

Real Estate CRM

Tailor-made for Real Estate needs

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About StrategicERP



StrategicERP develops and delivers innovative **ERP solutions** specifically designed for the **Real Estate** and **Infrastructure** industry. It is a **web** and **mobile** based application **built by IITians** on proprietary **J2FX** framework.

An **AI-powered single-window** solution to automate all business processes, it ensures optimum utilization of resources, operational efficiency, and increased **productivity** and **revenue** to keep pace with changing times.

StrategicERP is racing ahead of branded traditional systems in the market owing to its technological breakthroughs, **lower costs**, multi-platform **compatibility** and cross database.

StrategicERP has **700+ clients** across the **globe**. Some of our esteemed clients are: GDCL, Raj Infra, Vishal Infra, Hiranandani Group, Poddar Housing, Paradise Group, TVH Group, Puranik Builders, Transcon Group, Kundan Spaces, M.V. Omni Projects, Rajesh LifeSpaces, DS-MAX Properties, Hombale Group, A. Shridhar and many more.



StrategicERP Moments



What is Real Estate CRM ?



Our **web** and **mobile**-based **Real Estate CRM Software** has been trusted by business leaders since **2005**, loved for its **AI-powered** features, and implemented for its proven success in increasing **productivity** and **revenue**.

Our Real Estate CRM software is compatible with multiple operating systems, including Windows, Linux, & Mac and has no browser or device dependability.

Real Estate CRM helps you manage **core business functions**:

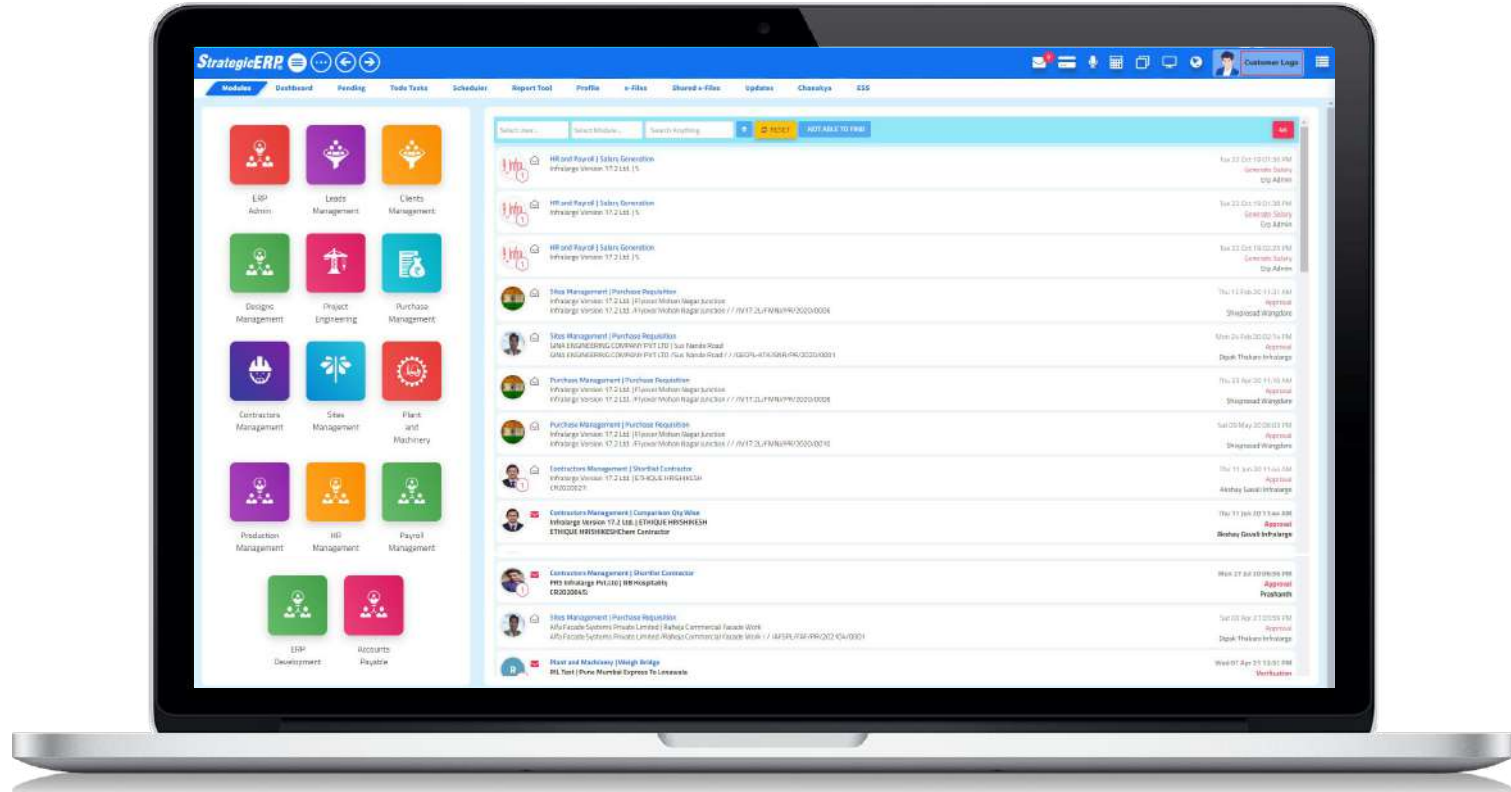
- Pre-Sales Management
- Sales Management
- Post-Sales Management
- System Reports
- Channel Partners

Integration with **innovative technologies**:

- Voice commands
- Digital media integration
- Biometrics and Face ID
- HR voice assistant
- IoT integration
- Low code/ No code programming
- Multiple third-party integrations
- GIS management
- Mobile apps












