



## Real Estate CRM powered by salesforce.com

Tenants and owners today are mobile, social, and connected, and they expect responsive 1-to-1 relationships. Real Estate CRM is designed for property managers, developers, brokers, and investors who seek to automate their relationship with customers.

Real Estate CRM has the powerful tools you need to stay connected with owners and tenants in real-time, nurture deeper relationships, track key information about commercial and residential properties, including occupancy rates, primary tenants, and related cash flow and take your productivity, and business growth, to the next level.

Cloud Concept is the leader in offering Real Estate CRM, a solution customized for the GCC and built on the world's #1 CRM platform, Salesforce.com, allowing your team to connect with their customers in a whole new way.

### Benefits

- Secure & fully branded portal for your tenants and owners
- Efficient process management
- In depth analytics to support decision making
- 1-to-1 customer relationship management
- Multi device compatible
- Seamless integration with your existing systems

Real Estate CRM is available as a complete solution or on a per-module basis.

## Modules of Real Estate CRM



### Sales and Marketing

Whether it's property sales or leasing, Real Estate CRM allows you to create rich customer profiles and to capture and track prospects through the sales cycle. Access alerts, assign tasks and collaborate with team members all from the Salesforce platform. Then nurture deeper relationships by staying in touch with proactive tracking and event alerts that remind you to reach out when customers need you most.

- Full customer profile and classification by size and other attributes
- One-click document generation, like offers and reservation forms
- Activity management and email tracking fully synchronized with Outlook and Google Mail
- Rich, real-time reports and dashboards



## Lease Management

Maintain a strong relationship with tenants and owners with 360-degree views of their tenancy contracts, units, and other information. Keep track of customer interactions and your leasing managers' activities and performance in real time.

- Keep track of tenancy contracts
- Full inventory management by unit, floor, building, and any hierarchy
- Capture and manage customer requests
- Track step-by-step actions based on internal and external SLAs
- Send automatic notifications to customers



## Receivables Management

Never miss a payment due with the automated Receivables Management Module. Generate invoices and track payments based on predetermined or customized payment plans.

- Automatically calculate payments throughout the customer lifecycle
- Generate invoices and track payments and overdues in real-time
- Send automated payment reminders to customers
- Generate customer account statements automatically



## Inspections

Manage facilities inspections in real time with a dedicated app for Android and iOS tablets, including GPS coordinates, camera integration, and offline/online synchronization through GPRS or Wifi.

- Empower your field inspection staff with information on their tablets
- Capture inspection information based on pre-designed checklists
- Track locations, times, and length of inspections via GPS
- Issue fines, notices, or warnings on the spot using portable Bluetooth printers



## Customer Portal

Turn your website into a fully functional extension of your front office with your own customer portal, complete with requests, customer profile, account statements, and much more.

- Secure customer access using the same credentials as the mobile app
- Accessible from anywhere at anytime
- Fully branded and customized

**DUBAI  
SOUTH**

“Salesforce helps us grow and scale with virtually no limits”

Mohammed Muthanna,  
VP - Information Technology,  
Dubai South



- 3,400+ units under management
- 3,000+ tenants
- Over 145 sq. km. in properties

Cloud Concept

2805 Indigo Icon Tower, Cluster F, Jumeirah Lakes Tower, Dubai, P.O Box 336380  
T +971 4 379 4556 | [www.cloudconceptgroup.com](http://www.cloudconceptgroup.com) | [success@cloudconceptgroup.com](mailto:success@cloudconceptgroup.com)