

## EXECUTIVE SUMMARY

*Property industry in Indonesia is one of the biggest contributors to the economy. Apart from being a primary need of the community, property is a very profitable long-term investment tool / asset. Property prices tend to increase every year with capital gains that can increase passive income. Unfortunately, the increasing percentage of people's needs for property is not proportional to their purchasing power. Seeing this condition, there is a potential for homework that has not been done by other businesses, namely the fact that selling property is not easy. For ordinary consumers, there is a risk of cost searching and opportunity lost that must be faced. For this reason, Propin is here to provide convenience and speed through an integrated process and access to down payment loans as a POD solution that makes it easier for consumers to have new homes by exchanging old houses/family heritage homes. Property Trade in! With a scheme like this, jobs to be done consumers can be better accommodated with different added values, so that new home ownership can be managed more quickly. In developing its business, Propin prioritizes differentiation and a value-based pricing strategy, where not many business models similar to Propin have been found, so the price offered is commensurate with the value offered.*