consistency.

<p><b>HQ CONTROL DESK – ENTERPRISE</b> Multiple Projects   Builder Governance Infrastructure</p>	<p>Monthly Retainer  <span style="font-size: 1.5em;">■</span> <b>59,999 /</b>  <span style="font-size: 1.5em;">Month</span></p>	<p>One-Time Setup  <span style="font-size: 1.5em;">■</span> <b>1,49,999</b></p>
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### 9. CP Portal & Controlled Access

- Channel partner login access
- Controlled inventory visibility instead of uncontrolled sharing
- CP-level booking tracking and lead submission logs
- Project-wise CP dashboards
- Better discipline in external broker network management

### 10. Pricing & Approval Governance

- Discount approval workflow
- Special price override tracking
- Approval trail documentation
- Rate revision history log
- Controlled editing access for sensitive commercial fields

### 11. Booking-to-Registration Lifecycle

- Booking to agreement to registration mapping
- Collection milestone tracking
- Payment-stage visibility
- Pending documentation alerts
- Cleaner coordination between sales, CRM and finance

### 12. Leadership Governance Layer

- Multi-project comparative analytics
- Inventory aging heatmaps
- Velocity drop alerts
- Commission liability forecasting
- Quarterly performance review framework for promoter office

## 7. Optional Enhancements & Implementation

Optional Enhancement	Commercial	What It Adds
AlphaDesk™ Intelligence Layer	Rs. 60,000 / Year	Fair-value pricing bands, liquidity visibility, absorption modelling and project-level risk signals.
Commission War-Room™	Rs. 19,999 / Month	Commission dispute audits, payout reconciliation, payout calendar and quarterly commission review structure.

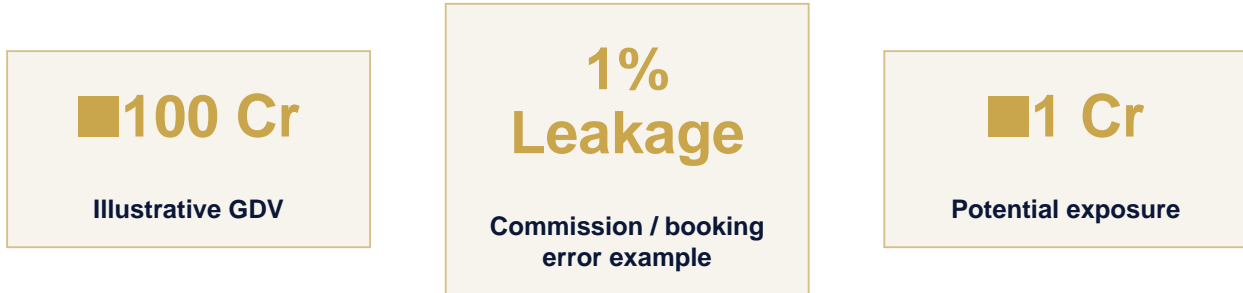
### 7-Day Go-Live Commitment

- Structured onboarding of inventory, price master, CP data and booking logic
- Configuration of reports, dashboards and approval controls based on selected plan
- Implementation support from the DesiAcres team
- If the selected scope is not live within 7 working days, the next month is free

Implementation note: the goal is not to overcomplicate the builder's existing process. DesiGRID™ is designed to **bring structure without causing operational friction**. Adoption matters as much as design.



## 8. Commercial Decision Frame



### Why the cost makes sense

- A single commission miscalculation, double-booking incident, uncontrolled discount approval or blocked inventory error can cost much more than the annual cost of DesiGRID™.
- The rate card should therefore be discussed with the builder as a **control infrastructure investment**, not as a software subscription.
- The real value lies in protecting revenue, cleaning up sales operations, improving review meetings and giving promoter office faster decision clarity.

### Suggested one-line closes you can say in the meeting

#### Meeting Close Lines

- “Sir, this is not another CRM. This is the layer that stops revenue leakage and gives you cleaner control over sales.”
- “Even if DesiGRID™ prevents one major payout error or one commercial mismatch, it more than pays for itself.”
- “The bigger the project and the broker network, the more dangerous scattered operations become — DesiGRID™ fixes that.”

### Commercial positioning advice

Do not present the plans as “software features”. Present them as control outcomes. Builders buy confidence, speed, discipline and lower leakage far more readily than they buy technical jargon.

## 9. Commercial Notes, Terms & Builder Assurance

Commercial Note	Description
Billing	Monthly retainer billed in advance. One-time setup billed at onboarding.
Scope Basis	Pricing is based on current project count, unit volume and governance scope at the time of sign-off.
Customization	Additional custom workflows, special dashboards or integration requirements can be scoped separately if required.
Go-Live Commitment	Applicable once required builder data and decision approvals are made available on time.
Flexibility	No long lock-in at launch. Builder can start with the most suitable control plan and upgrade as operations scale.

### Builder Assurance

- Clear commercial structure with visible operational outcomes
- Serious, non-gimmicky positioning suitable for founder / director conversations
- Ready to be used as a direct client-facing rate card in builder meetings
- Designed under the DesiAcres umbrella for Bangalore-market builder conversations

