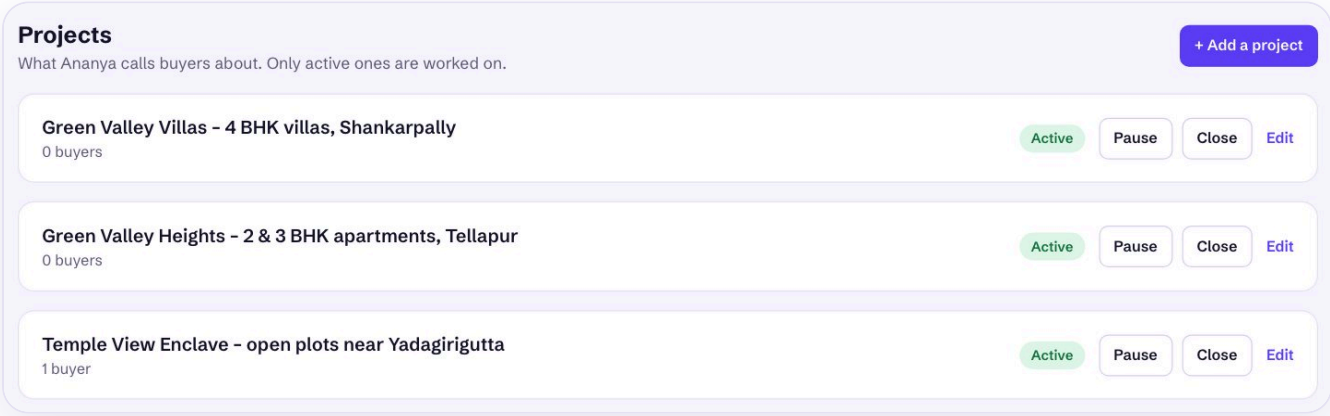
Progz

Set up your AI property advisor, one project at a time

A step-by-step guide for builders, developers and real estate agencies. One AI employee calls every enquiry for every project within a minute, in Telugu, Hindi or English, and books the site visit.

For owners & sales heads · Plots · apartments · villas · About 15 minutes per project



Progz · progz.in · The screens in this guide come from a demo business, "Green Valley Ventures", with an AI employee called Ananya and three sample projects. Names, numbers, approvals and prices are examples, not real projects.

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7 Send each project's buyers to the right project

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How to read this guide

Do sections 3 to 5 once. Then repeat section 6 for each project you sell. Buttons are named in **bold**. Purple boxes are tips; yellow boxes say what to watch out for.

The idea in one line

You hire **one** AI employee, Ananya. Every project you sell, whether a plot layout, an apartment tower or a villa community, is added under her as a **project**. Each project has its own details, questions, rules, site-visit address and enquiry link. Ananya always talks about the project the buyer enquired about.

1. What Progz does for a real estate business

Property enquiries go cold fast. A buyer who fills a form on Facebook at 9 pm has usually called two other builders by morning. Ananya calls back **within about a minute**, in the buyer's language. She explains the project they asked about, asks your questions and books the site visit.

What Ananya does

- Calls every new enquiry within a minute, inside your calling hours
- Speaks Telugu, Hindi and English, and switches when the buyer does
- Explains the project using only the details you wrote
- Asks your questions: configuration, budget, timeline, loan
- Your rules decide who is offered a site visit
- Books the visit and sends the confirmation on WhatsApp and email
- Hands unclear cases to your team as a task

What Ananya never does

- Promise returns, price appreciation or rental income
- Negotiate prices, offer discounts or hold units
- Claim approvals (RERA, DTCP, HMDA, bank tie-ups) you did not write down
- Quote prices you left out
- Tell a buyer why they were not a fit

How one enquiry goes

1. A buyer fills the enquiry form for **Green Valley Heights** from your Instagram ad.
2. Within a minute Ananya calls: *"Namaskaram! I'm Ananya from Green Valley Ventures. You asked about Green Valley Heights in Tellapur..."*
3. She answers their questions from that project's details and asks your questions, one at a time.
4. Your rules for **that project** decide: a site visit now, a call back later, or a polite thank-you.
5. The visit goes into your calendar, and the buyer gets the time, the address and how to reschedule.

2. Before you start: a sheet for every project

The time goes into knowing your projects, not into the app. Before you sit down, gather this for **each** project. A brochure and the price sheet are usually enough.

DETAIL	EXAMPLE (PLOTS)	EXAMPLE (APARTMENTS)
Project name	Temple View Enclave – open plots near Yadagirigutta	Green Valley Heights – 2 & 3 BHK apartments, Tellapur
Location with a landmark	Bhongir–Yadagirigutta Road, near Raigiri	Tellapur, 10 min from the ORR
Configurations	Open plot	2 BHK, 3 BHK
Sizes (sq ft)	1,350–2,700 (150–300 sq yd)	1,180–1,850 built-up
Price range (or leave it out)	₹20 lakh – ₹44 lakh	₹78 lakh – ₹1.25 crore
Possession	Ready for registration	December 2027
Approvals	DTCP LP number	RERA number, HMDA
Amenities, size, loan tie-ups	BT roads, 250 plots on 18 acres, SBI	Clubhouse, pool, 3 towers G+15, SBI/HDFC
Site-visit address	Site office address	Sales office address
Common answers	Booking amount, registration charges, weekend visits	Booking amount, maintenance, parking, model flat
Your fit rules	Min. budget ₹15 lakh, buying within 180 days	Min. budget ₹70 lakh, buying within 180 days

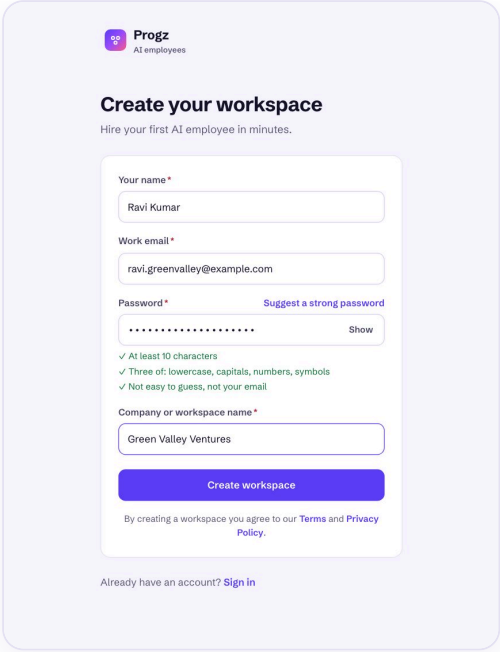
Also keep ready (once, for the business)

- [ ] **Your email address** to sign in with. You'll confirm it with a 6-digit code.
- [ ] **Your business WhatsApp number and a Facebook login.** Confirmations go from your own number. The number must not be in use on the normal WhatsApp app on a phone.
- [ ] **A Google account with your sales calendar**, so site visits are booked into it.
- [ ] **Your business details for the phone company** (a one-time, roughly 5-minute verification) to get your calling number.
- [ ] **A UPI app or card** to add credits (from ₹500 plus GST), and your **GSTIN** if you want GST invoices.

3. Create your account

1 Sign up

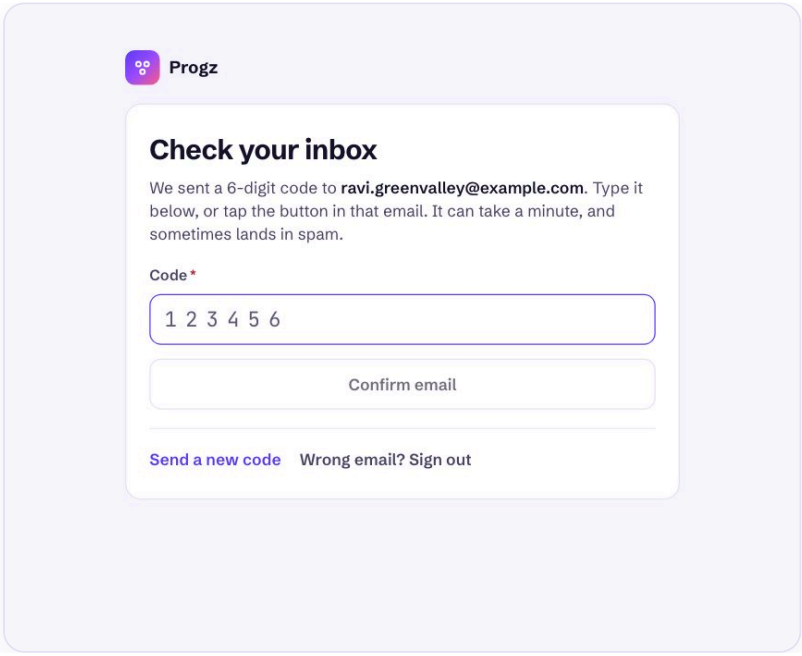
Go to **progz.in** and click **Start free**. Fill in your name, work email, a password (at least 10 characters) and your company name, then click **Create workspace**.