Real Estate CRM Menu Screen - Modules



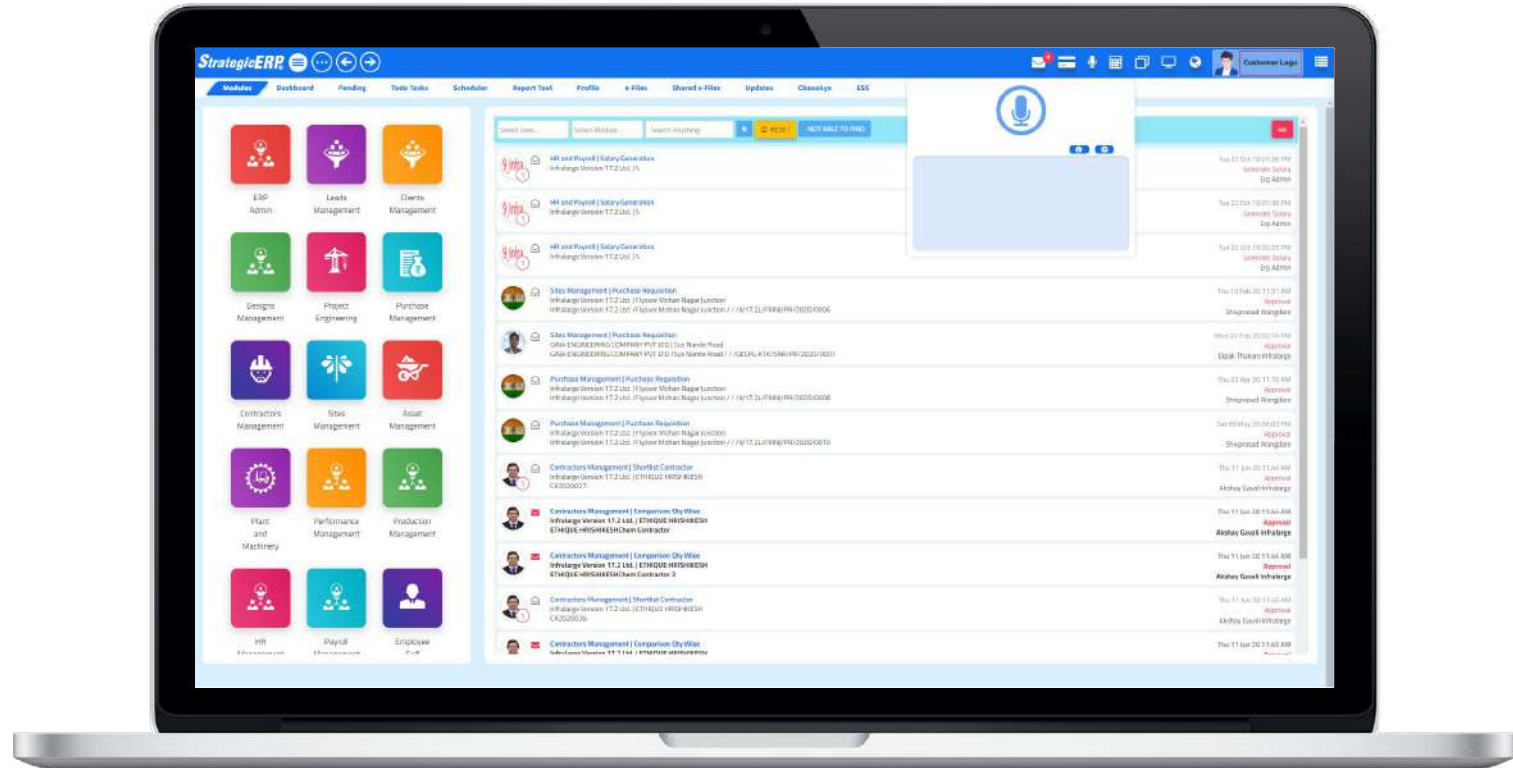
Advanced Features



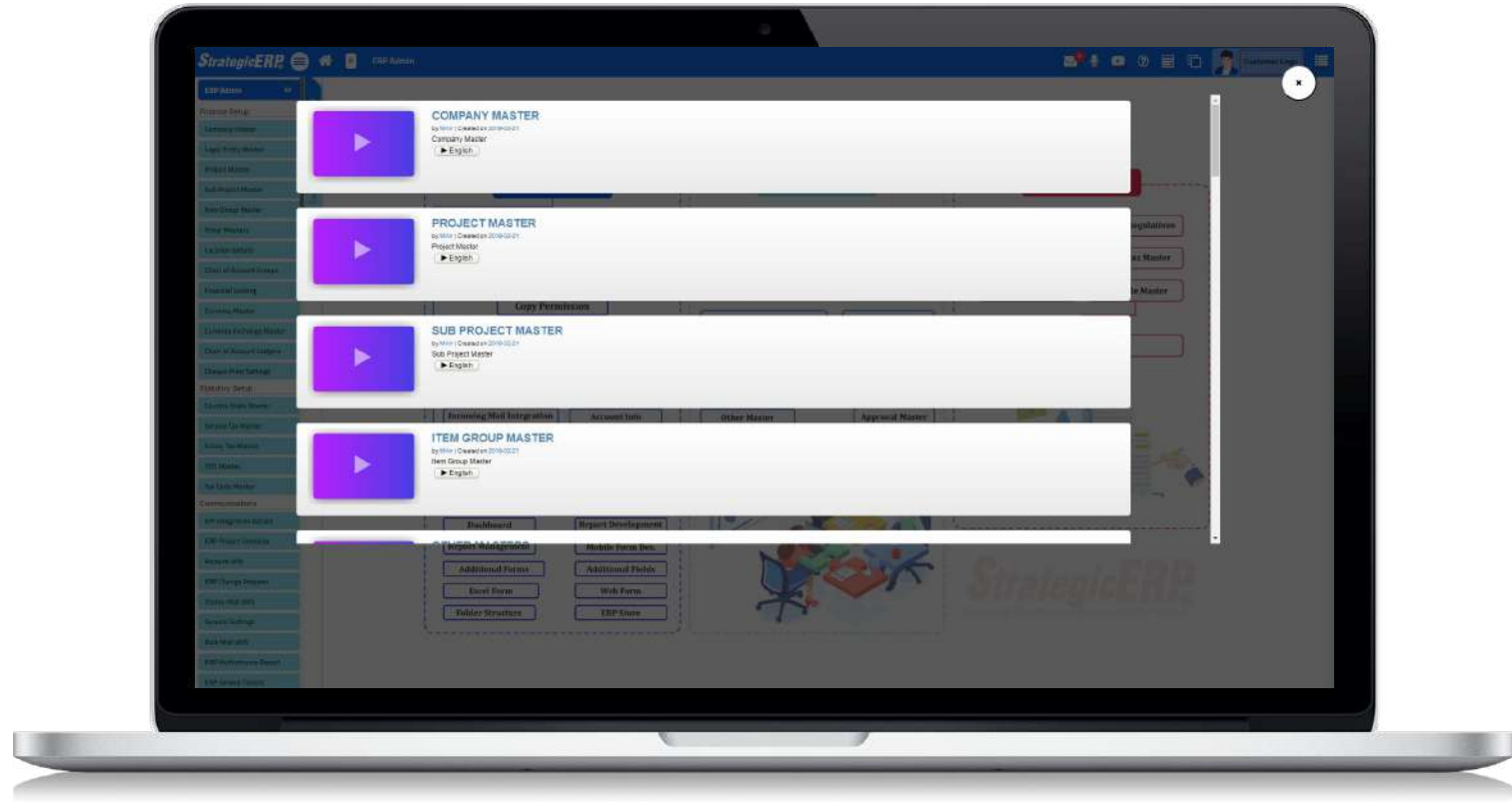
AI and Machine Learning Technology

-  Mail Conversation
-  Voice Command
-  Dashboards
-  Calculator
-  Multiple Tab
-  Background Option
-  Multiple Language
-  User Profile
-  ERP User Chat

