



Real Estate Sales Made Easy

Powered by SAGE CRM



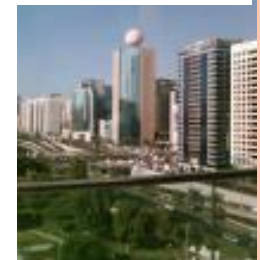
FUNCTIONAL SUMMARY

Property Management

- **Store Property Unit Details**
 - Supports Project/Property/Unit hierarchy
 - Link to Escrow account if required
 - Supports multiple property types like Residential, Commercial, etc.
 - Security driven access to sensitive fields like Rate per sq ft.
 - Manage selective release – release premium units last

- **Upload documents**
 - Store images /photos of layout
 - Store floor plans for units

- **Update construction milestones**
 - Default Payment plan linked to a property
 - Support for Construction linked payment plan



Property Name	Wing No	Name	Gross Area (Sq.ft)	Net_Area(Sq_Ft)	Sellable_Area(Sq_Ft)	Rate Per SqFt (Dh)	List Price (Sq Ft) (Dh)	Stage
Business Bay Tower 1		BBBT19	0.00	0.00	0.00	0.00	0.00	Available
		BBBTGround	0.00	0.00	0.00	0.00	0.00	Available
	A	BBBT01A	8,128.10	8,128.10	8,128.10	1,910.00	15,520,851.00	Sold
		BBBT02A	8,273.20	8,273.20	8,273.20	1,920.00	15,884,544.00	Sold

FUNCTIONAL SUMMARY

First Sale – opportunity management

- Web enquiry to lead in CRM
- Check unit availability based on criteria
- Sell floors or units
- Generate payment plan
- Support temporary booking and auto-reversal
- Generate receipt for Booking advance
- Maintain availability status
 - Status like Available, Reserved, Booked, confirmed etc.
 - Automatic online update of status - so avoid double booking
- Generate contract



Property wise Sales Overview



Property Name	Unit Name	Payment Start Date	Sellable Area(Sq ft)	Rate Per Sq Ft (Dh)	Selling Price (Dh)
Business Bay Tower 1	BBBT01A	01/11/2007	8,126.10	1,910.00	15,520,851.00
	BBBT01B	01/11/2007	8,365.70	1,910.00	15,978,487.00
	BBBT02A	01/11/2007	8,273.20	1,920.00	15,884,544.00
	BBBT02B	01/11/2007	8,536.93	1,920.00	16,390,905.60
	BBBT0301A	01/11/2007	1,439.76	1,930.00	2,778,736.80

FUNCTIONAL SUMMARY

Post Sale revisions

- **Changes to Buyer or unit purchased or both**
 - Reallocation of different unit
 - Transfer unit - one buyer to another
 - Buyback
 - Resale
 - Changes to Unit details – Area, number of parkings, additional investors
- Contract edits/modifications/deletions with security

List of Resale Acknowledgements

Property	Unit	Transaction No	Sellable Area	Rate / Sq Ft (Dh)	Original Price of Unit (Dh)	Owner premium rate per sqft (Dh)	Owner Premium (Dh)	Agent Premium Rate Per Sqft (Dh)	Agent's Premium Amt (Dh)	Installments Paid (Dh)	Installment Amount %	Price Negotiation	Is Resale Acknowledgement Generated	Acknowledged Date	Expiry Date
Business Bay Tower 1	BBB10302 A	2	1,184.13	1,930.00	2,285,370.90	100.00	118,413.00	25.00	29,603.00	799,879.62	35.00	Yes	No	20/01/2009	30/04/2009
Group Total - Property					2,285,370.90		118,413.00		29,603.00	799,879.62					
New Land Twin Tower	NLTT0101 B	1	1,167.58	1,350.00	1,576,233.00	100.00	116,758.00	25.00	29,190.00	788,116.50	50.00		Yes	20/01/2009	31/03/2009
Group Total - Property					1,576,233.00		116,758.00		29,190.00	788,116.50					
Grand Total					Dh 3,861,603.90		Dh 235,171.00		Dh 58,793.00	Dh 1,587,996.12					