The sign-up form

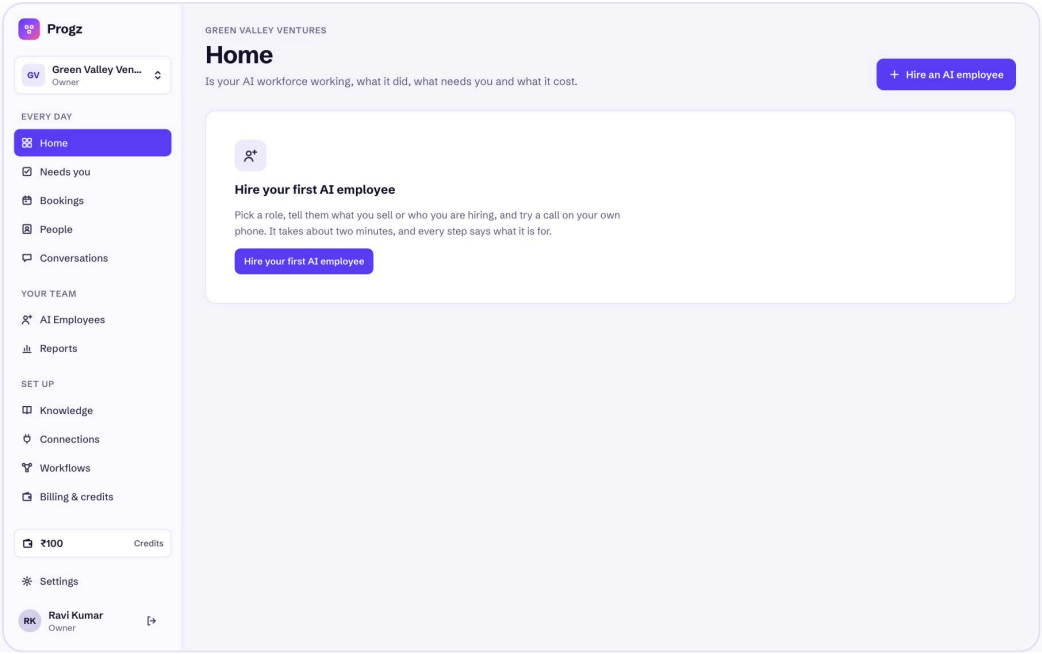
2 Confirm your email

We email you a 6-digit code. Type it in and click **Confirm email**, or tap the button in the email. Check spam if it hasn't arrived within a minute.



3 You arrive on Home

Every new business starts with **₹100 of free credits** (bottom left). Click **Hire your first AI employee**.



Tip: how Ananya says your company's name

Under **Settings → Name said on calls** you can write your company name in Telugu script, e.g. గ్రీన్ వ్యాలీ వెంచర్స్. The voice then reads it smoothly. Screens and emails keep the English name.

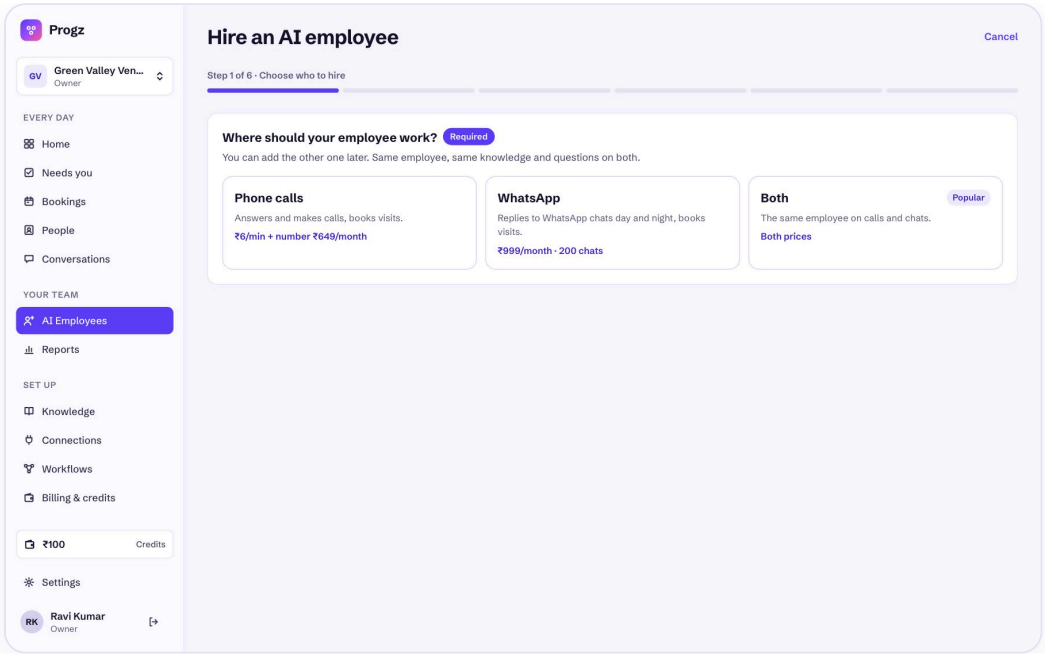
4. Hire Ananya and set up your first project

A short wizard. Start with the project you get the most enquiries for. You'll add the others in section 6.

1

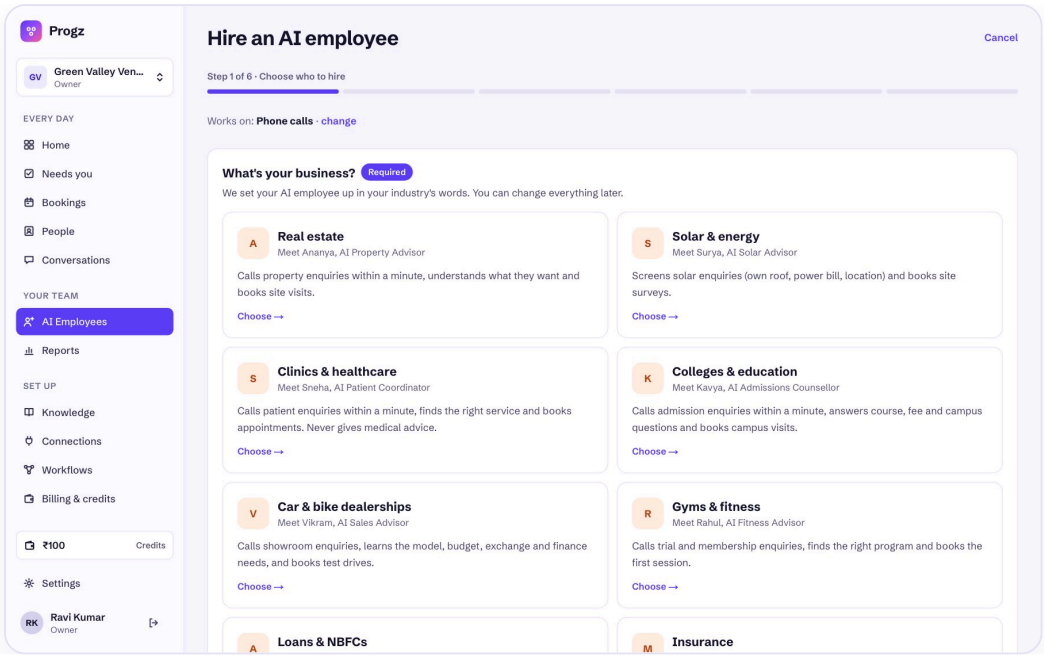
“Where should your employee work?”

Choose **Phone calls** (₹6 a minute plus ₹649 a month for the number). This is what most builders need: Ananya calls every enquiry. Choose **Both** if you also want her to answer WhatsApp chats (₹999 a month, 200 chats). You can add the other one later.



