

Powering the **Entire** Real Estate  
Lifecycle

# COMMERCIAL PROPOSAL

OPTIMA CRM  
(STANDARD EDITION)

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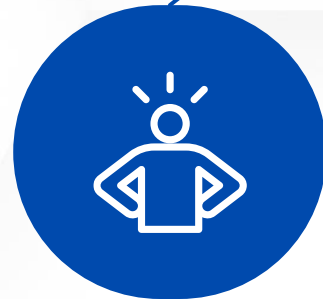
# About **Optima CRM**

Helping real estate agencies in the UAE close more deals, save time, and gain full visibility of their business.

**Optima CRM is designed to simplify challenges such as:**



**Centralizing** all leads and property listings in **one** platform.



**Automating** repetitive tasks such as lead assignment and portal integrations.

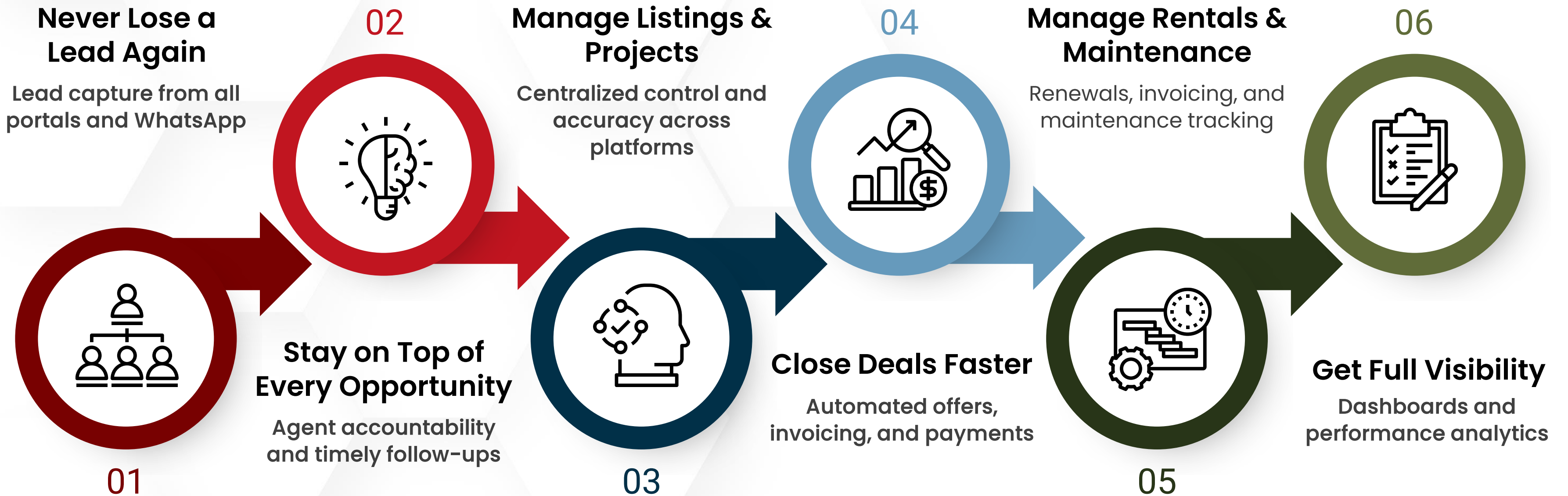


Improving agent **productivity** with **structured** workflows.



Providing **visibility** for managers to **monitor** performance.

