



MOLD-TEK
Technologies Limited

www.moldtekit.com

Add Agility to Your Business!

Real Estate – CRM Solution

We understand Real Estate industry has unique challenges and our tailor made solution with client management, lead management, email marketing, transaction coordination and document management addresses those challenges.

It is built on Force.com and works from any browser or mobile smartphone and could be completely customizable to cater to your business needs.

Some diverse modules of our CRM Solution:

Lead Management :

- Collate leads from various sources into a common database – Website, tele calling, social media, third party websites, direct marketing and campaigns
- Define a custom workflow for your 'leads to order' process and track each lead. The process might be Lead -> Warm -> Hot -> Negotiation -> Agreement -> Customer
- Assign leads to specific sales executives based on geography and projects
- Leads which turn cold can be grouped into various segments and revisited for other projects – Cross selling&Upselling
- Get custom reports and real time insights into the leads through our dashboards

Customer Management :

Customer references and peer opinions are extremely important for any real estate transaction

- Maintain contact with each customer. Develop strong relationships with current and past customers through automatic emailers and online feedback mechanisms
- Invite old customers to new campaigns and keep them updated with current projects through digital brochures – Loyalty

Transaction Management:

- Track status of each sale / transaction – through a custom 'Order to Cash' process
- Send automatic payment reminders to customers based on the project status / predefined timeline through email & SMS
- Send delay payment reports to your collection team – through email or sms
- specific choices of individual customers can be captured and monitored

Campaign Management:

- Create Nurture campaigns or send out blast campaigns with hundreds of sample email templates and real estate letters to choose from.
- Create various kinds of campaigns – email, exhibition, outdoor, hoarding, advertisement, kiosks, visits to model units
- Maintain budget and check list for each campaign
- Track ROI from each campaign
- Get intelligent insights on what kind of campaign has best ROI for specific project type and geography

Sales Management:

- Manage activities of your sales team by creating a Standard Tour Program for each executive for 23 days Day wise – Area Wise – Campaign Wise.
- Allow executives to modify the Month Wise Tour Plan with changes of day wise planning depending on their current month requirements.
- Executives will be able to request managers to team up with them on specific days.
- Sales executives will be able to generate leads from their mobile phones based on their interactions
- Manage quotes sent to individual leads for each real estate unit