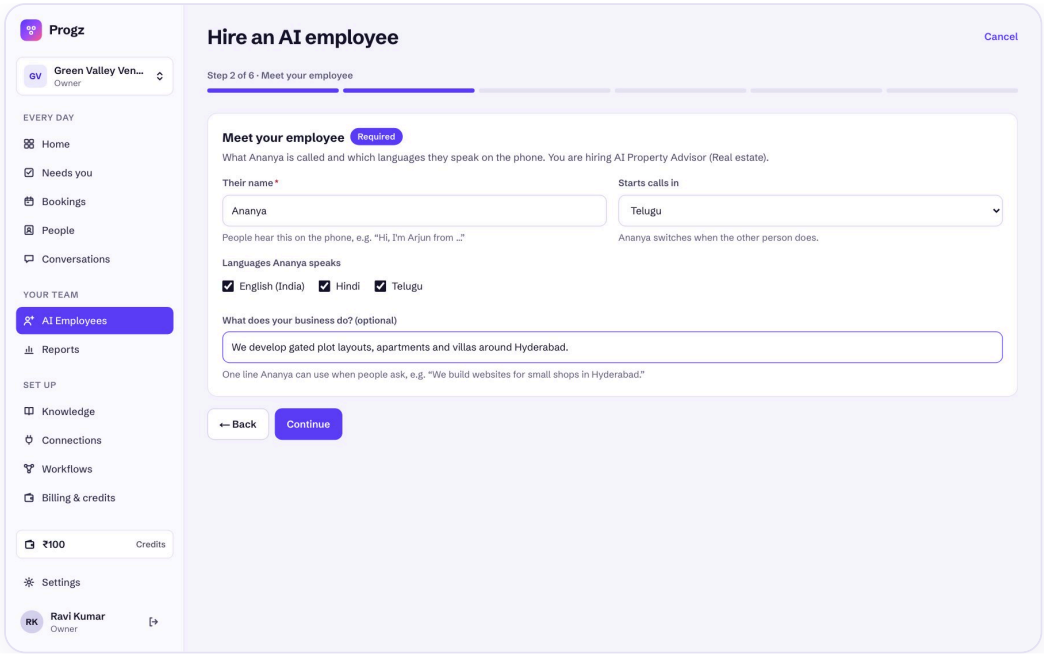
2 “What's your business?”: choose **Real estate**

This sets Ananya up in property words: buyers, projects, site visits, BHK, possession, RERA.



3 Meet your employee

“Ananya” is filled in; keep it or type another name. Telugu, English and Hindi are ticked. Choose which language calls **start in**. Add one line about your business, e.g. *“We develop gated plot layouts, apartments and villas around Hyderabad.”* Then click **Continue**.

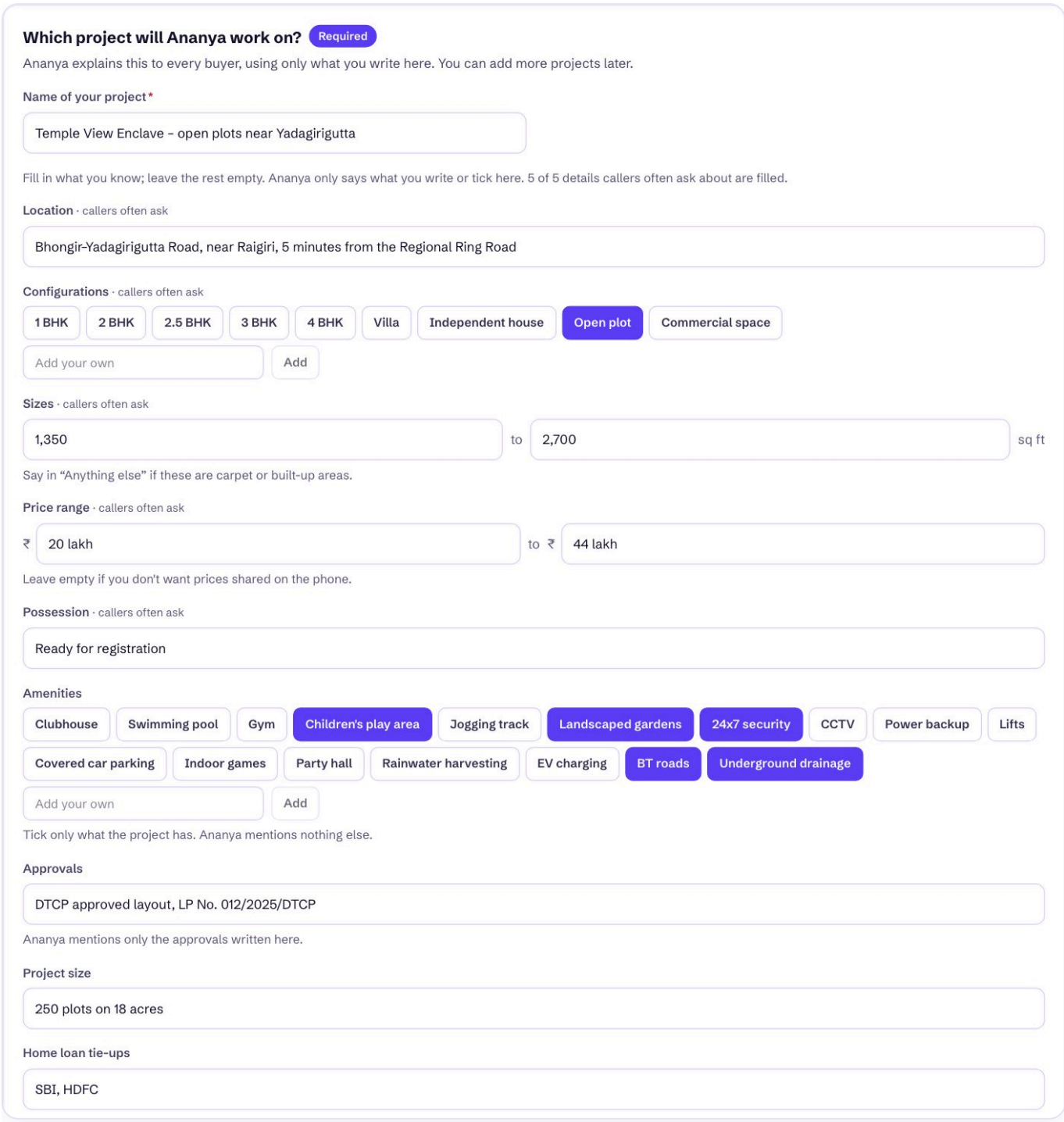


One business line, not one project

This line is about your company. Ananya uses it for every project. Project details go in the next step.

4 “Which project will Ananya work on?”: your first project

Give the project a clear name that buyers would recognise, including the type and area. Then fill the short form from your project sheet. **Ananya says only what you write or tick here.** The grey example text never reaches a call. The form counts how many of the 5 details callers ask most about are filled.



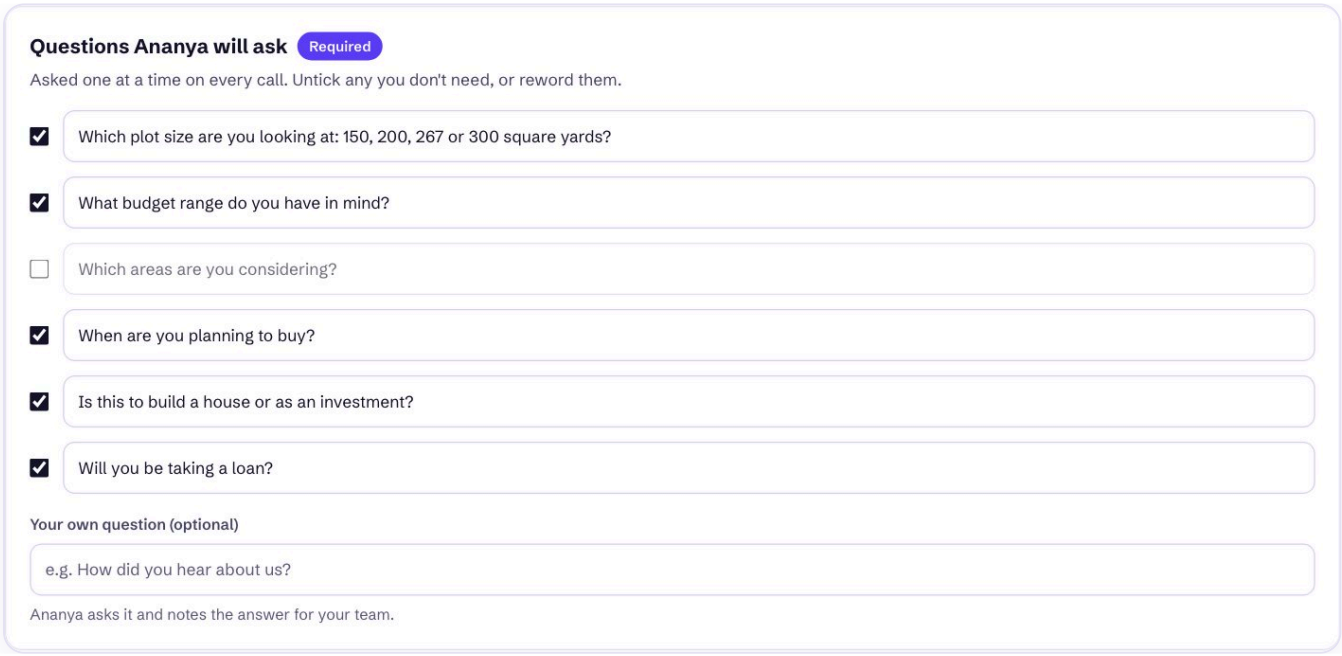
Project 1: an open-plot layout. Only the amenities that are ticked (purple) are mentioned.