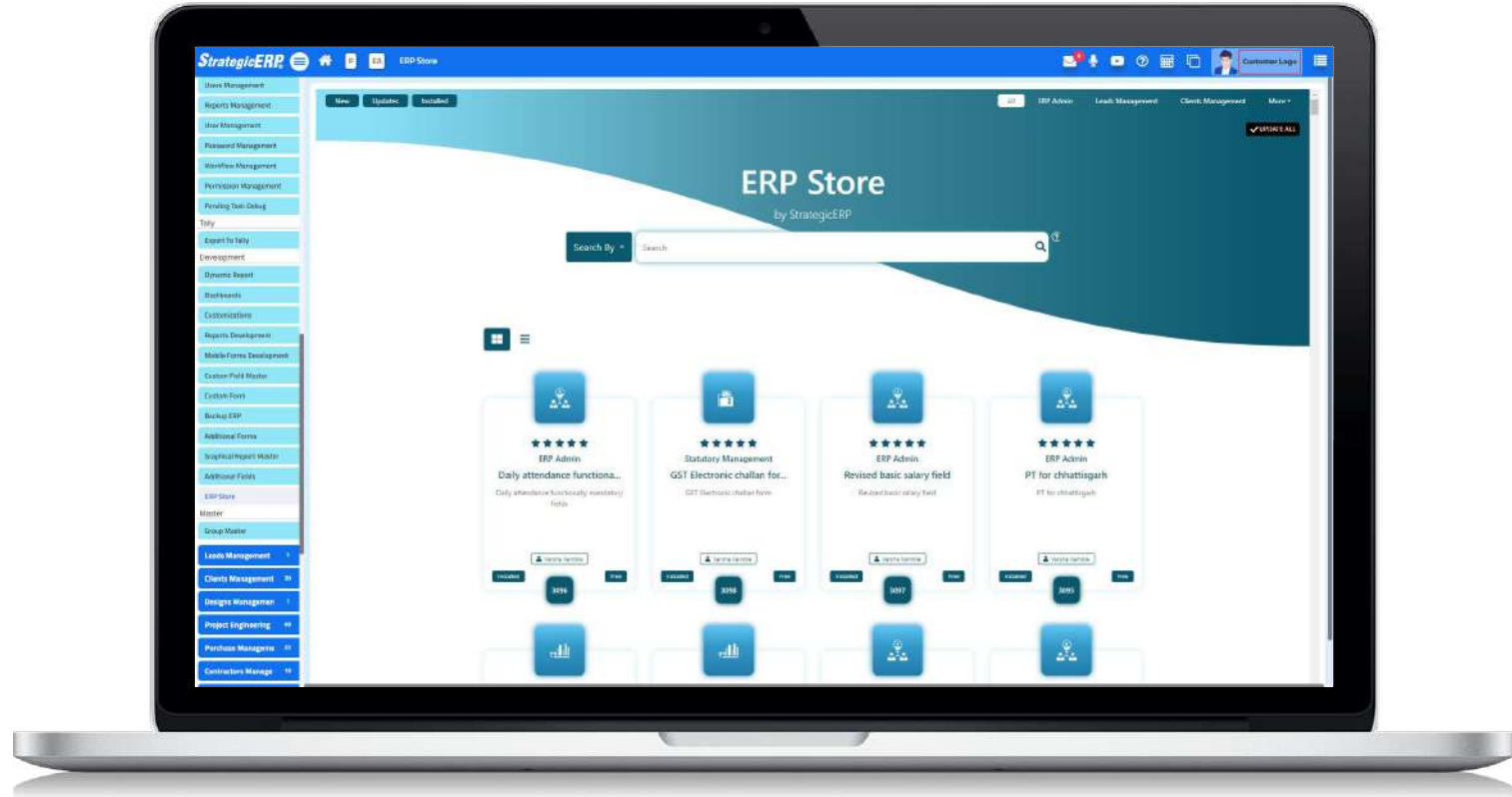
Voice Search – Conversational User Interface for Instant Details



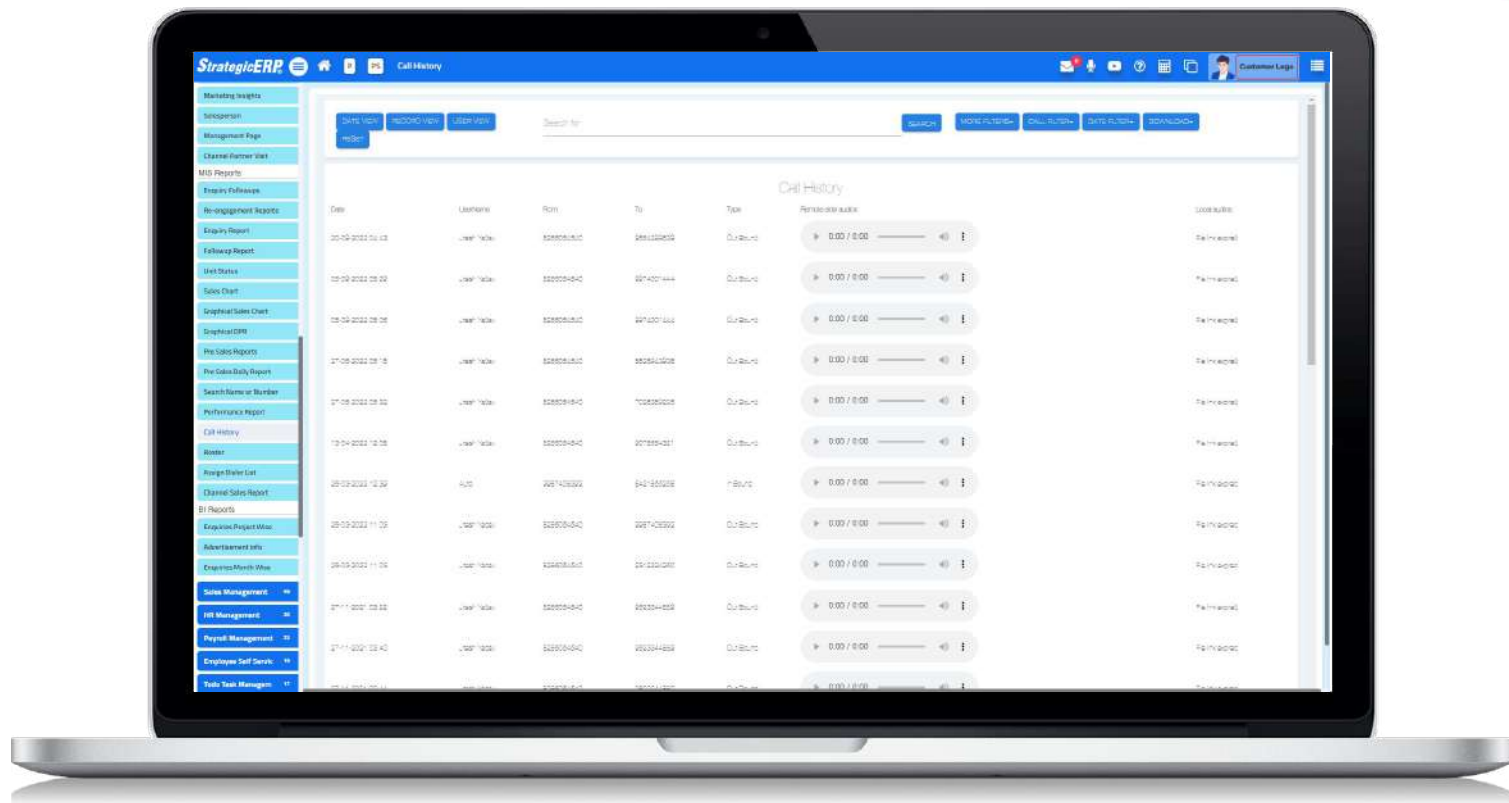
Video Tutorials – Easy to Learn with Online Tutorials



