



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 **1000+ clients** across the **globe**. Some of our esteemed clients are: Phoenix Group, DS Max Properties, Paradise Group, Hiranandani Hospital, Nathani Group, Sangini Group, Hombale Group, NRP Projects, Vishwa Samudra, Vishal Infrastructure, Raj Infrastructure, Nikhil Group, RMK Infrastructure, Kundan Spaces 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



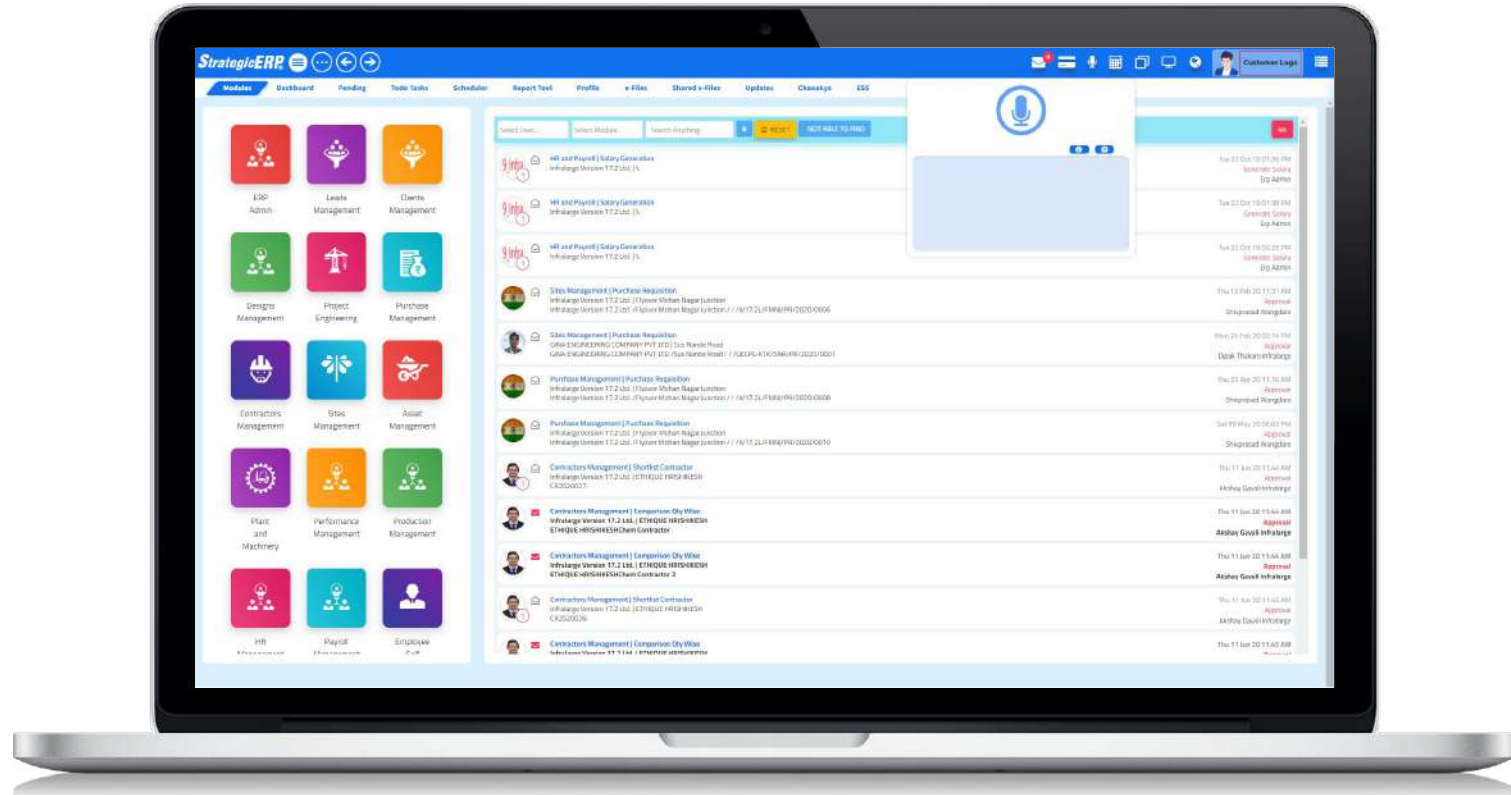
Advanced Features



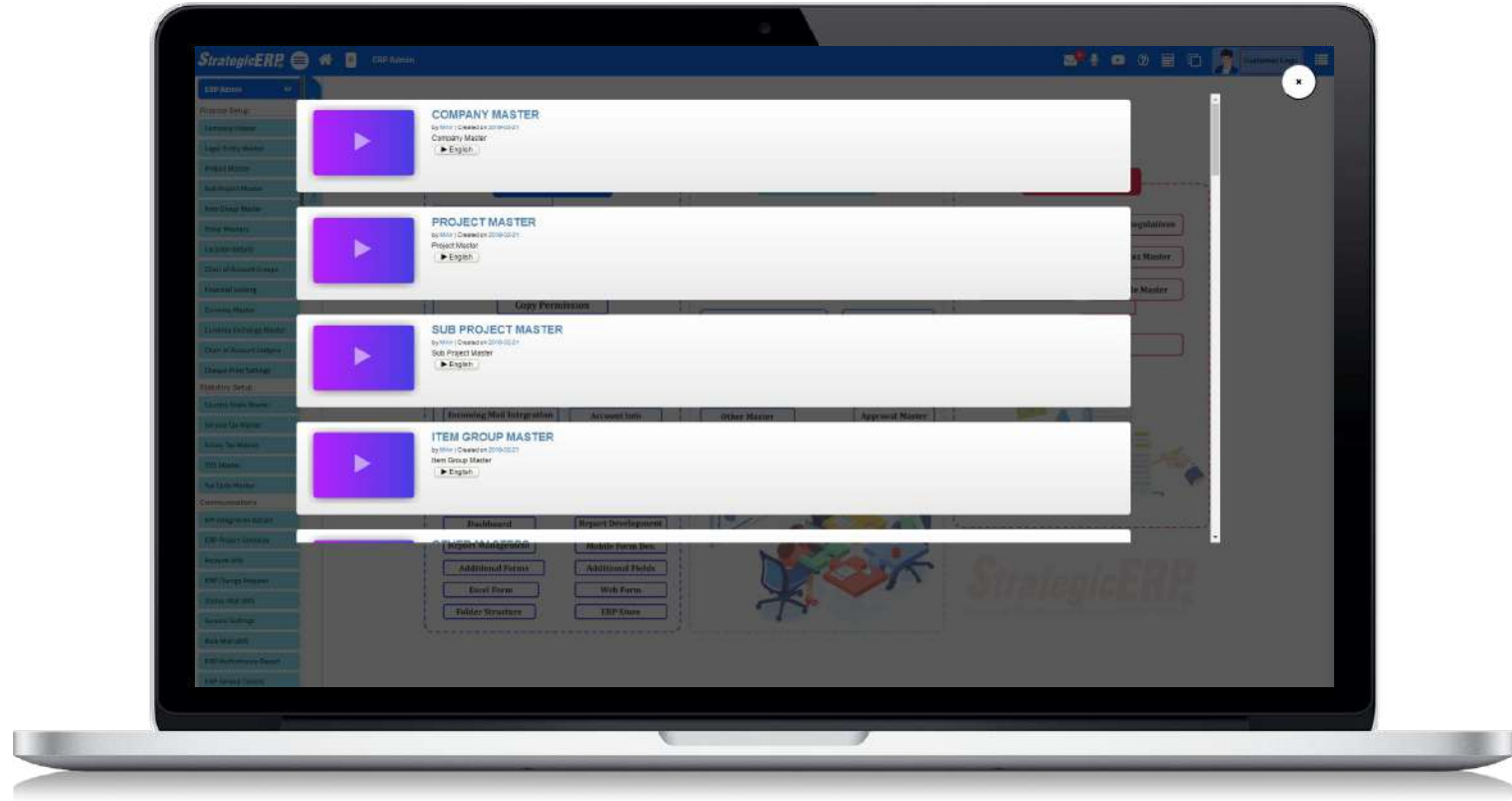
AI and Machine Learning Technology

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

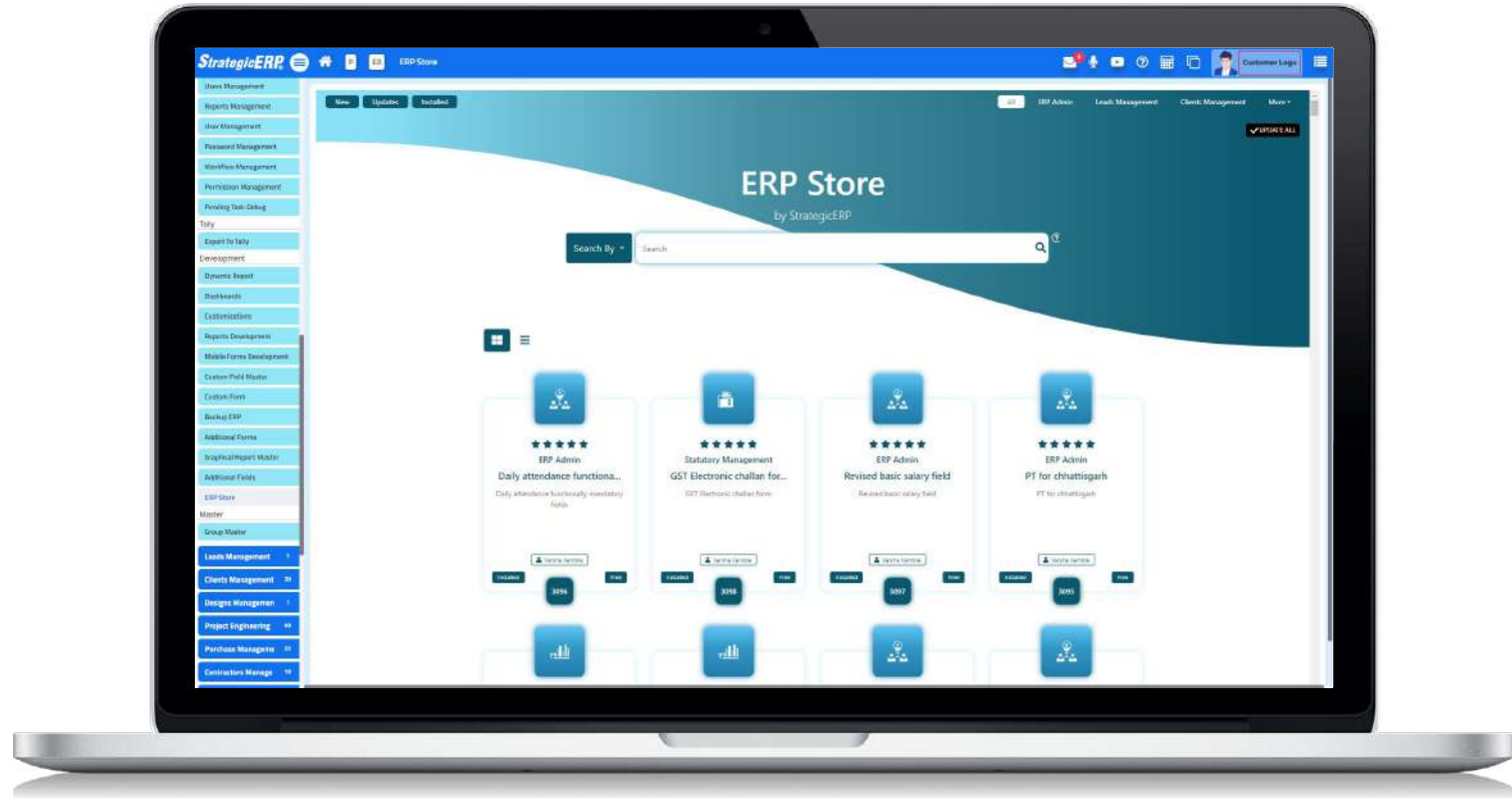
Voice Search – Conversational User Interface for Instant Details