Getting the project form right

- **Sizes are in sq ft.** For plots, convert square yards (× 9) and also write the yards in **Anything else**, e.g. “Plot sizes 150 to 300 square yards”. For flats, say there whether sizes are carpet or built-up.
- **Price range:** type it as you'd say it, e.g. *20 lakh*, *1.25 crore*. Leave both boxes empty if you don't want prices given on the phone; Ananya then says your team will share the price at the visit.
- **Approvals:** write the exact RERA / DTCP / HMDA number. Ananya never claims an approval that isn't here.
- **Anything else:** facing, Vaastu, road widths, distances to landmarks, model flat, show villa.
- Open **What Ananya will know** to read the exact summary she works from, e.g. “Price range: ₹20 lakh to ₹44 lakh”.
- **Where does the site visit happen?** (required): the site office or sales office address. It goes into every confirmation, so add a landmark.

5 The questions Ananya will ask

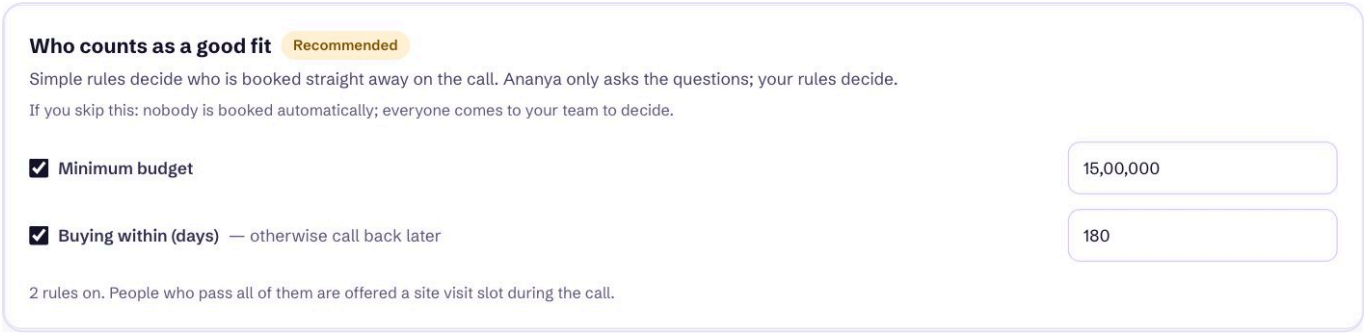
Six usual questions come ticked. Make them fit the project: for plots, reword the first one to list your plot sizes; untick “Which areas are you considering?” when the project has one location. You can add one question of your own, e.g. “How did you hear about us?”.



6 Who counts as a good fit

Simple rules decide who is offered a site visit during the call. **Ananya only asks; your rules decide**, never the AI.

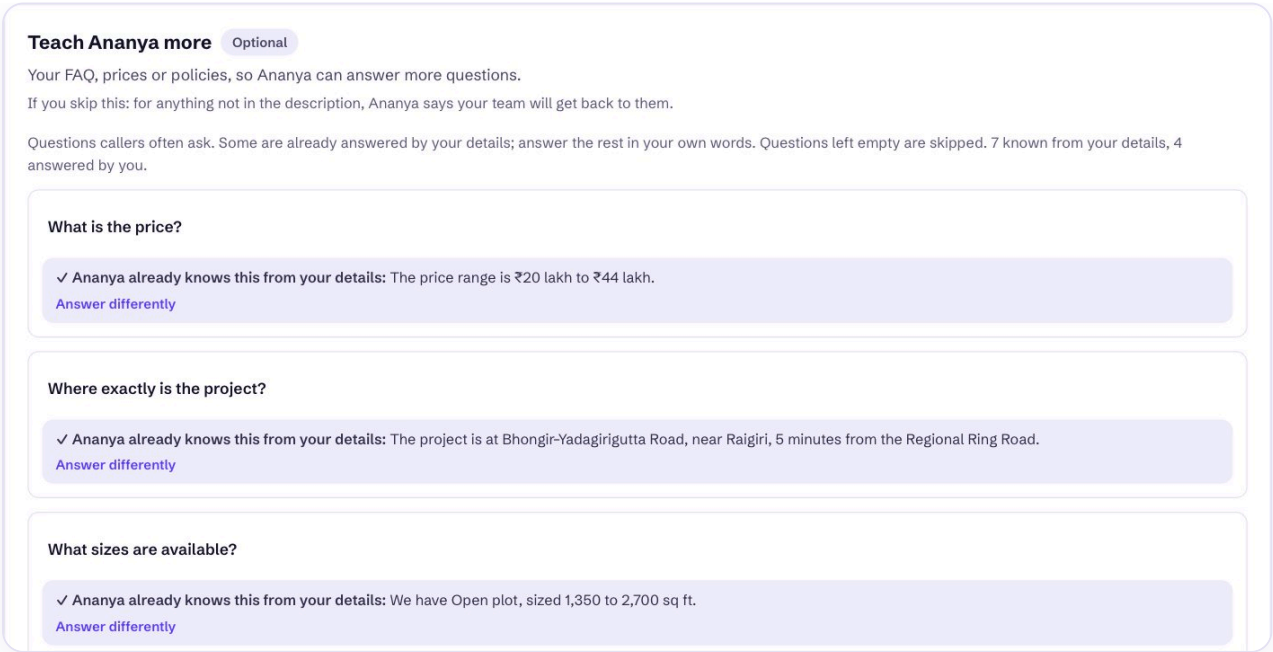
- **Minimum budget**, in rupees, e.g. *15,00,000* for ₹15 lakh. Set it just below your cheapest unit.
- **Buying within (days)**, e.g. *180*. Buyers further out are not turned away; Ananya calls them back later.



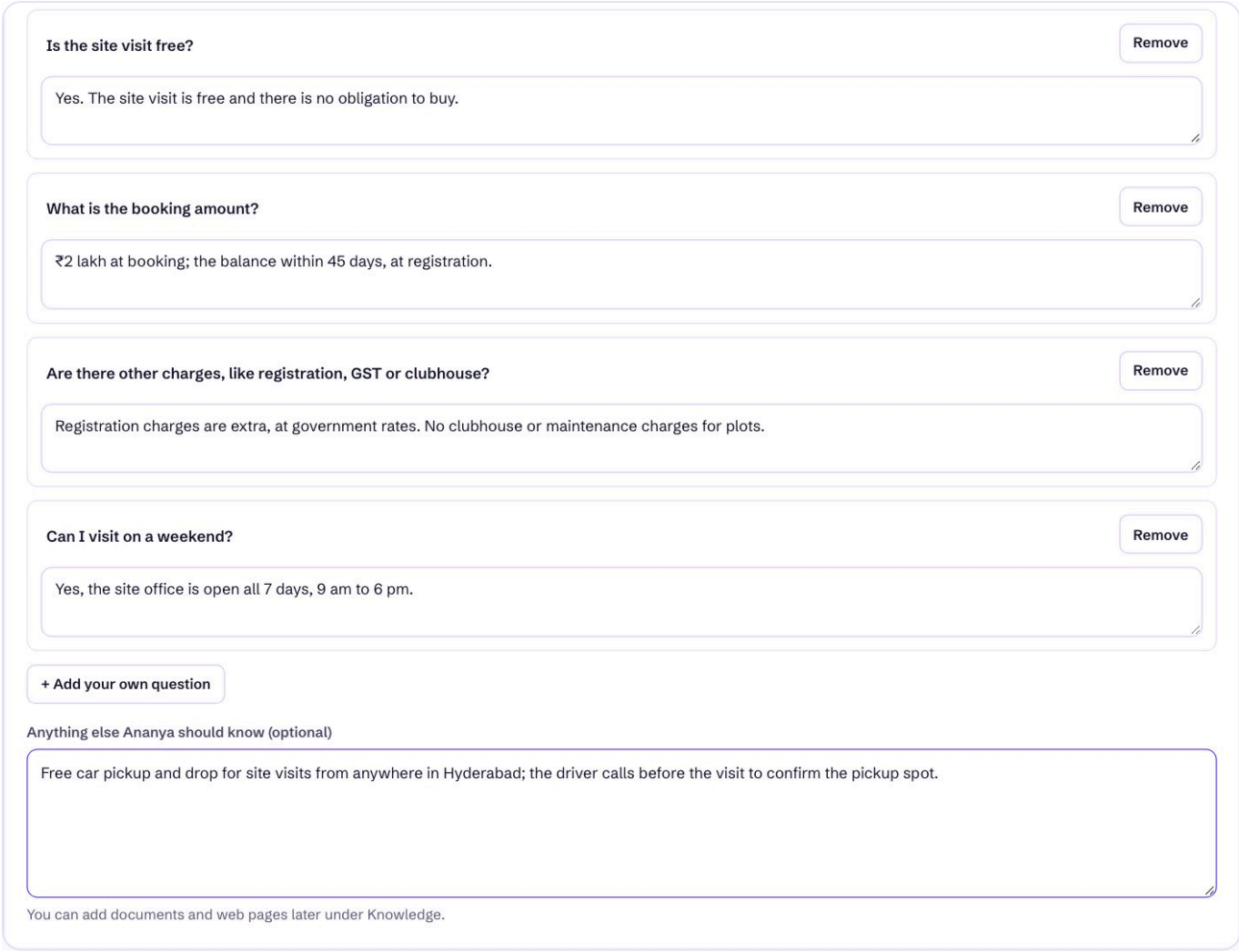
> **Keep rules loose**
>
> A rule that is too tight sends good buyers away. If you're unsure, switch on only “Buying within” and let your team judge budgets from the call notes.