ERP Store – Install and Update new Developments



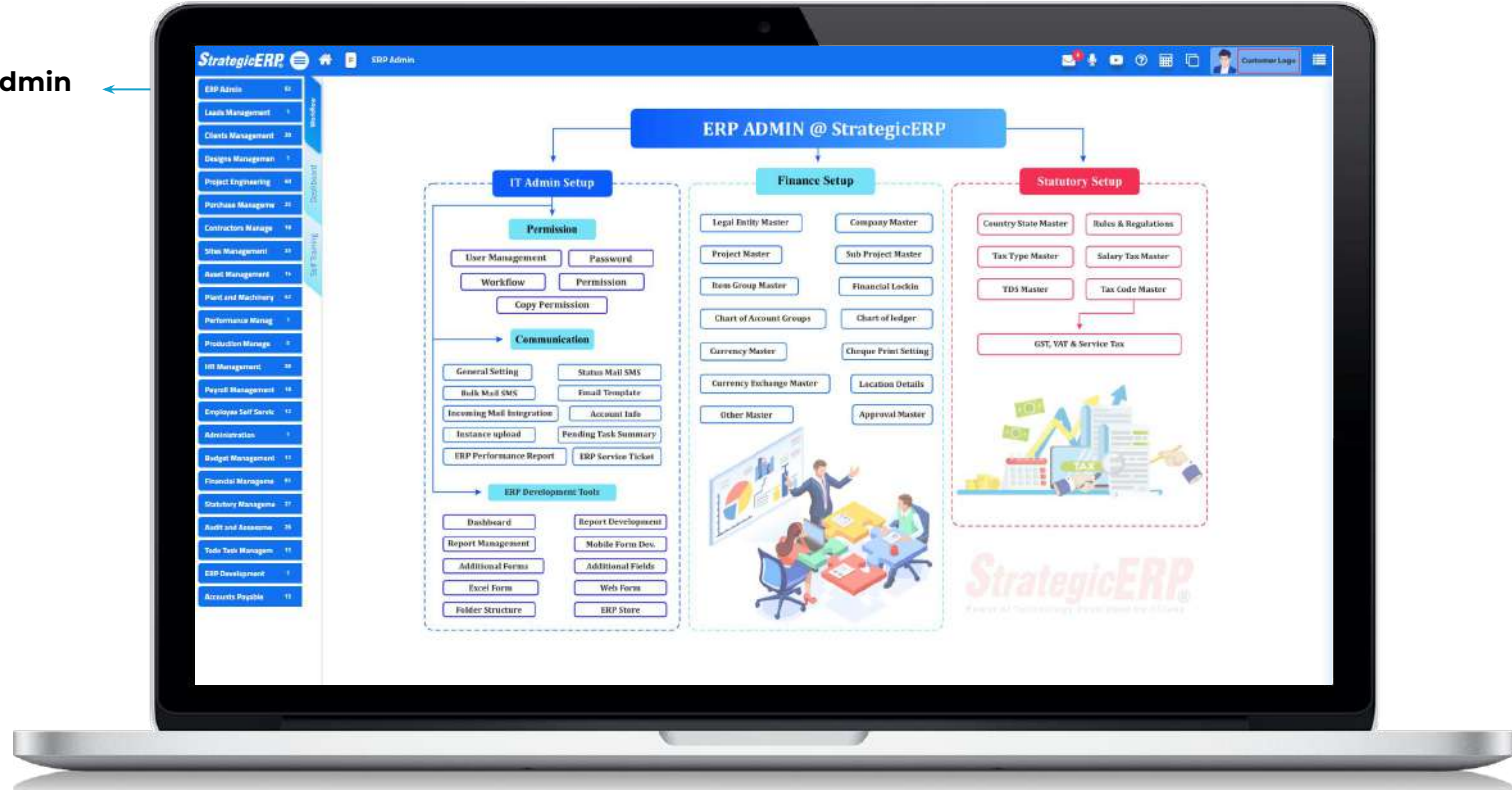
Click to Call – Call Register with Click-to-Call Integration



Real Estate CRM Module Flow | ERP Admin



ERP Admin

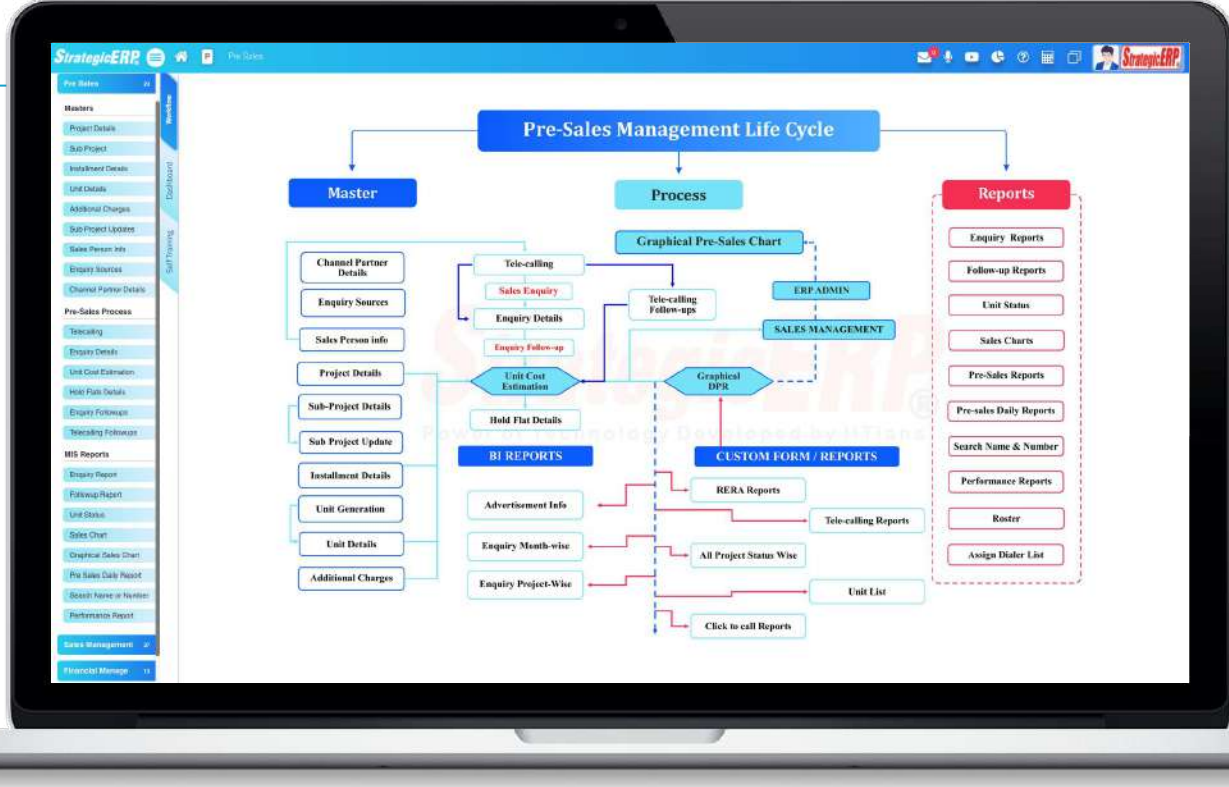


Real Estate CRM Module Flow | Pre Sales Management



Pre Sales

Manage Enquiry, Project Details, Sub Project Details, Unit Details, Additional Charges, Sales Person Info, Enquiry Source and more...