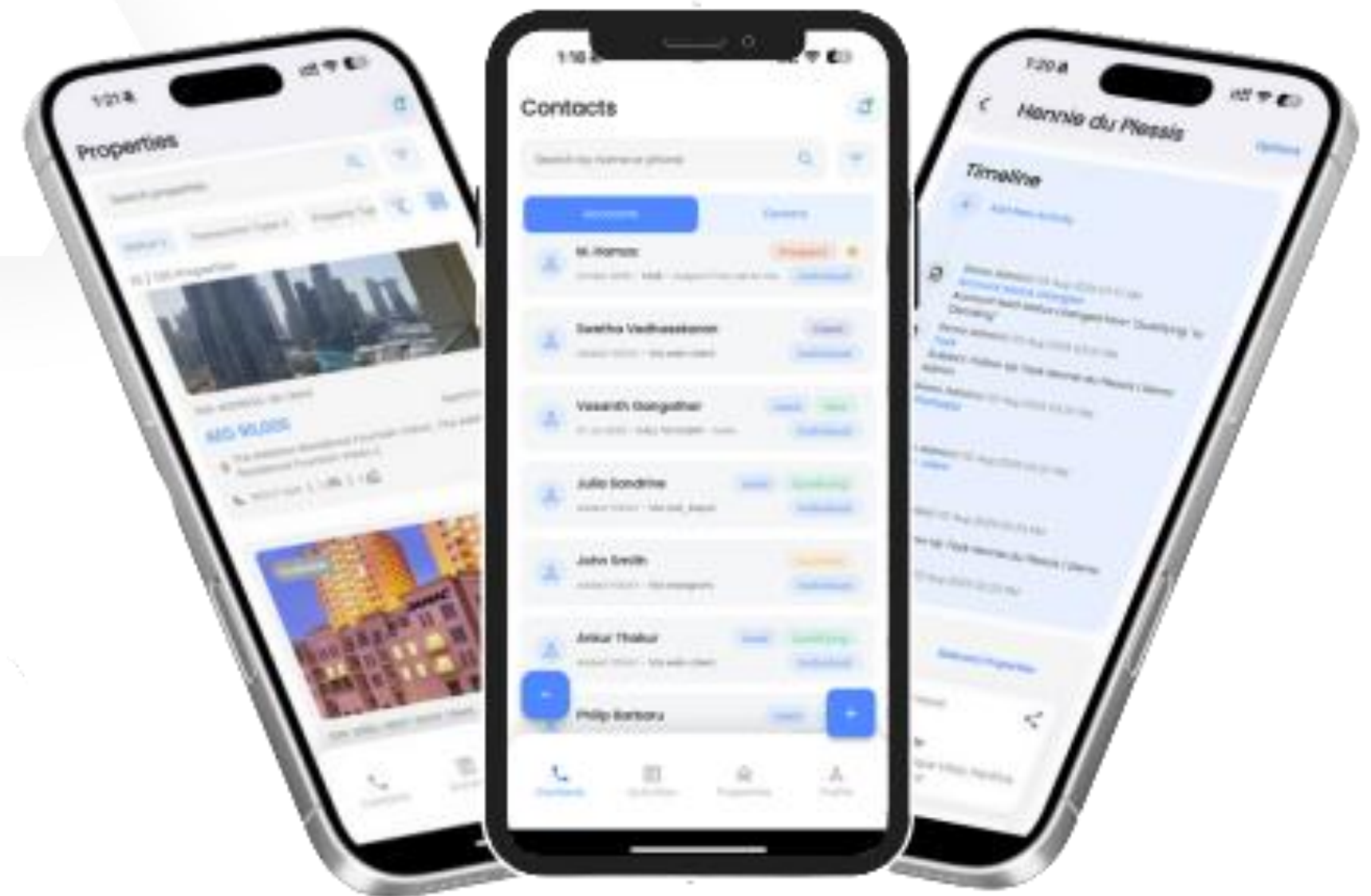
# Optima CRM Optimizes Six Key Operational Areas in Real Estate