7 Teach Ananya more (optional), then save

Questions buyers often ask. Those your form already answers show ✓ **Ananya already knows this from your details**; nothing to do.



Answer the rest in your own words: booking amount, other charges (registration, GST, clubhouse), maintenance, parking, model flat, weekend visits. Click **Remove** on questions that don't apply. For plots that means maintenance, car parking and model flat. Questions left empty are skipped. Put anything else, like payment plans or free pickup for site visits, in **Anything else Ananya should know**.

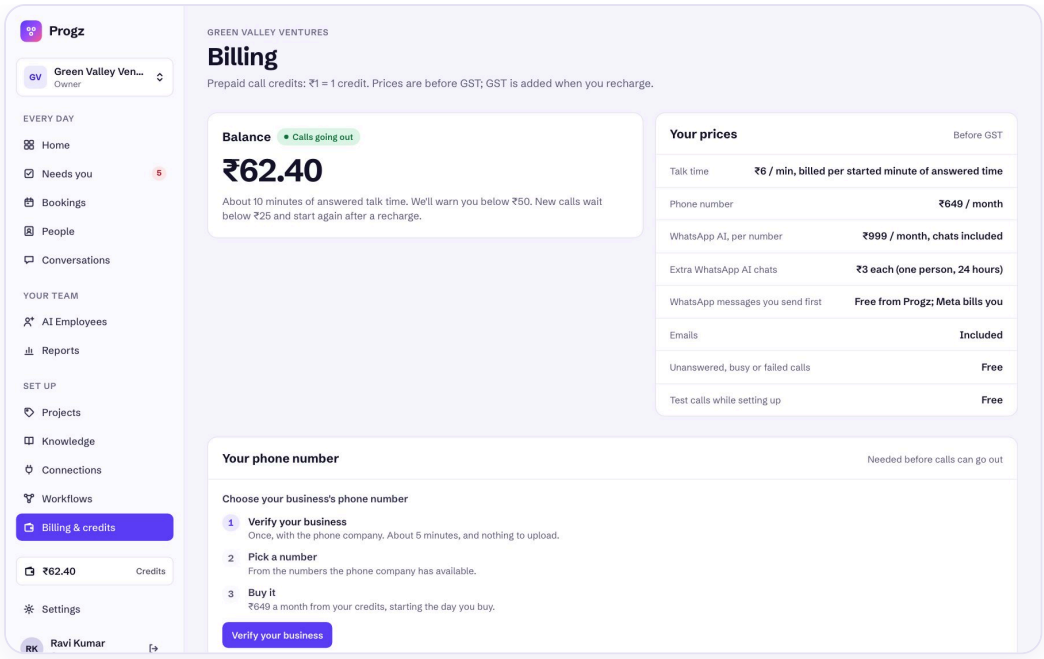


Click **Save and continue**. Ananya is saved **in training**: she makes only test calls until you press **Start working**.

5. Phone number, WhatsApp, calendar and a test call

After saving you land on **Finish setting up Ananya**, a checklist. You do this once for the whole business, not per project.

STEP	WHAT TO DO	WHY
Phone line Required	Go to **Billing & credits → Your phone number**. **Verify your business** with the phone company (once, about 5 minutes, nothing to upload), **pick a number** and **buy it**. It costs ₹649 a month from your credits, starting the day you buy.	The number Ananya calls from and buyers can call back.
WhatsApp Required	**Connect your WhatsApp**: sign in with Facebook and pick your business number. Meta approves the message templates (minutes, up to a day).	Booking confirmations and after-hours notes go from your own number, with your business name.
Calendar Recommended	**Connect Google Calendar**, then set your bookable days and hours.	Ananya offers only free times and books visits straight into it. Without it, qualified buyers come to your team to book.
Email Optional	Nothing to set up.	Confirmations also go by email with your business name; replies reach your own inbox.
Calling hours	On **Ananya → Phone & WhatsApp**, e.g. 9:00 AM–8:00 PM, all 7 days.	Enquiries outside the hours get a WhatsApp saying when Ananya will call; she calls first thing.



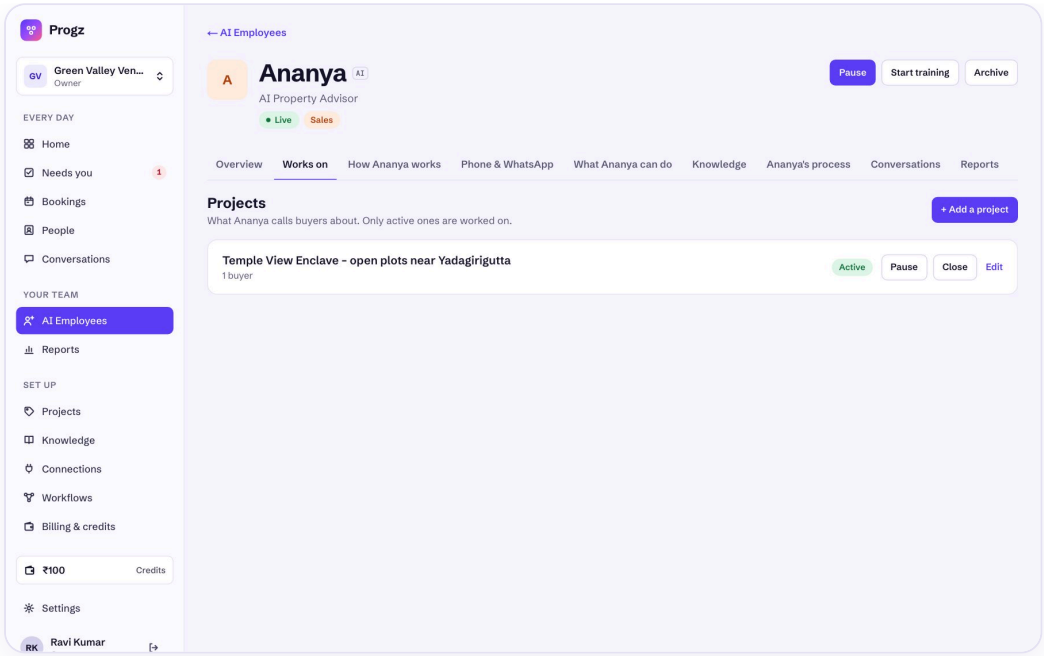
Billing & credits: your prices, your balance and the three steps to get your number.

1 Try it on yourself (free)

In **Try it yourself**, enter your name and mobile number, tick the WhatsApp confirmation and click **Call me now**. Ananya calls you exactly as a buyer would hear her, about your first project. Act like a buyer: give a budget in crores, ask about the RERA number, say you're busy. The result shows on the page, and the full call is under **Conversations**.

2 Start working

When the checklist shows the required steps done, click **Start working**. Ananya is now **Live** and calls every new enquiry for your active projects. You can **Pause** her any time from her page.



Ananya's page, **Works on** tab: one project, active. This is where every other project goes.

