



Transforming Realty with Salesforce Commerce Cloud

Executive Summary

For modern Realty companies, the digital customer experience is the new competitive differentiator. Salesforce Commerce Cloud (SFCC) enables e-commerce-style online property marketplaces, robust lead automation, and highly personalized client journeys. Perfaware implements this integrated platform to unify sales, service, and property management into a single, automated selling system.

The Commerce Cloud Opportunity

The core challenge for Realty companies is managing high-value, complex transactions while delivering the simple, transparent digital experience customers expect. SFCC manages the entire customer lifecycle, from initial digital contact to contract closing.

Key Use Cases for Digital Realty Transformation

Use Case	Perfaware Solution Focus	Strategic Benefit
Online Property Marketplace	D2C/B2B Digital Showrooms: Create a branded online platform for buyers/renters to browse listings and submit offers directly	Drive higher-quality leads and accelerate time-to-sale via a seamless buying experience.
Lead Management Automation	Multi-Channel Capture & Routing: Automate lead capture from all digital sources and route leads instantly to the best-suited agent.	Ensure no lead is lost, speed up response times, and improve sales funnel efficiency.
Personalized Client Journey	Data-Driven Recommendations: Leverage unified customer data to provide tailored property recommendations and communication	Increase client engagement, build trust, and shorten the decision-making cycle.
Unified Data Repository	Single Source of Truth: Consolidate all customer, lead, and critical property listing data into one centralized system.	Give agents a complete, 360-degree view of both the client and the property.

Operational Excellence and Agent Empowerment

SFCC drives operational efficiency by freeing agents to focus on high-value interactions

- **Agile Property Management:** Manage unit availability, track bookings, and monitor sales progress for new developments in real-time within SFCC.
- **Sales Performance Tracking:** Utilize customizable dashboards and reports to monitor agent activity and gain insights to optimize sales processes and marketing ROI.

Perfaware's Value: We design and implement this unified system, ensuring your Salesforce investment acts as a single, powerful selling engine for the entire organization.