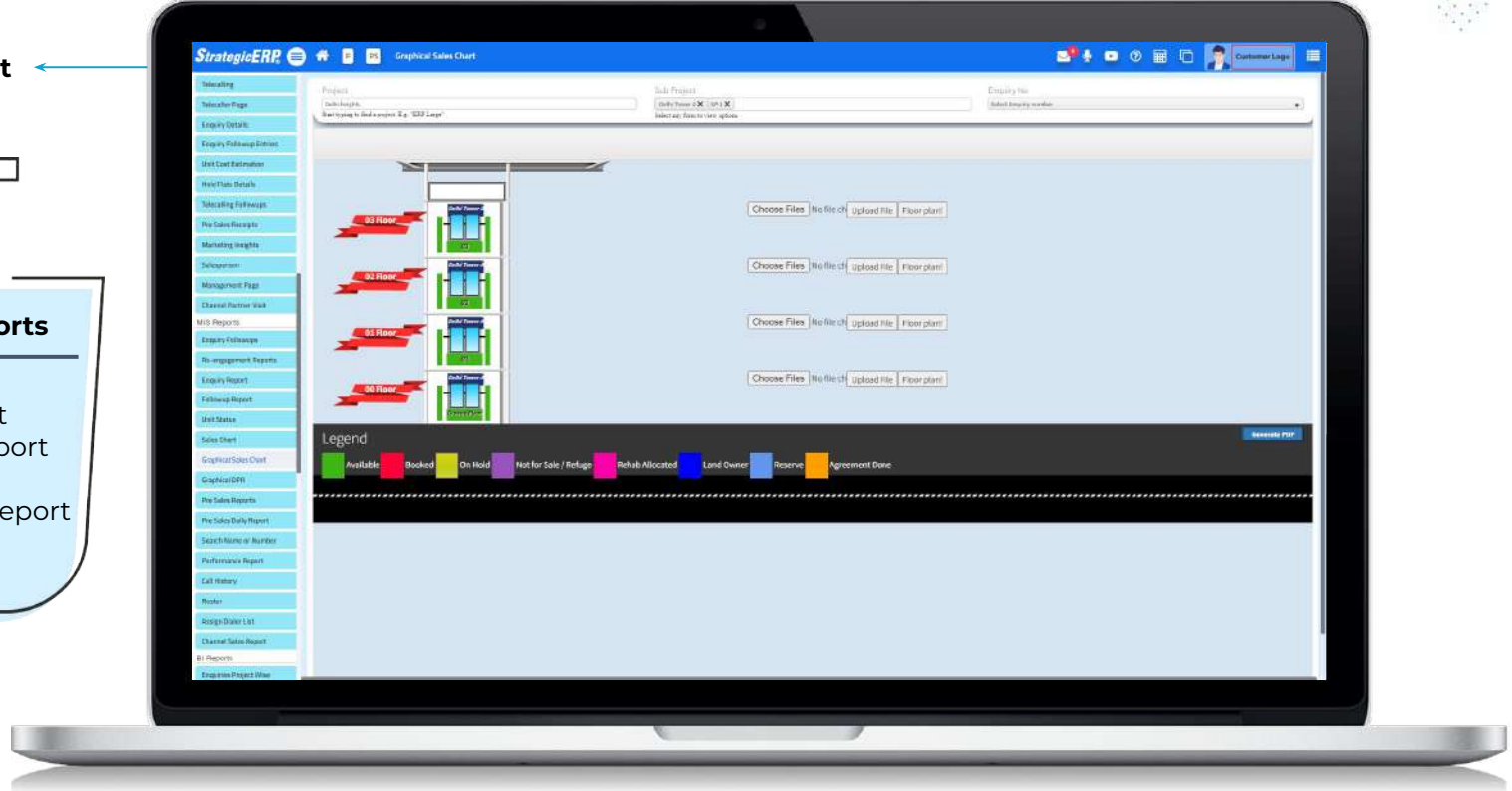


MIS Reports | Pre Sales Management

Graphical Sales Chart Report

Other Critical Reports

- Enquiry Report
- Follow-up Report
- Performance Report
- Unit Status
- Pre-Sales Daily Report