THE HEART OF THIS GUIDE

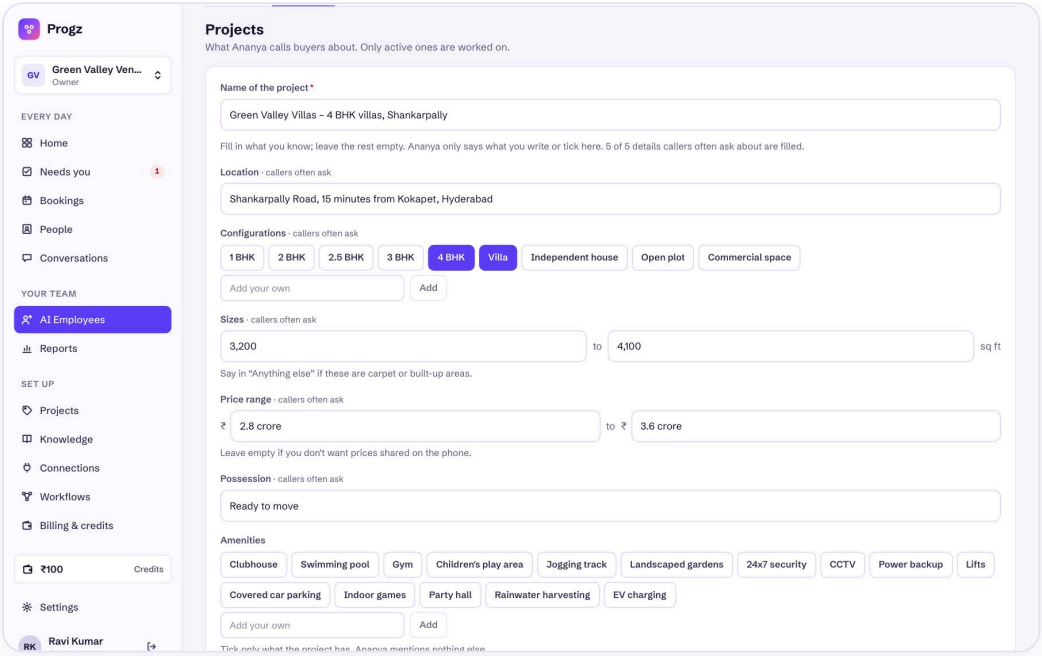
6. Add your other projects, one by one

Repeat these five steps for every project: **add → adjust questions and rules → create the enquiry link → Start → share the link**. About 10 minutes each. Ananya keeps the same name, voice and phone number for all of them.

1

Open AI Employees → Ananya → Works on → + Add a project

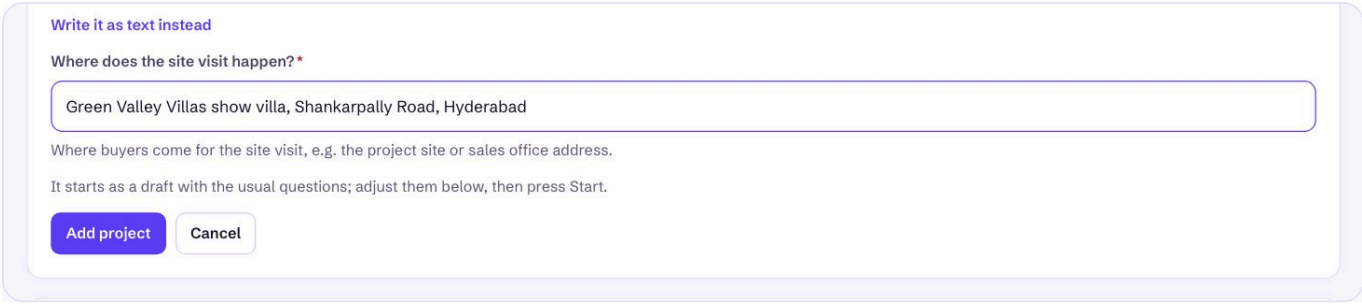
(Or use **Projects** in the left menu.) Fill the same short form as before: name, location, configurations, sizes, price range, possession, amenities, approvals, project size, loan tie-ups and anything else.



Project 3: a villa community. Each project gets its own details; nothing carries over from the others.

2 Enter this project's site-visit address and click Add project

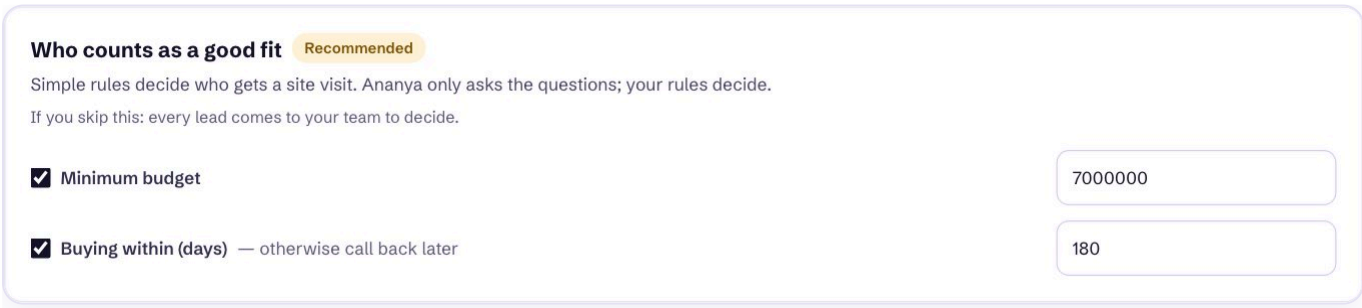
Each project has its own address, e.g. the show villa for villas and the sales office for apartments. The new project starts as a **Draft** with the usual questions.



3 Adjust the questions and rules for this project, then Save changes

The project opens below its name. Reword or untick questions, and set this project's own rules, then click **Save changes**. Rules differ between projects, and that's the point:

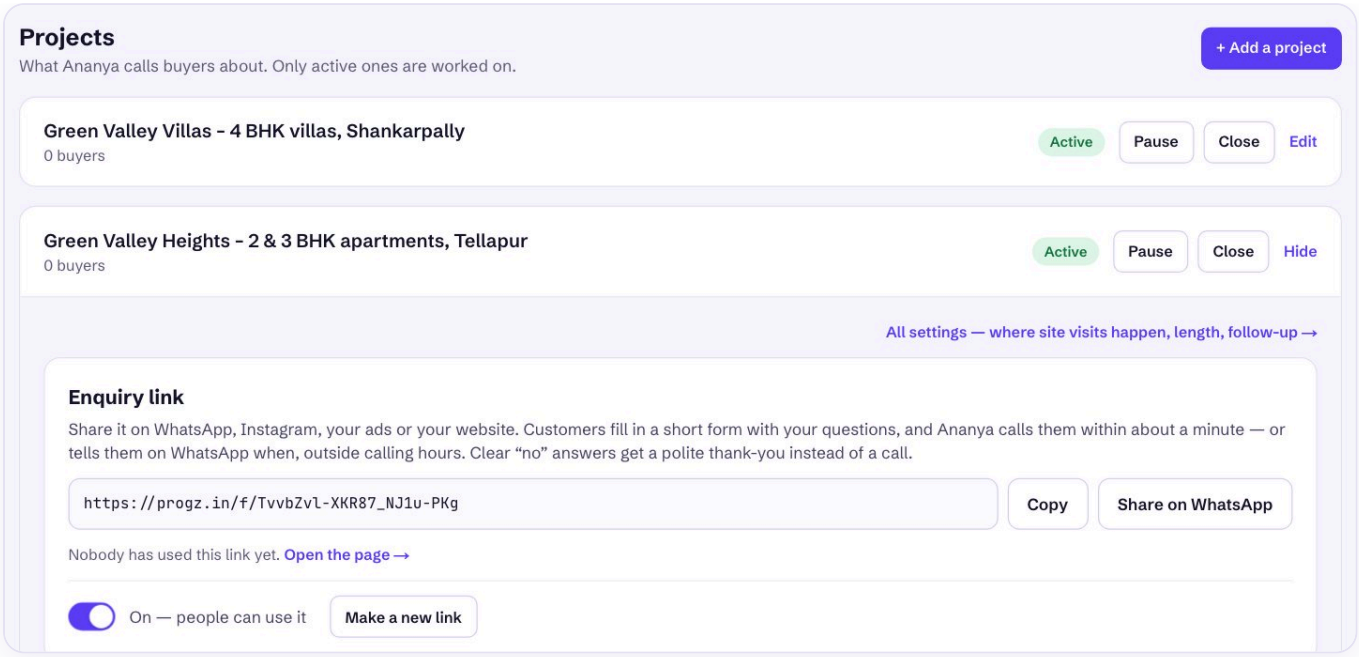
PROJECT	MINIMUM BUDGET	BUYING WITHIN	QUESTION CHANGES
Open plots, ₹20–44 lakh	₹15,00,000	180 days	Q1 lists plot sizes; “build a house or investment?”
2 & 3 BHK, ₹78 lakh–1.25 crore	₹70,00,000	180 days	Untick “Which areas”
4 BHK villas, ₹2.8–3.6 crore	₹2,50,00,000	90 days	Untick “Which areas”



Rules for the apartment project.

4 Create this project's enquiry link, then press Start

Click **Create enquiry link**. Every project has **its own link**, so a buyer who fills it is matched to that project and Ananya talks about the right one. Then click **Start**. The badge turns **Active**, and Ananya calls this project's buyers from now on.