FUNCTIONAL SUMMARY

Receivable Management

- **Receivable Follow-up**
 - Produce ageing report
 - Dynamic ageing if linked to construction milestones
 - By Customer by property
 - Auto emails for follow-up

- **Collection Management**
 - Bulk or individual payments
 - Register PDC details
 - Issue Receipts
 - Allocation of bulk receipts

- **Pay Commissions to Agents**

Unit Wise Installment Details

Property Name [Business Bay Tower 1]

Property Name	Unit ID	Company	Person	Installment No	Due Date	Amount (Dh)	Received Amount (Dh)	Balance Amount (Dh)	Status
Business Bay Tower 1	BBBT01A	V Gate Ltd.	Rainer Regnery	1	01/11/2007	776,042.55	776,042.55	0.00	Received
		V Gate Ltd.	Rainer Regnery	2	01/12/2007	1,552,085.10	1,552,085.10	0.00	Received
		V Gate Ltd.	Rainer Regnery	3	04/02/2008	1,552,085.10	1,540,300.45	11,784.65	Due
		V Gate Ltd.	Rainer Regnery	4	31/07/2008	1,552,085.10	0.00	1,552,085.10	Due
		V Gate Ltd.	Rainer Regnery	5	31/08/2008	1,552,085.10	0.00	1,552,085.10	Due
		V Gate Ltd.	Rainer Regnery	6	30/11/2008	1,552,085.10	0.00	1,552,085.10	Not Received
		V Gate Ltd.	Rainer Regnery	7	31/01/2009	1,552,085.10	0.00	1,552,085.10	Not Received
		V Gate Ltd.	Rainer Regnery	8	31/03/2009	1,552,085.10	0.00	1,552,085.10	Not Received
		V Gate Ltd.	Rainer Regnery	9	31/05/2009	1,552,085.10	0.00	1,552,085.10	Not Received
		V Gate Ltd.	Rainer Regnery	10	31/12/2009	2,328,127.65	0.00	2,328,127.65	Not Received
Group Total - Unit ID						15,520,851.00	3,868,428.10	11,652,422.90	

FUNCTIONAL SUMMARY

Broker Management

- **Maintain Contact details, addresses**
 - Brokerage Contract renewal follow-up
- **Upload documents**
 - Store contract copies
 - Upload availability list centrally for email
- **Broker Commission Management**
 - Calculate commissions payable
 - Disbursement plan for commissions



Panoply Technologies

Agency Commission Report

Agency Company	Property Name	Unit Name	Deal Sheet Number	Deal Sheet Number	Type	Sellable Area(Sq ft)	Rate Per Sq Ft (Dh)	Selling Price (Dh)	Due Date▲	Amount (Dh)	Paid Stat
121 Real Estate Brokers	New Land Twin Tower	NLTT0102B	D00612	D00612	Sale	1,334.71	1,350.00	1,801,858.50		18,018.50	Not Paid
				D00612	Sale	1,334.71	1,350.00	1,801,858.50		18,018.50	Not Paid

FUNCTIONAL SUMMARY

Feedback and Complaint Management

- **Link to call centre**
- **Auto pickup of call and customer info**
- **Holding statement by customer visible**
- **Create service tickets**
- **Notification and Escalation management**
- **360 degree view of customer**



FUNCTIONAL SUMMARY

Integrated Marketing Campaign Management

- Campaigns linked with property launch
- Link leads to campaigns for ROI Reports
- Integration to Call Centre /support for CTI
- Support for Outbound call distribution to agents
- Mass mailing/merging with standard templates



ERP ALONE DOES NOT HELP.....

TRealty is really an extended ERP solution!! What do we mean?