Video Tutorials – Easy to Learn with Online Tutorials

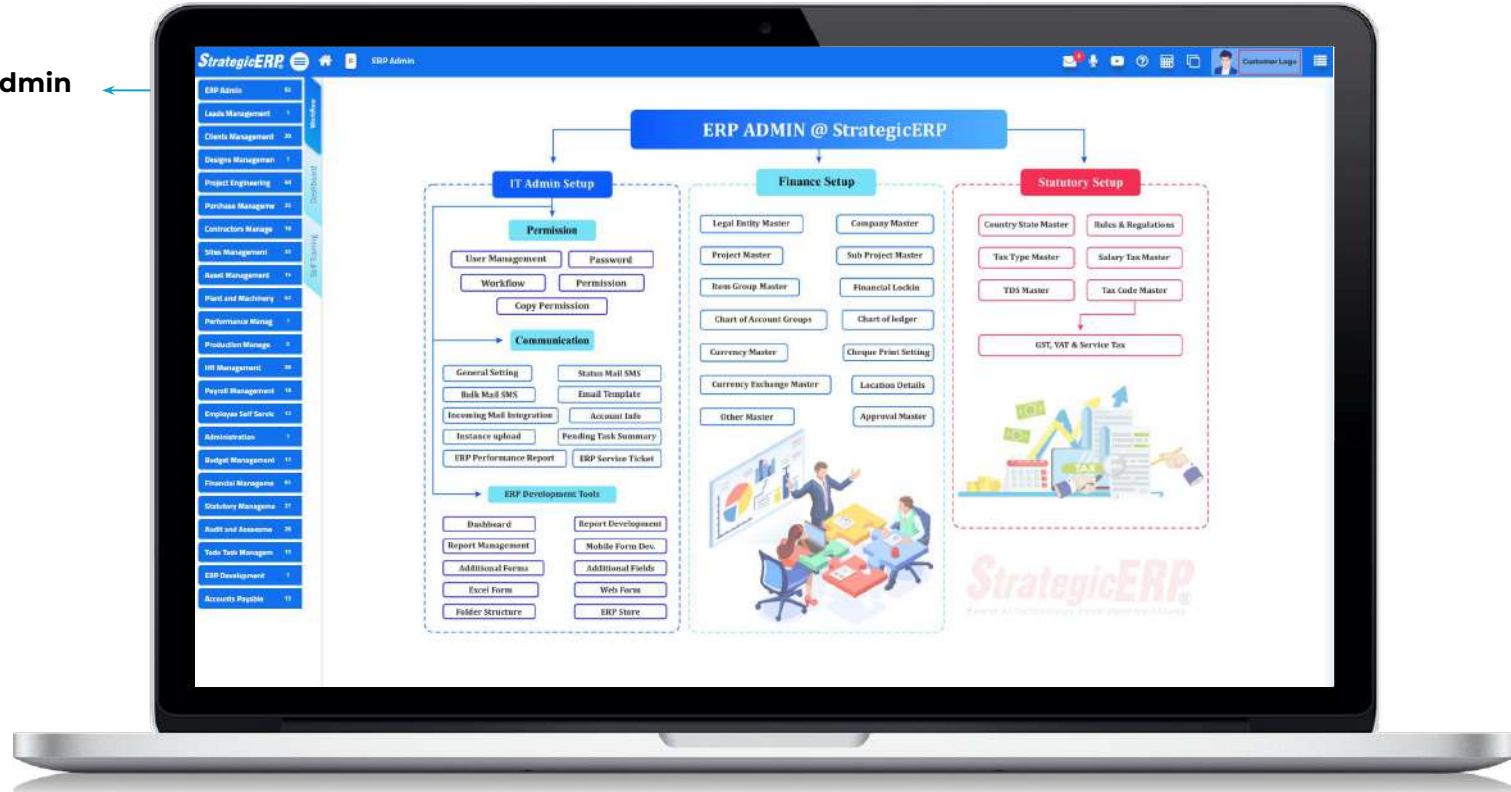


ERP Store – Install and Update new Developments



Real Estate CRM Module Flow | ERP Admin

ERP Admin

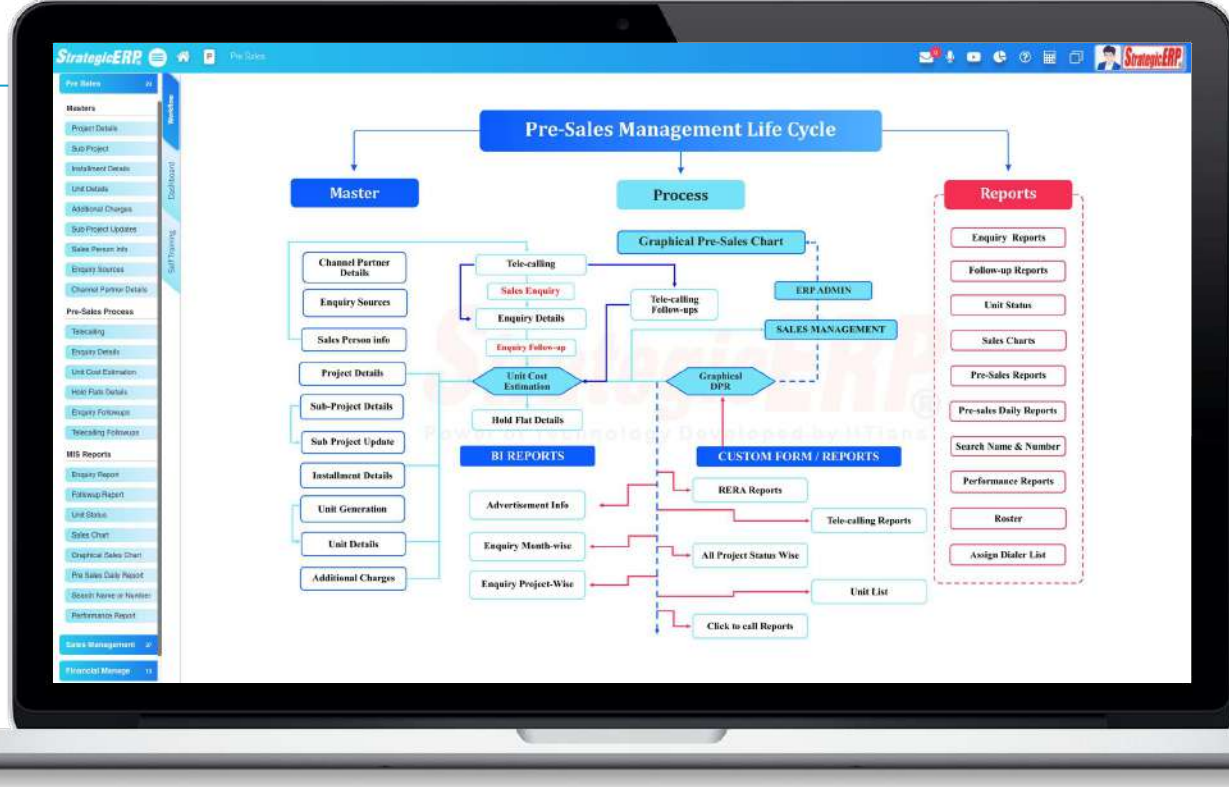


Real Estate CRM Module Flow | Pre Sales Management



Pre Sales

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