Dashboard Reports | Pre Sales Management

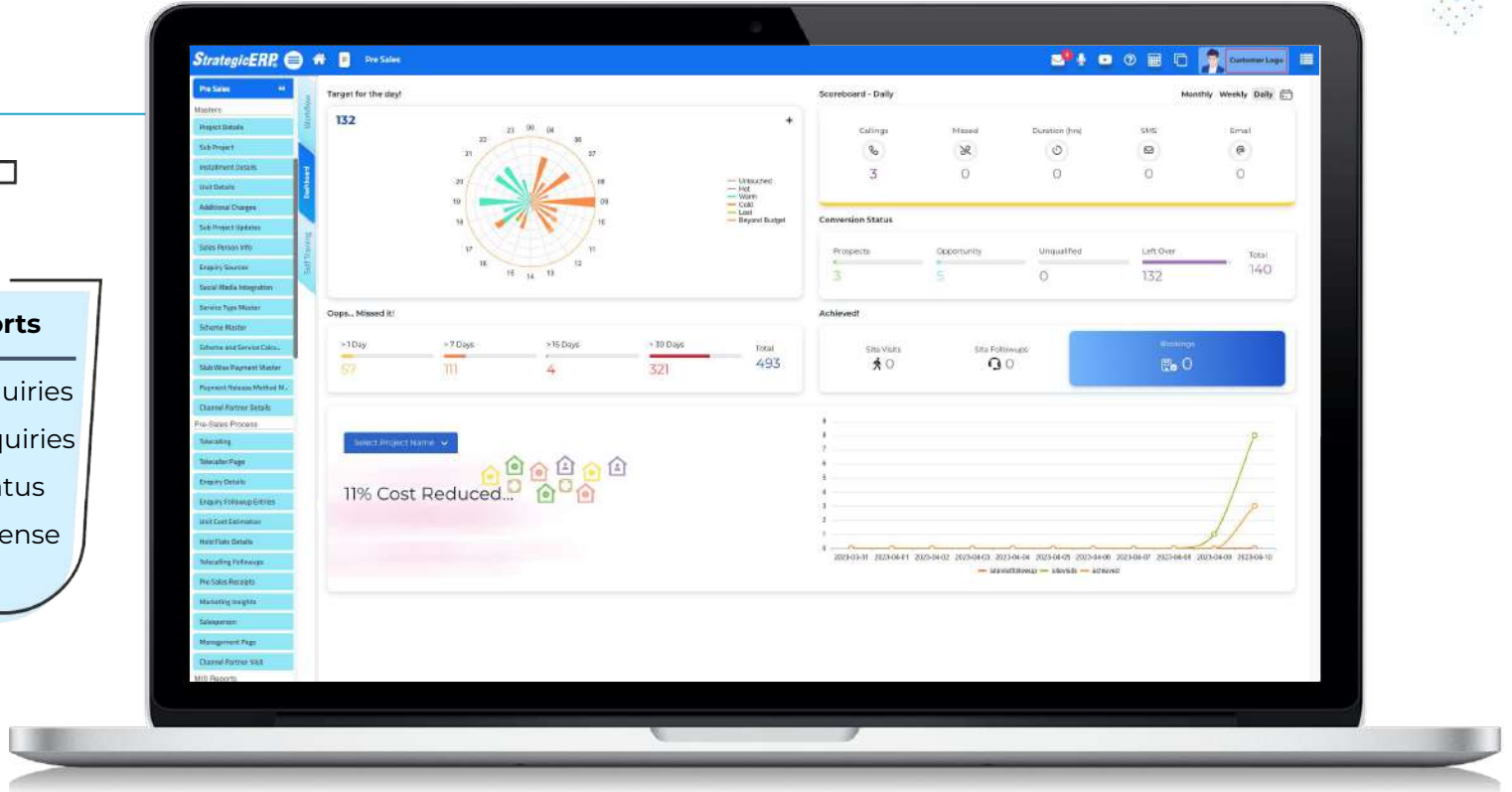


Source-Wise Enquiries



Other Critical Reports

- Source-Wise Enquiries
- Project-Wise Enquiries
- Sales Enquiry Status
- Source-Wise Expense

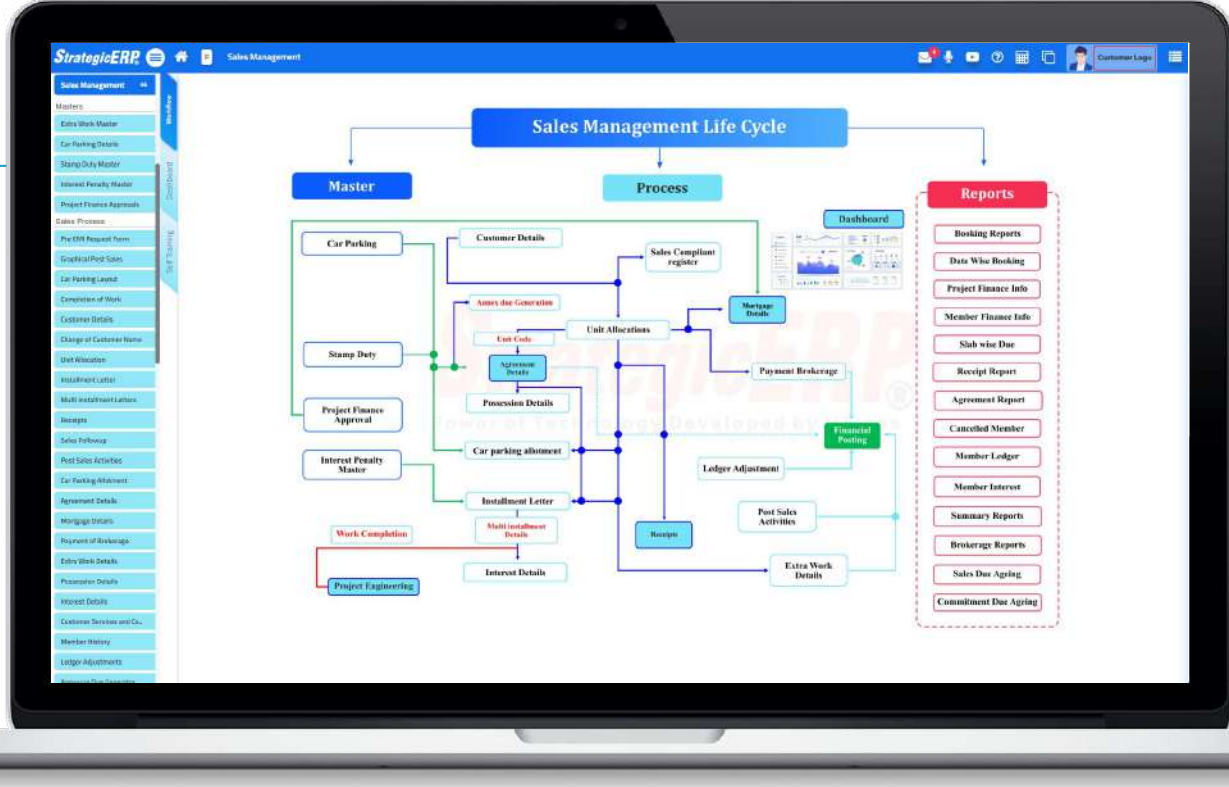


Real Estate CRM Module Flow | Sales Management



Sales

Manage Stamp Duty, Project Finance approvals Unit Allocation, Completion of Work, Installment Letter, Car Parking Allotment, Agreement Detail, Post Sales Activity and more...



MIS Reports | Sales Management

Booking Report

Other Critical Reports

- Project finance Info
- Member Finance Info
- Slab-Wise Due
- Agreement Report
- Cancelled Members

The screenshot displays the StrategicERP Booking Report interface. The top navigation bar includes the StrategicERP logo, user profile, and various system icons. The sidebar on the left lists navigation options such as 'Multi-Instalment Letters', 'Receipts', 'Sales Following', 'Profile Activities', 'Car Parking Allocation', 'Agreement Details', 'Manage Details', 'Payment of Booking', 'Kiosk Walk Details', 'Payment Details', 'Invoice Details', 'Customer Services and Co.', 'Member History', 'Ledger Adjustments', 'Revenue Due Generator', 'Customer Monthly', 'MIS Reports', 'Booking Report', 'Date Wise Booking', 'Project Finance Info', 'Member Finance Info', 'Margin Report', 'Slab Wise Due', 'Receipt Report', 'Agreement Report', 'Cancelled Members', 'Member Ledger', 'Member Interest', 'Summary Report', and 'Revenue Report'. The main content area features search filters for 'Project Name' (ADWINK HABIT), 'Sub Project' (Wing A), 'Member Code', 'Booking Form', 'Start Date' (01/04/2022), and 'End Date' (28/04/2023). Below the filters is a table with columns for various financial and booking details. The table contains one data row for a booking on 04/01/2023.