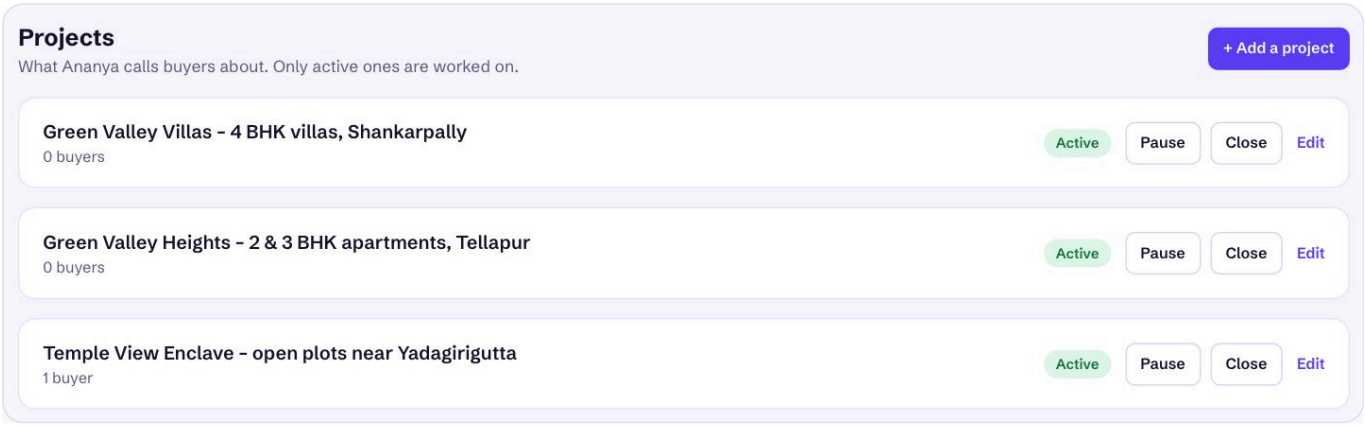
An active project with its own enquiry link: **Copy** it or **Share on WhatsApp**.

Can't press Start?

A project needs a description, at least one question, a question for every rule and a site-visit address. Open **All settings** on the project to check the address, visit length and follow-up period.

5 Check the list and repeat for the next project

All your projects are on **Works on**. **Only active projects are worked on.**



BUTTON	USE IT WHEN…	WHAT HAPPENS
Pause	A project is on hold: price revision, launch not yet open, team on leave.	No new calls for it; enquiries wait. Press **Start** to continue.
Close	A project is **sold out** or withdrawn.	Ananya stops calling about it. You can reopen it later.
Edit	Prices, possession date or offers change.	Ananya uses the new details from the next call.

New phase or tower?

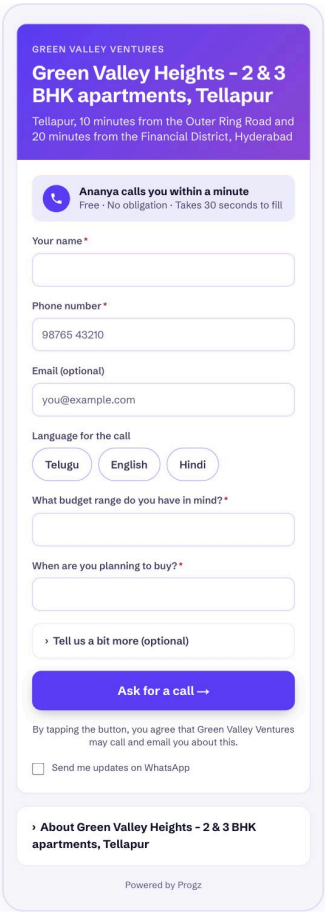
If a new phase has different prices, possession or address, add it as a new project (e.g. “Green Valley Heights – Phase 2”). If only prices change, **Edit** the existing one so its buyers stay together.

7. Send each project's buyers to the right project

Every buyer belongs to one project. That decides what Ananya talks about and which rules apply. There are four ways in, and each one lets you pick the project.

1 The project's enquiry link (best for ads)

Put each project's own link in that project's Facebook / Instagram ad, website page, WhatsApp status and brochure QR code. Buyers see the project name and location, type their name, phone and answers to your required questions, and get a call within a minute.



One ad, one link

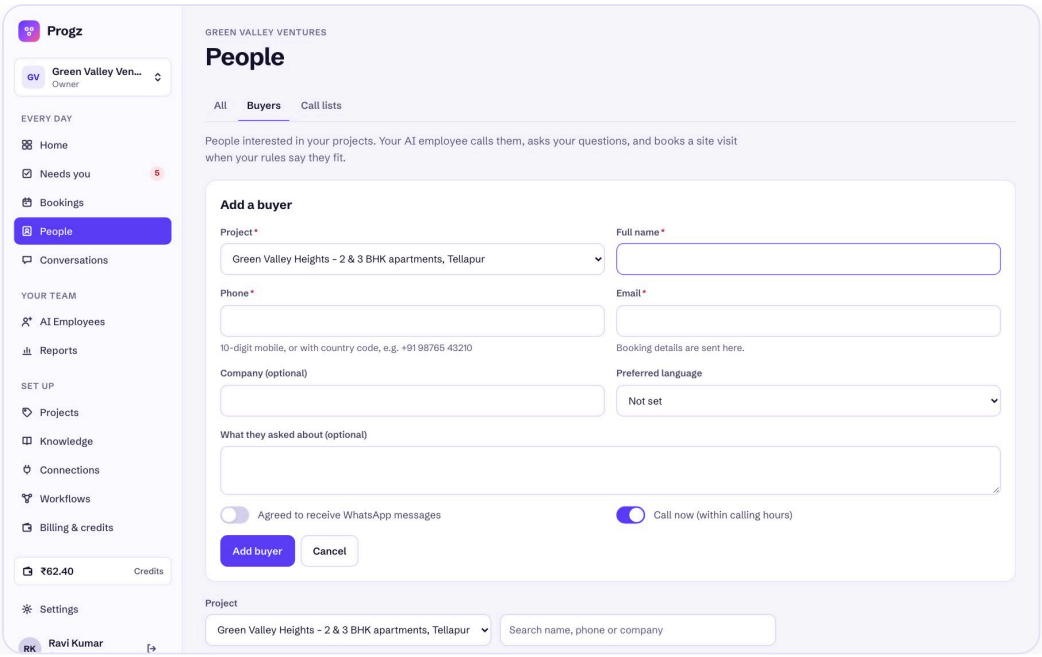
Never point two projects' ads at the same link. A villa buyer sent to the plot link hears about plots.

Buyers type answers their own way

“1.5 crore”, “90 lakh”, “₹1,25,00,000”, “6 months” or “1 year” are all understood, on the form and on the call. A clear “no” from your rules gets a polite thank-you instead of a call.

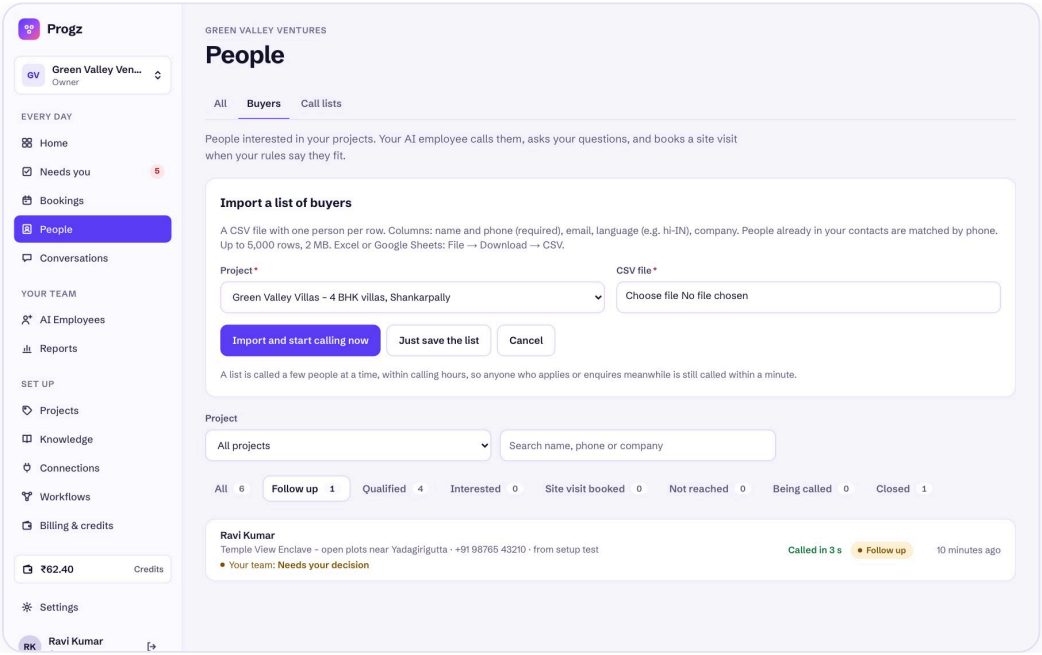
2 Add buyer (walk-ins and phone enquiries)

People → Buyers → Add buyer. Choose the **Project** first, then name, phone and email. Leave **Call now** on and Ananya calls within a minute.



