

CHANGE OF OWNERSHIP



Document Control No : VBHC/CRM/P/07

Revision No : Rev 1.0

Date of Revision : 1st April 2022

	Name/Designation	Signature	Date
Written By	Akanksha Raj Sinha CRM Manager	Akanksha	01/04/22
Reviewed By	Deepa M Manager CRM	Deepa	01/04/2022
Approved By	SIDDHARTH GAUTAM HEAD - SALES, MKTG & CRM	Siddharth	01-04-2022

HISTORY OF REVISIONS

[illegible]



STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	CHANGE OF OWNERSHIP	DOC.NO: VBHC/CRM/P/07	

TABLE OF CONTENTS

SL No.	CONTENTS	PAGE NO.
1.	Purpose	1
2.	Process Trigger	1
3.	Scope and Application	1
4.	Process Owner	1
5.	Successor and Predecessor	1
6.	Responsibilities & Authorities	1
7.	Definitions and Abbreviations	1
8.	Process Flow Chart	2
9.	Process Description	3
10.	Efficiency measures and effectiveness measures	3
11.	Risk associated with the process	3
12.	Formats for maintaining records	4

STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	CHANGE OF OWNERSHIP	DOC.NO: VBHC/CRM/P/07	

CHANGE OF OWNERSHIP

1. PURPOSE

To change the ownership of an apartment from a first buyer to a second buyer.

2. PROCESS TRIGGER

This is a process to manage exceptions and does not have a predetermined trigger.

3. SCOPE AND APPLICATION

This process is applicable to all the customers who book a property at VBHC.

4. PROCESS OWNER

CRM - Head

5. PREDECESSOR AND SUCCESSOR PROCESSES

Predecessor : Booking Approval (Sales)