Sl. No.	Member Code	Booking Date	Member Name	Booking Type	Source	Service Name	Broker Name	Broker No.	Unit Code	Floor	Unit No.	Sale Area (Sq. Feet)	Rate per SqFt	Discount	Sale Value	Other Charges Amount	Total Amount	Booking Party	Percentage Due	Instalment Due	Instalment Received	Inst Balance	GST Due	GST Received	GST Balance	Total Received Amount
1	E-22-01-001	04/01/2023	Mia Sara	Fixed	Refund	Real Safe Refund			ABOT-0601-03		302	1000.00	8.23.00	0.00	83.23.00	1.000.00	83.23.00		85.00	88.19.200.00	9.32.400.00	98.98.800.00	9.18.304.00	0.00	9.18.304.00	9.32.400.00

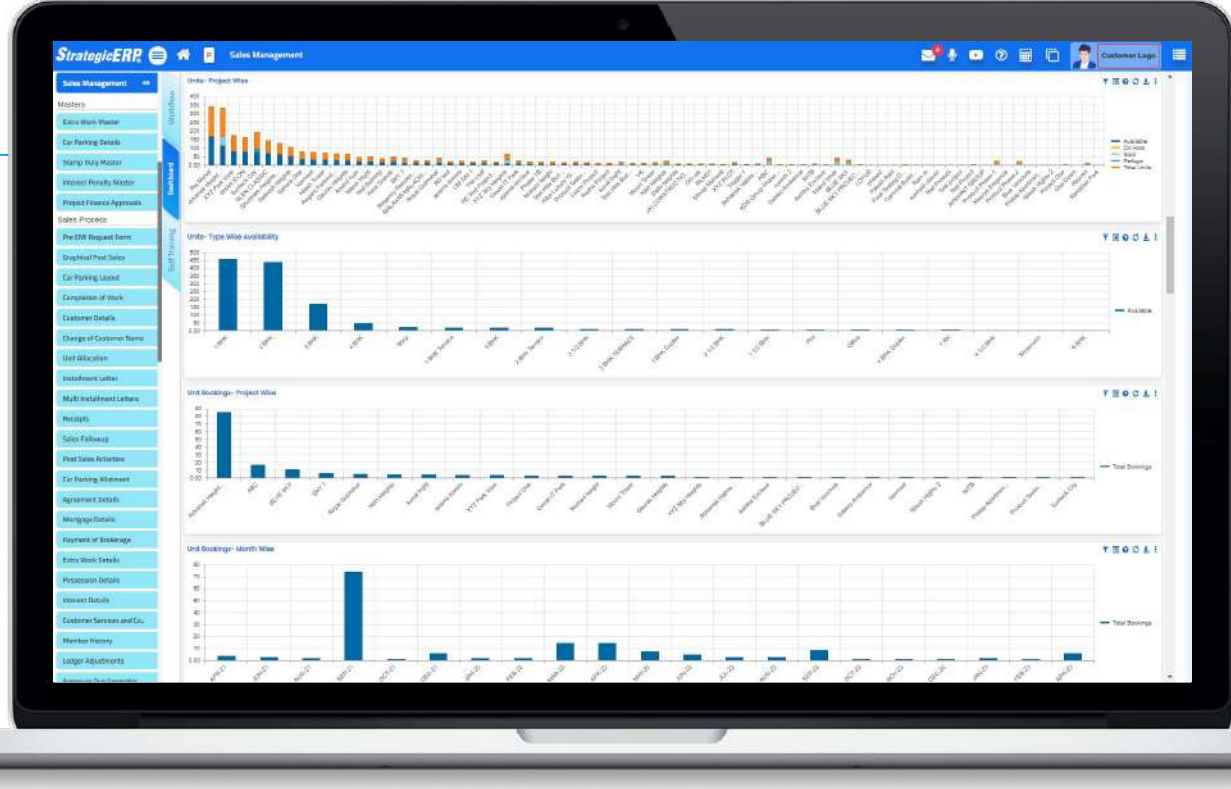
Dashboard Reports | Sales Management



Project-wise Sales

Other Critical Reports

- Unit Availability Status
- Project-Wise Receipts
- Project-Wise Units



Real Estate CRM: Add-on Modules



Tally Integration



IVR Integration



Email Configuration



Click-to-call



SMS Configuration



Mobile ERP App



Exhibition Integration



Customer App



Website Integration

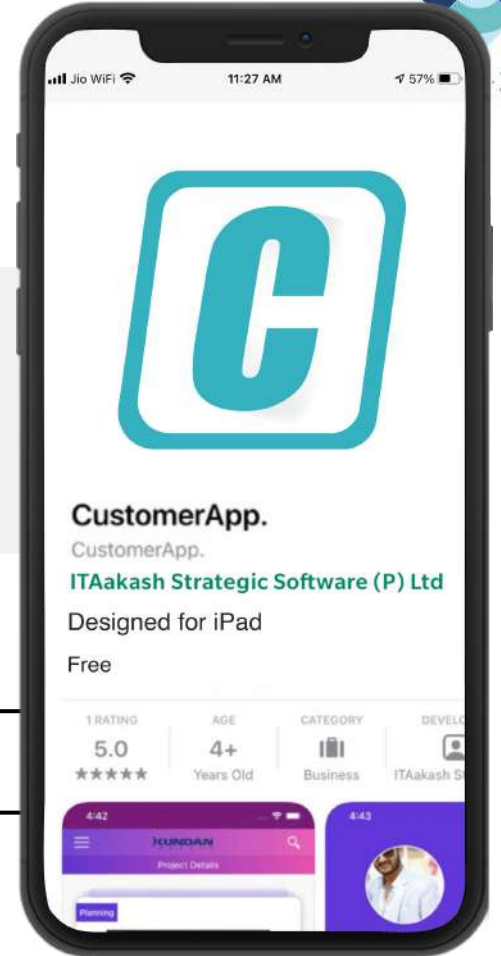
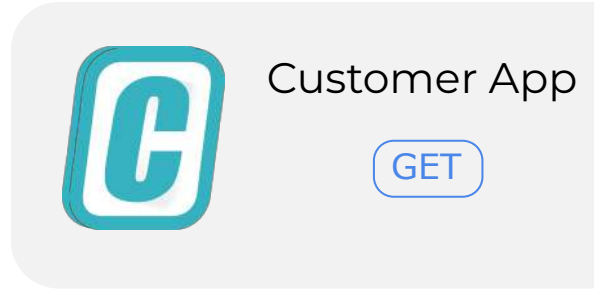