- Properties under construction are not inventory items. Challenge to use the order management process to register bookings for off-plan sales is addressed in CRM
- Ability to offer a flexible payment plan linked with construction if required can be made available. Receivable follow-up thus would depend on completion of these milestones.
- Collection of installment amounts is advances or prepaid amounts from an accounting point of view - mid tier ERPs do not support a payment plan for advances
- Payment plans for sales thus needs to be created, administered and dynamically modified outside the core ERP.
- Creation of contracts, cancellation of contracts and modification of contracts is best done in the system that understand the payment status of the customer

Hence property inventory /availability management and booking related processes need to be executed outside the core ERP

ERP ALONE DOES NOT HELP.....



TRealty helps in addressing core needs of Developers

- Complexities such as change in built up area during the construction process or change in property rates based on market conditions.
- Availability management and reservations management including temporary booking on token advance which would need to be cancelled based on business rules such as non-confirmation within one week (say) etc.,
- Quick search of units matching various parameters such as view, elevation, floor, wind direction, vastu compliance, number of bed rooms, number of balconies and any number of such soft parameters which would be needed to be added ad-hoc
- Sales Person or Agent Commission calculation requires disbursement plans linked with the actual collections and cannot exist in isolation



FORMS LIBRARY

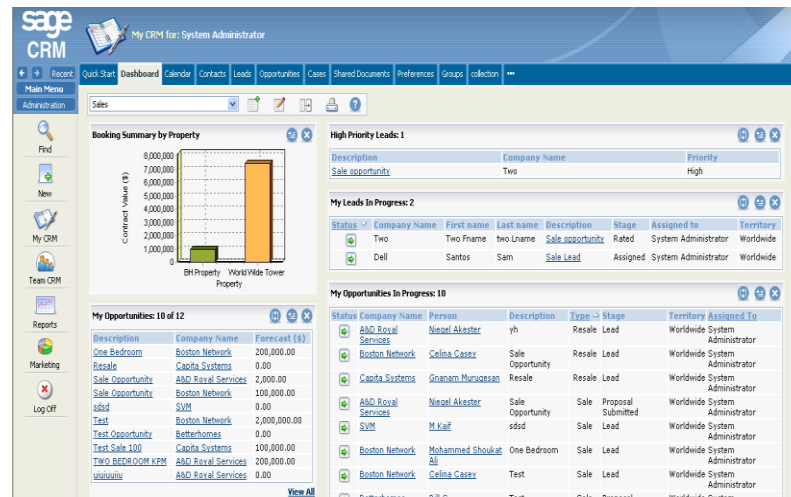
1. Deal Sheet
2. Payment Schedule
3. Property Sales Agreement
4. Booking Agreement
5. Resale Acknowledgement Letter
6. Acknowledgement Letter
7. Release Letter
8. Clearance Letter
9. Receipt

DEAL SHEET			
SALE			
Date <i>1/21/2009</i>		No. <i>D00008</i>	
GENERAL INFORMATION			
Property Name	<i>Business Bay Tower 1</i>		
Floor No.	<i>BBBT03A</i>	Deal Type	<i>Direct</i>
Unit No.	<i>BBBT0308A</i>	Sales Coordinator	<i>Admin .</i>
Unit Type	<i>Commercial</i>	Staff Commission	<i>0</i>
Area (Sqft.)	<i>1483.17</i>	Agency Details	
Original Price	<i>1930</i>	Per Sqft	
Total Original Price	<i>2862518.1</i>	AED	
BUYER DETAILS - INDIVIDUAL			
Principal Buyer		Joint Buyer	
Customer ID.	<i>P000071</i>	Customer ID.	
Name	<i>Kumar Anjani</i>	Name	

REPORTS

IN ADDITION TO STANDARD REPORTS

1. Reservation Summary/Expiry Report
2. Booking Summary/Expiry Report
3. Cheque Details
4. Collection Report
5. Consultant wise Sales Report (Graph)
6. Receivables Report
7. Unit wise Installments Details
8. Property wise sales overview
9. Resale Frequency
10. Unit Availability
11. Sales report (Original sales, Resale)
12. Agency Commission Report
13. Agency wise Sales Report (Graph)
14. Staff Commission report
15. Report of Resale Acknowledgements, Cancellations, Buyback



Thank You !

Contact shobha@triadme.com

+971 50 6570454

www.triadme.com