

WELCOME CALL AND AGREEMENT SIGNING



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HISTORY OF REVISIONS

[illegible]



STANDARD OPERATING PROCEDURE			
VBHC Value Homes Pvt. Ltd.	WELCOME CALL AND AGREEMENT SIGNING	DOC.NO: VBHC/CRM/P/02	

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WELCOME CALL AND AGREEMENT SIGNING

1. PURPOSE

To legally bind the deliverables between VBHC and the customer

2. PROCESS TRIGGER

This process triggers on completion of Booking Closure and Approval

3. SCOPE AND APPLICATION

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

4. PROCESS OWNER

Head – CRM

5. PREDECESSOR AND SUCCESSOR PROCESSES

Predecessor Process : Booking Closure and Approval (Sales Team)

Successor Process : Collection (CRM Team)


6. RESPONSIBILITY AND AUTHORITY

Approval by Head, CRM : Agreement for sale registration


Authority to Sign the documents for registration : Any one of VBHC's authorized signatories

7. DEFINITIONS & ABBREVIATIONS

1. TAT : Turn Around Time
2. CRM : Customer Relationship Management
3. SF : Sales Force

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8. PROCESS FLOW CHART:

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Upon booking closure and within 2 working days, the soft and hard copy of the Welcome Kit, which consists of the - Allotment Letter, Demand note, Payment Schedule, Receipts and the Draft of the Agreement for Sale is generated and sent across to the customer

The welcome call is made to the customer

The Payment towards the Agreement Signing Milestone, equivalent to 10% or 5% of the total apartment cost with balance 90% of Home Loan Sanction of Total Unit cost is to be cleared / obtained


In case of specific exceptions and upon Management Approval, a grace period of 30 days is provided

Yes


RERA agreement for sale registration – to be done within 21 days from the date of booking upon receipt of 10% agreement signing amount or 5% of total Unit cost with 90% of total Unit cost Home Loan Sanction Letter from customer

A copy of the registered agreement is sent across to Kleeto for safe keeping

The registered RERA Agreement for Sale is handed over to the customer / banker post registration


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9. PROCESS DESCRIPTION

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- 9.1. Upon booking closure, the welcome kit which consists of the - Allotment Letter, Demand note, Payment Schedule, Receipts and the Draft of the Agreement for Sale is generated and sent across to the customer.
- 9.2. The welcome call is made to the customer and information regarding the payment milestones, registration of documents and all other related queries are answered.
- 9.3. Soft and Hard copy of the Welcome kit containing the below documents is sent to the customer by CRM Team within 2 working days from the receipt of the booking amount:
 - Payment Schedule,
 - Allotment Letter,
 - Terms and Conditions Letter,
 - Agreement for Sale
 - Demand note (Generated in SF) and
 - Receipt of booking amount
- 9.4. Agreement should be registered by customer within 21 days from the date of booking.
- 9.5. RERA agreement for sale registration – to be done within 21 days from the date of booking and upon receipt of 10% agreement signing amount or 5% of total unit cost and subject to receipt of Home Loan Sanction Letter towards the balance 90% of total unit cost
- 9.6. Post registration, the registered sale agreement is handed over to the banker for bank-funded customers or to the customer directly in case of self-funding
- 9.7. One hard copy of the same is sent to Kleeto by the CRM Team for safe keeping of the documents. The documents are converted to soft copy by Kleeto and uploaded in the VBHC online database for VBHC's access.

10. EFFECIENCY MEASURES AND EFFECTIVENESS MEASURES

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Efficiency Measures:

Average TAT for agreement signing payment – 21 days from the date of booking

Agreement signing amt collected vs. outstanding

RERA agreement for sale registration – to be done within 21 days from the date of booking

11. RISK ASSOCIATED WITH THE PROCESS

Errors in the Agreement for Sale (Customer Details, Flat Details, Payment Details) – If the agreement has come up for any changes

12. FORMATS FOR MAINTAINING RECORDS GENERATED IN THE PROCESS

Agreement for Sale – (Manual)

Allotment Letter (Generated in SF)

Demand Note (Generated in SF)


Receipt (Generated in SF)

Payment Schedule (Generated in SF)

Terms and Conditions Letter (Generated in SF)

13. RECORDS

Agreement for Sale – Minimum Retention Period – 1Yr/ till project completion

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ANNEXURE I.

<u>Name of Format</u>	<u>Code</u>
Agreement for Sale	VBHC/CRM/01