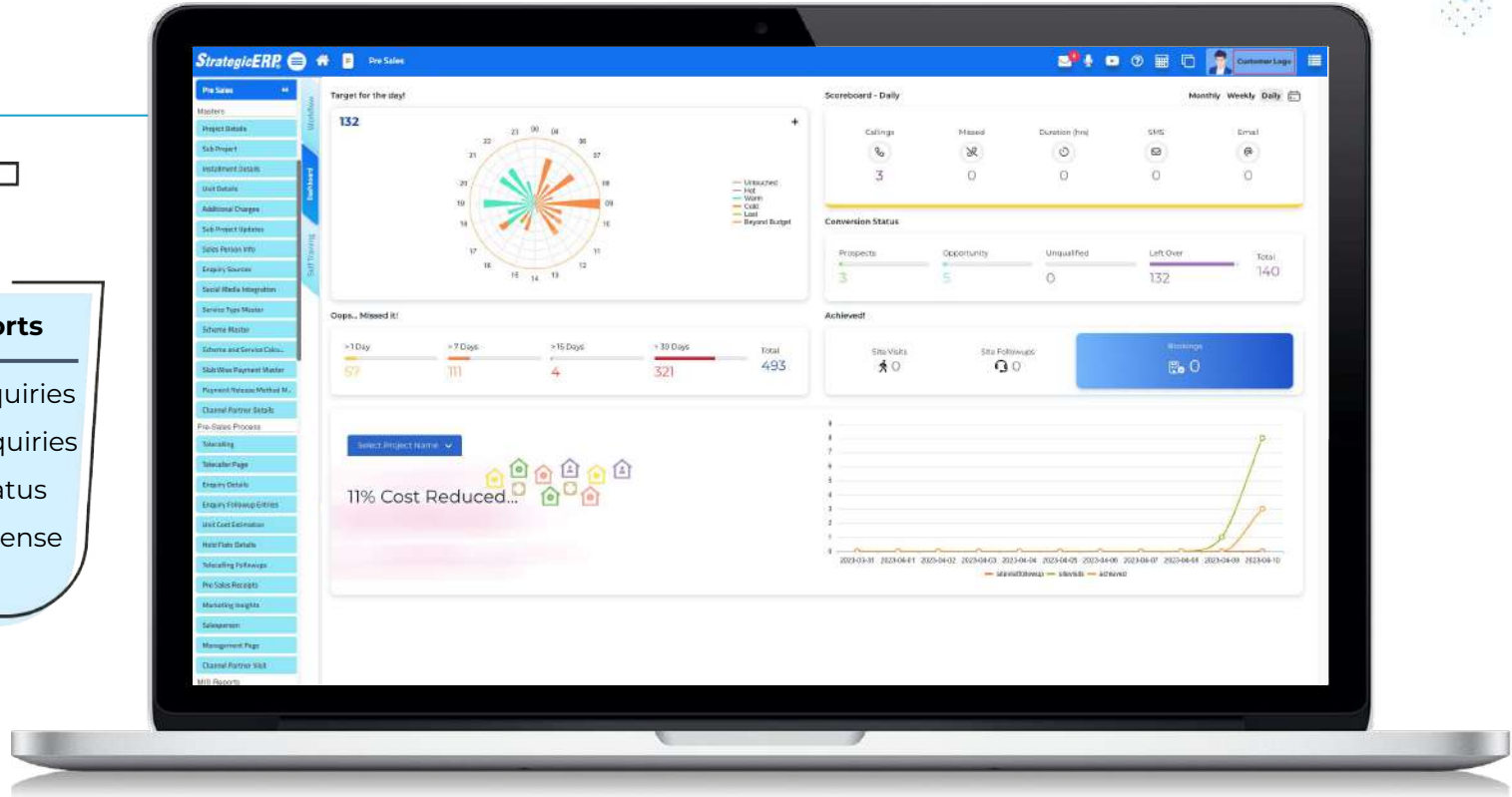


Dashboard Reports | Pre Sales Management

Source-Wise Enquiries

Other Critical Reports

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

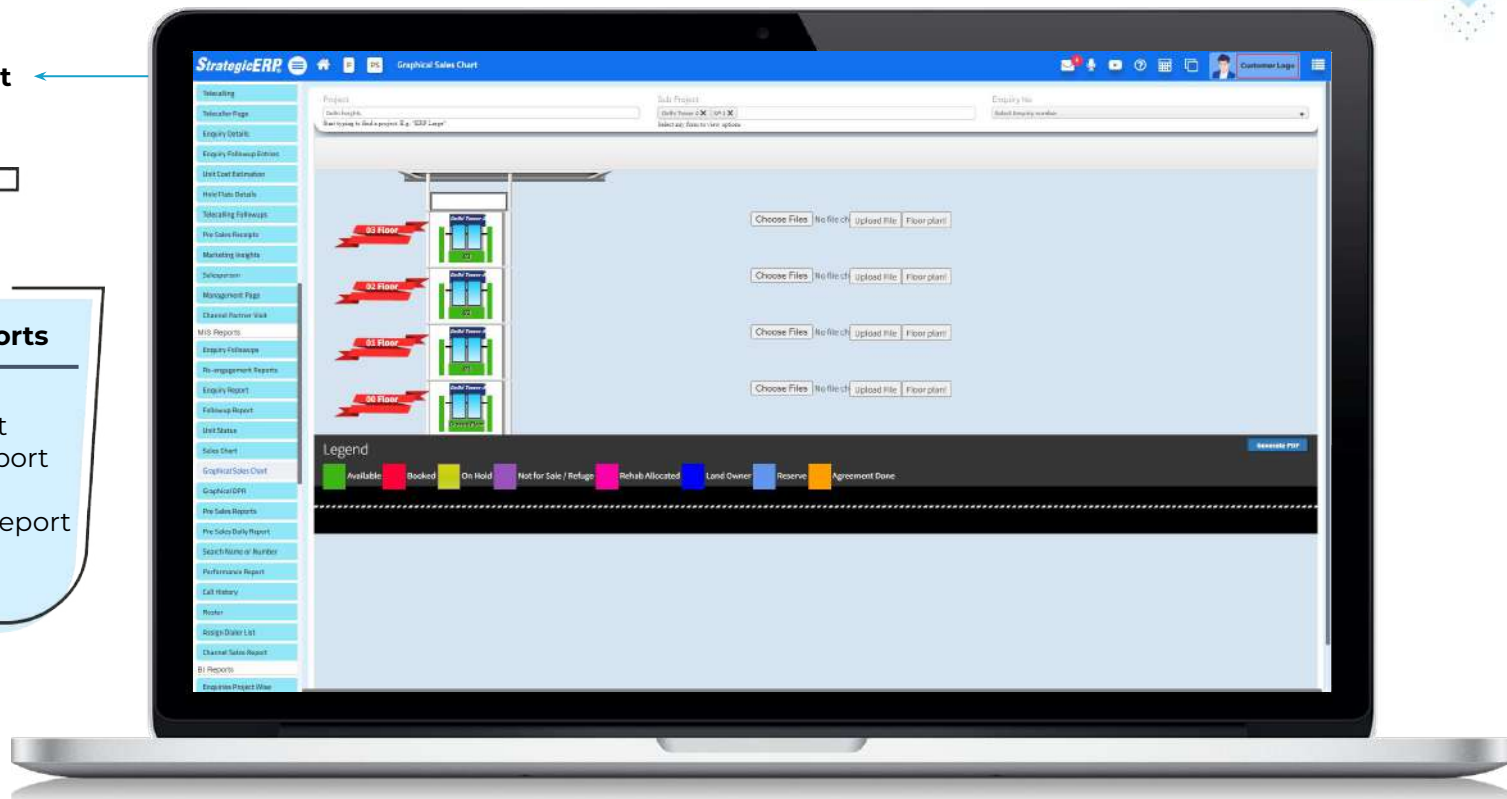


MIS Reports | Pre Sales Management

Graphical Sales Chart Report

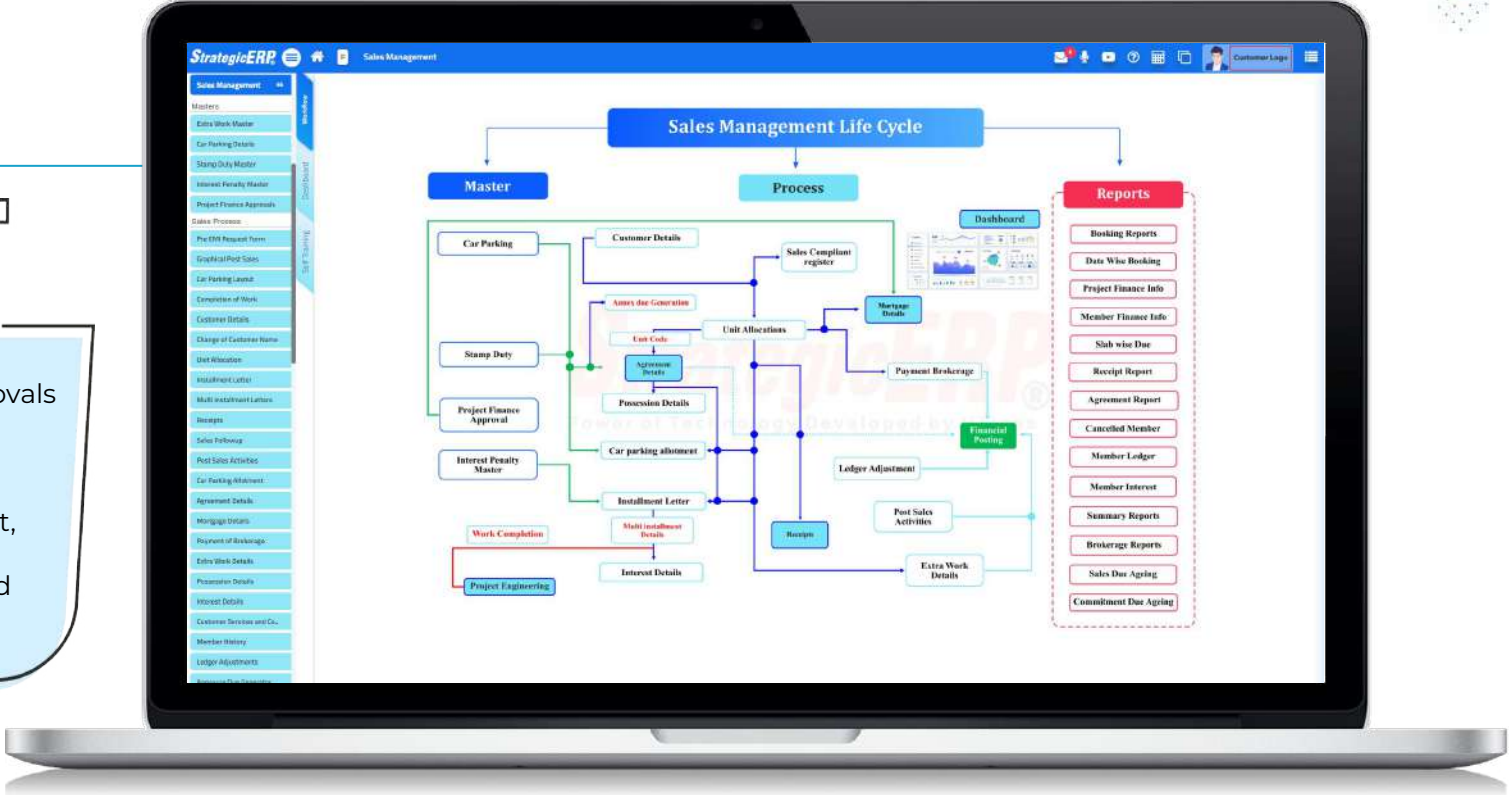
Other Critical Reports

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



☐

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 sidebar on the left lists various reports, with 'Booking Report' highlighted. The main area shows a filter section with fields for Project Name, Member Code, Booking Form, Start Date, and End Date. Below the filters is a table of booking records. The table has columns for various financial and operational details, including Booking Code, Booking Date, Member Name, Booking Type, Source, Source Name, Broker Name, Broker No., Unit Code, Floor, Unit No., Sale Area, Rate, Discount, Total Amount, Booking Amount, Booking Date, Booking Type, Booking Status, Booking Balance, Booking Due, Booking Received, Booking Balance, Booking Due, Booking Received, and Total Received Amount.