Successor : End


6. RESPONSIBILITY AND AUTHORITY

Approval for change of Ownership through Email & SF : CRM Head

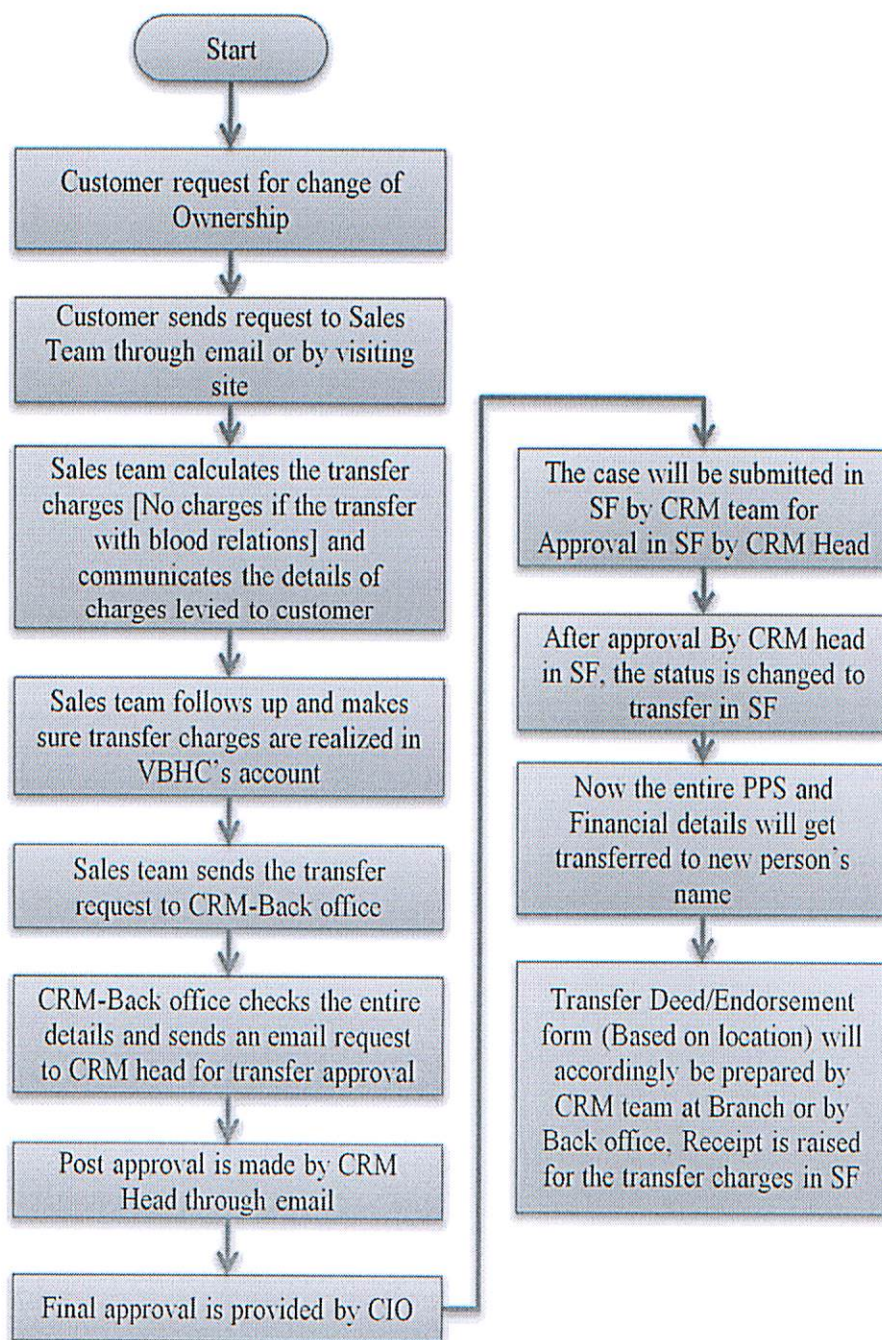
7. DEFINITIONS & ABBREVIATION


CRM : Customer Relationship Management

SF : Sales Force

STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	CHANGE OF OWNERSHIP	DOC.NO: VBHC/CRM/P/07	

8. PROCESS FLOW CHART



STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	CHANGE OF OWNERSHIP	DOC.NO: VBHC/CRM/P/07	

9. PROCESS DESCRIPTION


- 9.1. A customer can request for the transfer anytime between the booking date and the date of raising the final milestone demand letter.
- 9.2. If the booking is bank funded, a 'No Objection Certificate' from the Banker is obtained.
- 9.3. The 'No Objection Certificate' is not required for self-funded customers.
- 9.4. The Sales / CRM team receives an ownership transfer request from the customer.
- 9.5. The Sales / CRM team intimates the customer on the transfer charges – Rs. 25,000/- + GST [No charges are applicable is the ownership transfer is done to a blood relative]
- 9.6. CRM / Sales Team follows up and makes sure transfer charges are realized in VBHC's respective account.
- 9.7. Receipt is raised for the transfer charges in SF.
- 9.8. Post clearance of the ownership transfer charges, the CRM Team sends an email request to the CRM Head for transfer approval.
- 9.9. Post approval by the CRM Head, the case will be submitted in SF by CRM Team.
- 9.10. The entire PPS and Financial details will get transferred to new person's name on SF.
- 9.11. Transfer Deed (Based on location) will accordingly be prepared by the CRM team,

10. EFFECIENCY MEASURES AND EFFECTIVENESS MEASURES

Efficiency Measures: Average number of days taken to affect change of ownership.

Effectiveness Measures: Delay in payment of the ownership transfer charges by the customer, delay in execution of the transfer deed.

- ## 11. RISK ASSOCIATED WITH THE PROCESS – A delay in any step of the process would affect the cash inflow

STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	CHANGE OF OWNERSHIP	DOC.NO: VBHC/CRM/P/07	

12. FORMATS FOR MAINTAINING RECORDS GENERATED IN THE PROCESS

- Report on all ownership transfer cases can be generated from SF