Partner App





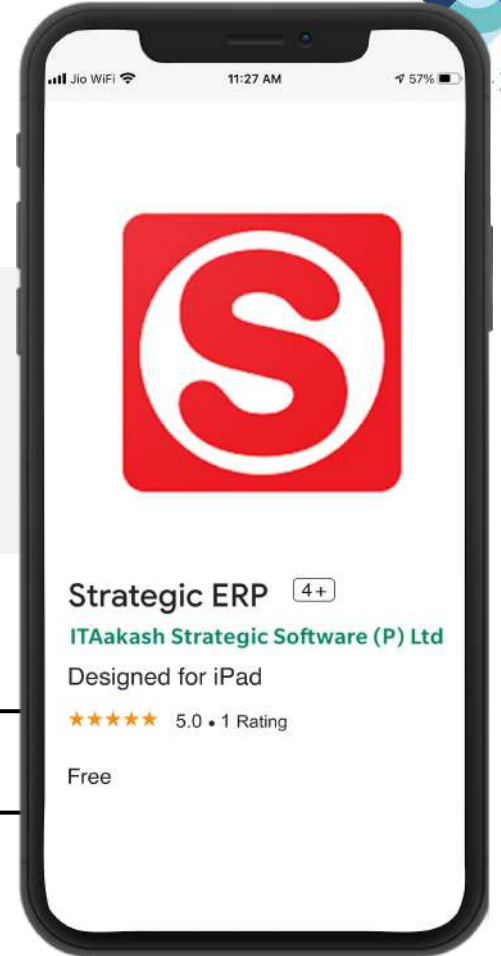
Available On :



Access ERP on Mobile – Anytime , Anywhere

Mobile ERP App

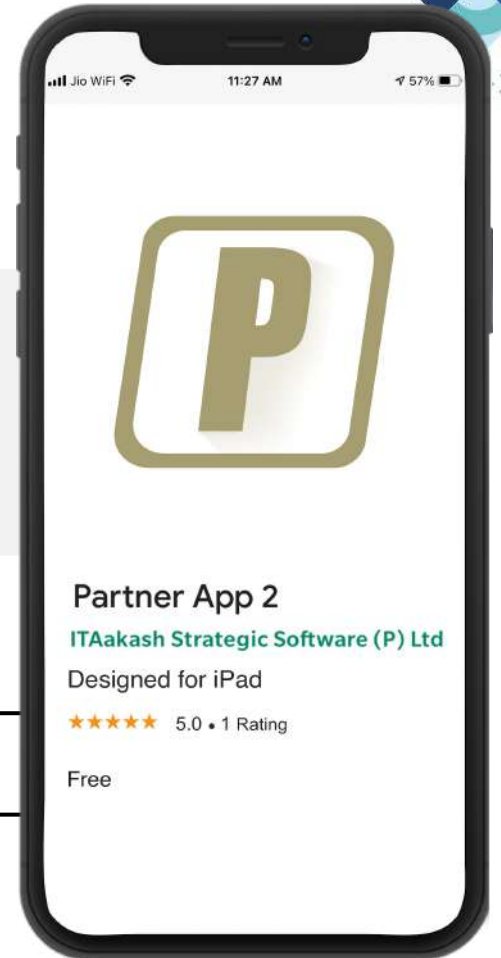
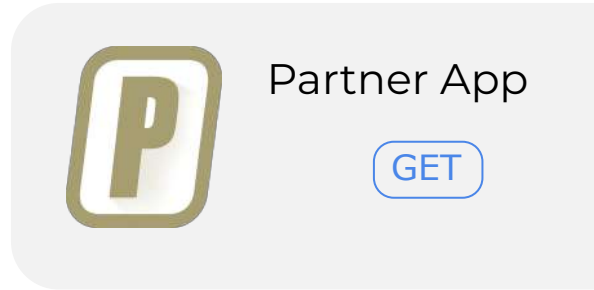
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Our Association with 700+ Esteemed Clients





PAN India



Serving Verticals



Real Estate



Infrastructure



Manufacturing



Government



**Prop-Tech ERP Solution
of The Year 2019, 2022 & 2023**



**Best Construction Software
of The Year 2019**



**Top 10 ERP Solution
Providers 2018 & 2022**



Certified Member



**25 Fastest Growing
Enterprise Software
Companies in
India**



**IT Partner
2016**

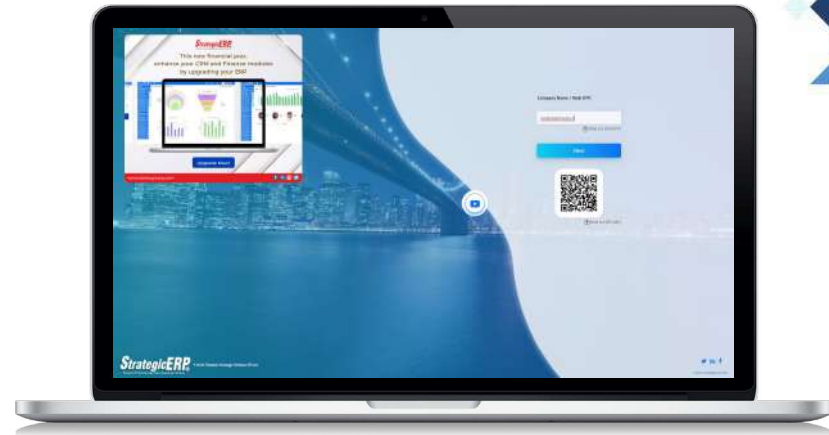


**IT Market Research &
Product Analysis 2016**



**Brand of The Year
2014**

Technical Support



StrategicERP Support Portal



<http://strategicerpcloud.com/crm/>

Username : support

Password : xyz

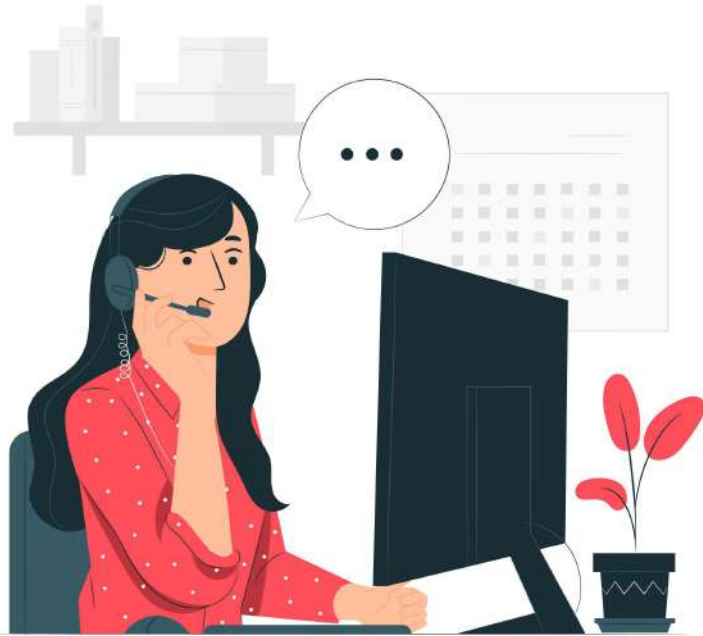


+91-22-25750104/5/6



support@strategicerp.com

Contact Us



MUMBAI (CORPORATE OFFICE)

ITAakash Strategic Software (P) Ltd,
5th floor, D S Business Galleria,
Near Huma Adlabs,
Beside Toyo House,
L.B.S. Road, Kanjur Marg (W),
Mumbai, 400078 INDIA.



+91-22-25770088/25750101



enquiry@strategicerp.com



Mumbai | Ahmedabad | Pune | Bangalore | Delhi NCR | Hyderabad | Jaipur | Chennai | Doha | UAE | USA | African Continent