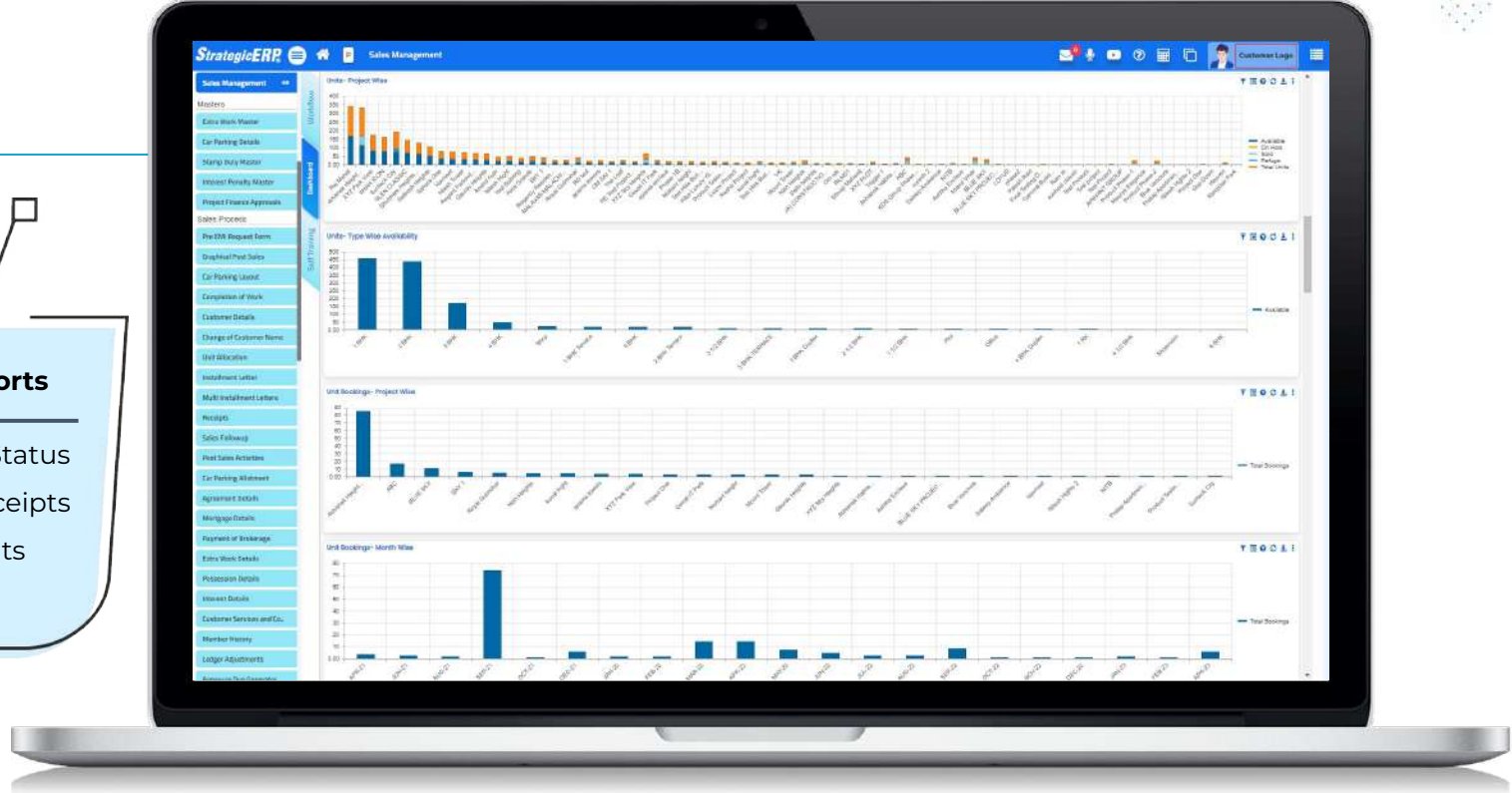
Booking Code	Booking Date	Member Name	Booking Type	Source	Source Name	Broker Name	Broker No.	Unit Code	Floor	Unit No.	Sale Area	Rate	Discount	Total Amount	Booking Amount	Booking Date	Booking Type	Booking Status	Booking Balance	Booking Due	Booking Received	Total Received Amount
1	04/01/2023	MW-549	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	04/01/2023	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed

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



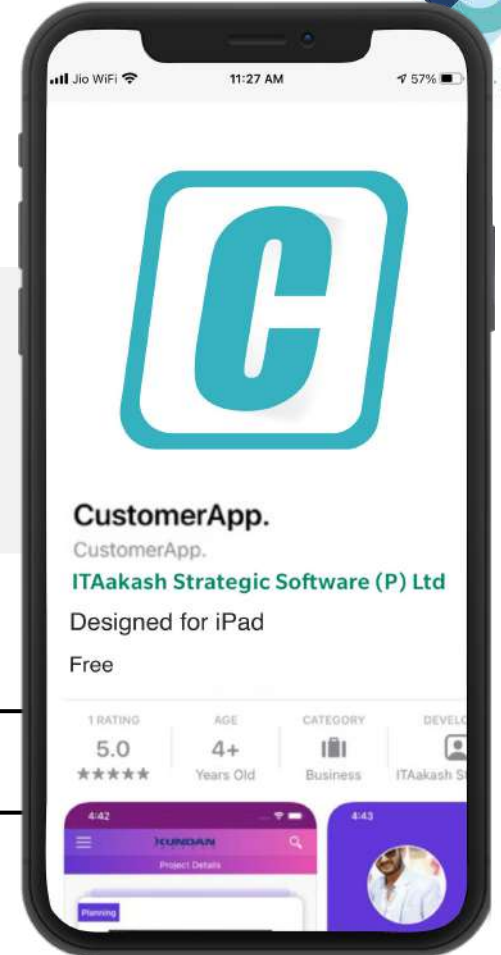
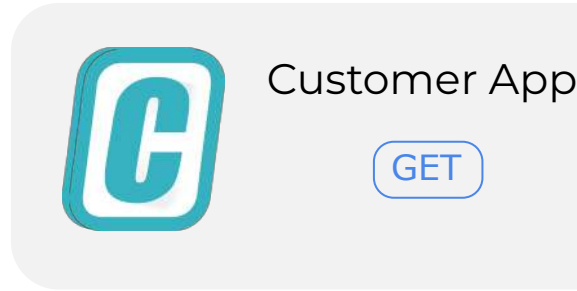
Partner App







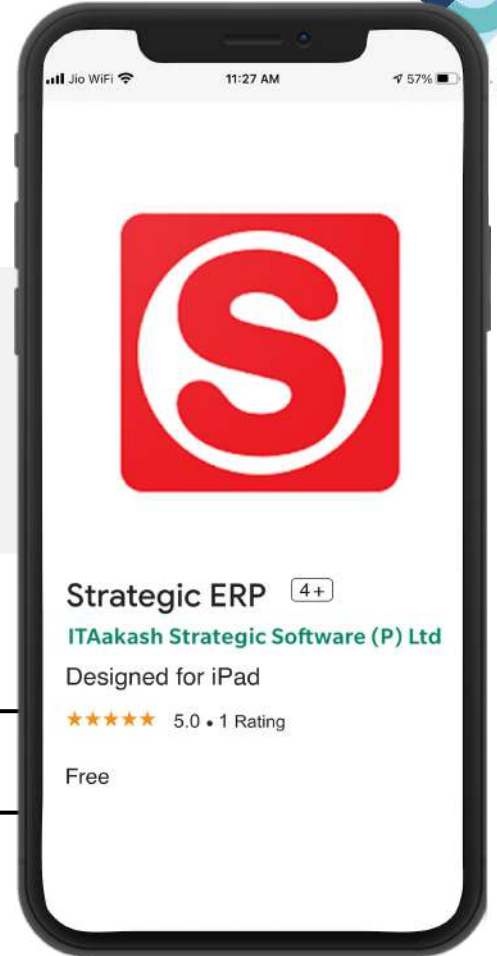
Available On :