3 Import CSV (portal leads, old lists, expo registrations)

People → Buyers → Import CSV. One file per project: choose the project, then the file (columns: name and phone; email, language and company optional). **Import and start calling now** calls a few at a time within calling hours; **Just save the list** calls nobody yet.



4

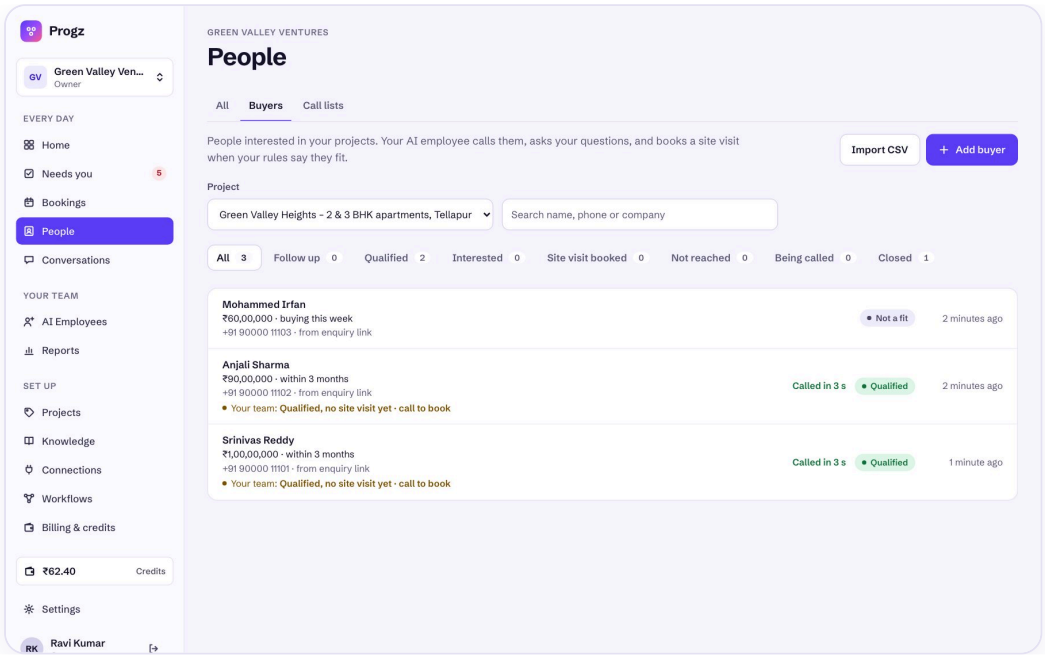
From your website or CRM (API)

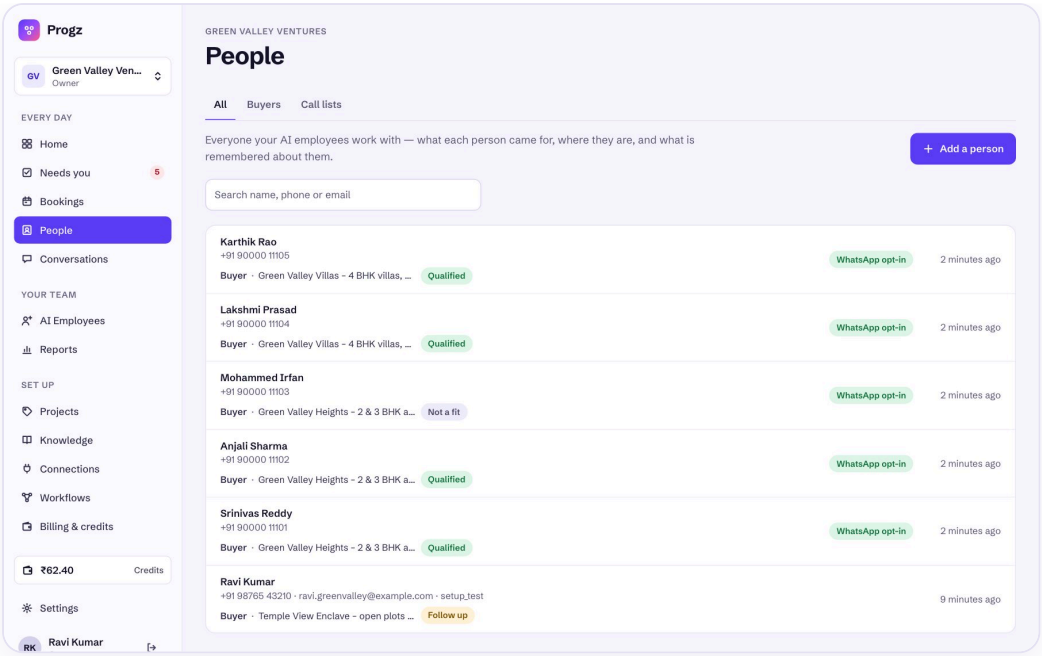
Your developer can send leads to `/api/v1/leads` with an API key from **Settings → API keys**, including the project's id.

8. Day to day: buyers, site visits and your team

1 People → Buyers, filtered by project

Pick a project at the top to see only its buyers, what they told Ananya (budget, timeline), how fast they were called and where they are: Qualified, Site visit booked, Not reached, Not a fit, Closed. Click a buyer to see the answers, the rule checks, the booking, the call recording and transcript.





People → All shows everyone across all projects, with the project each buyer came for.

WHERE	WHAT YOU'LL FIND
Needs you	Buyers who need a person: asked for a human, unclear answers, qualified but not yet booked (“call to book”), a price or discount request. Decide or call them, then mark it done.
Bookings	Every site visit across projects, with time, buyer and address.
Conversations	Every call and message, word by word, with recordings.
Reports	Calls, site visits booked and outcomes over time.
Settings → Team	Invite your sales team so they can see buyers and handle tasks.

What happens on each call

1. Ananya checks she's speaking to the right person and asks if it's a good time.
2. She explains the project they enquired about and asks your questions, saving each answer.
3. **That project's rules decide: fits** → up to three free times and the site visit is booked; **not ready yet** → a call back after the follow-up period; **not a fit** → a polite thank-you; **unclear or wants a person** → a task for your team.
4. The confirmation goes out on WhatsApp and email with the time, the project's address and how to reschedule.

9. Credits and GST invoices

- **Prepaid credits:** ₹1 = 1 credit. Recharge from **Billing & credits** by UPI or card, from ₹500 plus 18% GST. Every recharge gets a GST invoice; add your GSTIN under invoice details to claim it.
- **Talk time:** ₹6 a minute, billed per started minute of **answered** time. Unanswered, busy and failed calls are free, and so are test calls during setup.
- **Phone number:** ₹649 a month from credits. One number serves all your projects.
- **Emails** are included. WhatsApp template messages are free from Progz; Meta bills you directly for them.
- You'll be warned when the balance drops below ₹50. New calls wait below ₹25 and restart automatically after a recharge, so keep a buffer during ad campaigns.

Rough budget

A typical qualifying call is 2–3 minutes, about ₹12–18. 300 enquiries a month ≈ ₹4,500 of talk time plus ₹649 for the number, before GST.

10. Tips, safety and quick fixes

Tips for good results

- **Write each project like a brochure summary.** Ananya can't invent details. Anything missing becomes “our team will confirm at the visit”.
- **Name projects the way buyers say them**, including type and area: “Green Valley Villas – 4 BHK villas, Shankarpally”.
- **Keep each project's facts in that project.** Use **Knowledge** only for things true of every project (company history, payment process, office timings).
- **Update prices the day they change** with **Edit**. Close sold-out projects the same day.
- **Test each new project** by filling its enquiry link with your own number before you spend on ads.

If something looks wrong

YOU SEE	WHY	FIX
Calls don't go out at all	No phone number yet, or credits below ₹25	Billing & credits: finish the number steps or recharge
A project gets no calls	It's a Draft or Paused	Works on → press **Start**
Ananya talked about the wrong project	The ad or CSV used another project's link or list	Check each ad's link; re-import with the right project
Can't press Start on a project	Site-visit address or a question for a rule is missing	Open the project → **All settings**
Qualified but “call to book”	No calendar connected, or no free slot	Connect Google Calendar and set bookable days
No WhatsApp confirmation	Buyer didn't opt in, or Meta is still reviewing templates	Email still goes out; check **Connections**
Calls at night are held	Outside your calling hours	That's on purpose; change hours on Phone & WhatsApp

Need help?

Our team can set up your projects with you on a call. Reply to any email from us, or contact us from progz.in.