Access ERP on Mobile – Anytime , Anywhere



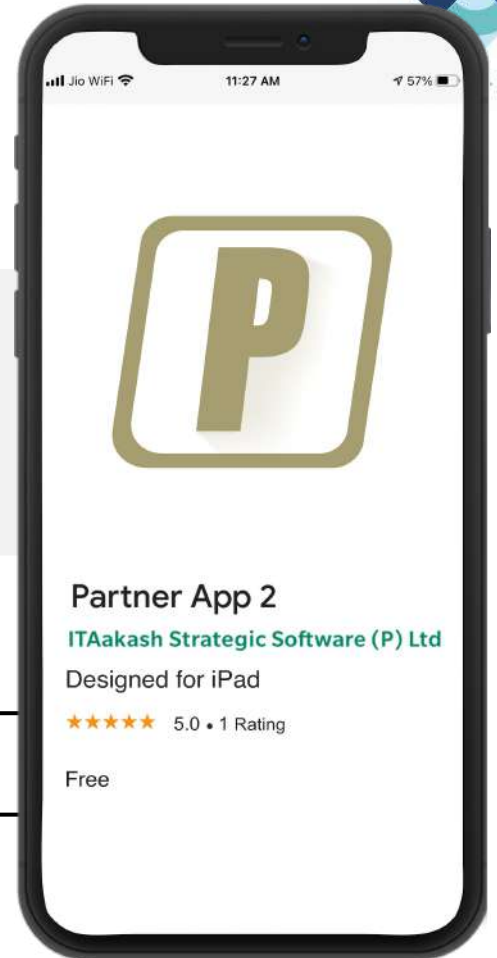
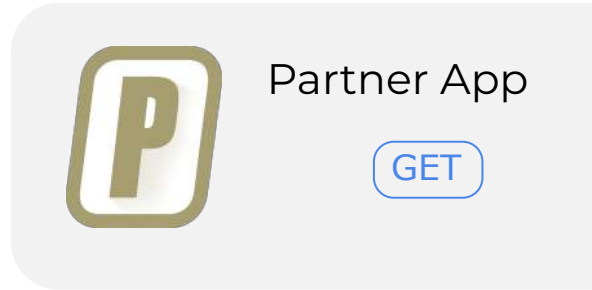
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Our Association with 1000+ Esteemed Clients





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**

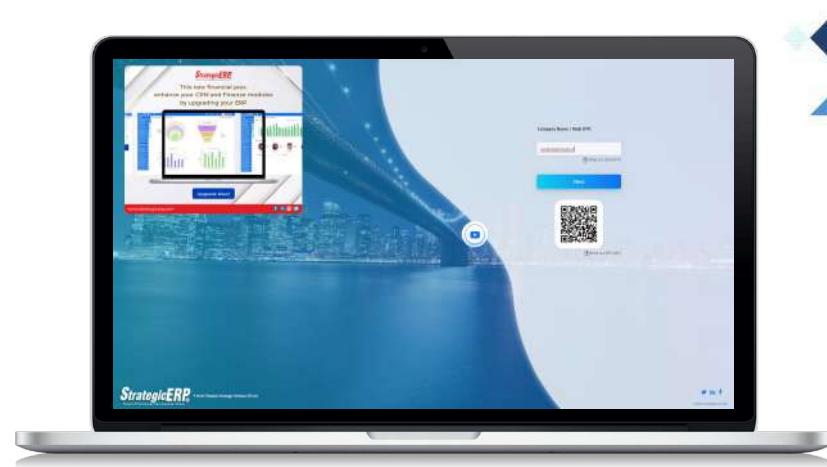


**IT Market Research &
Product Analysis 2016**



**Brand of The Year
2014**

Technical Support



StrategicERP Support Portal



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

Username : support

Password : xyz

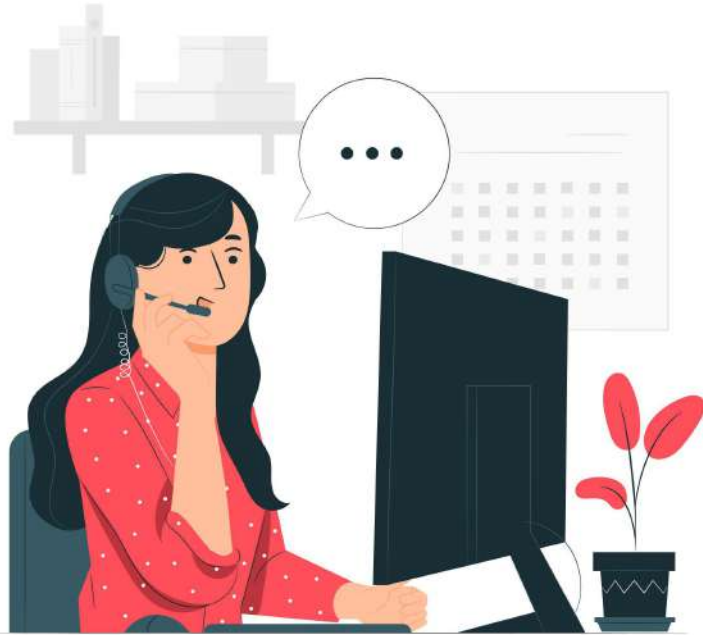


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