# Optima CRM: Bridging Multiple Lead Sources into One Platform

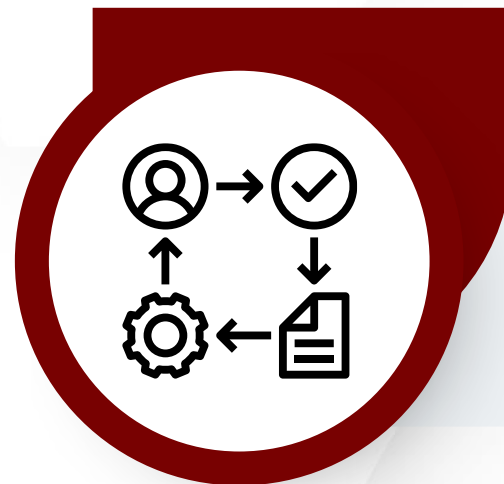


**Optima CRM** connects your entire lead ecosystem into a single hub, so you never miss a deal.



# Empowering Agents with Real-Time **Mobile Lead Management**

Optima CRM ensures every lead is captured, tracked, and assigned seamlessly.



## **Automatic Assignment**

Leads are auto-assigned to agents based on defined rules (e.g., round-robin or performance-based).



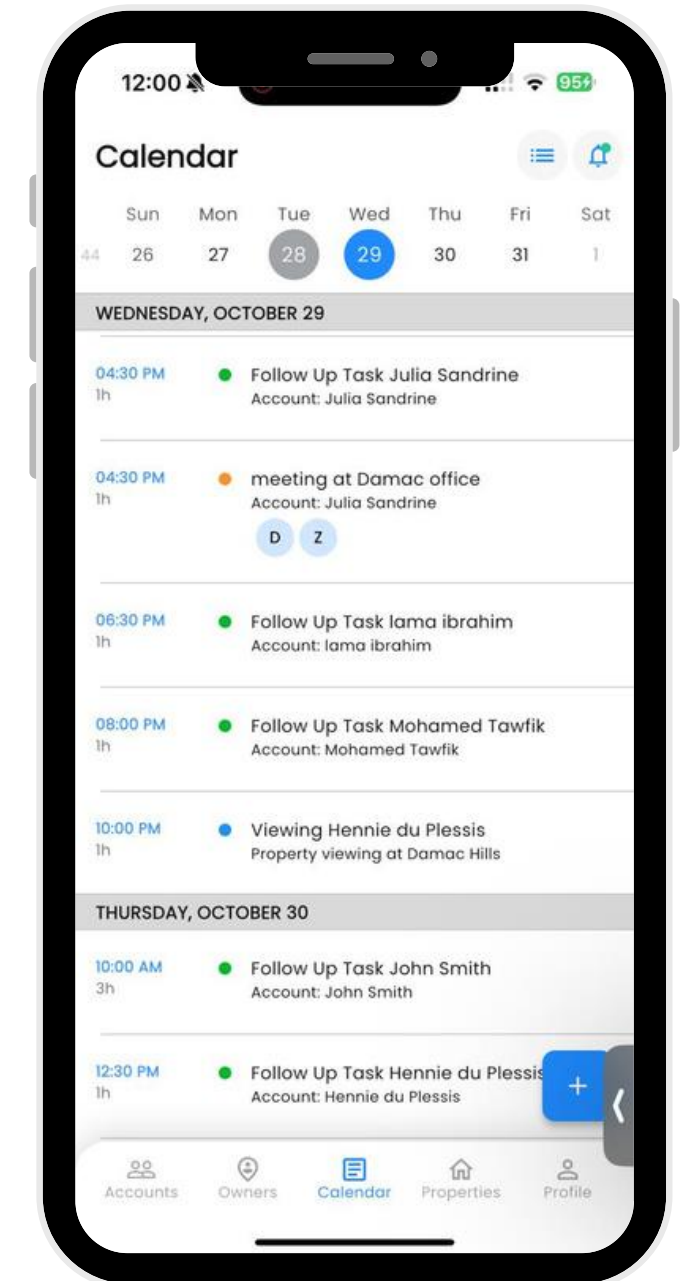
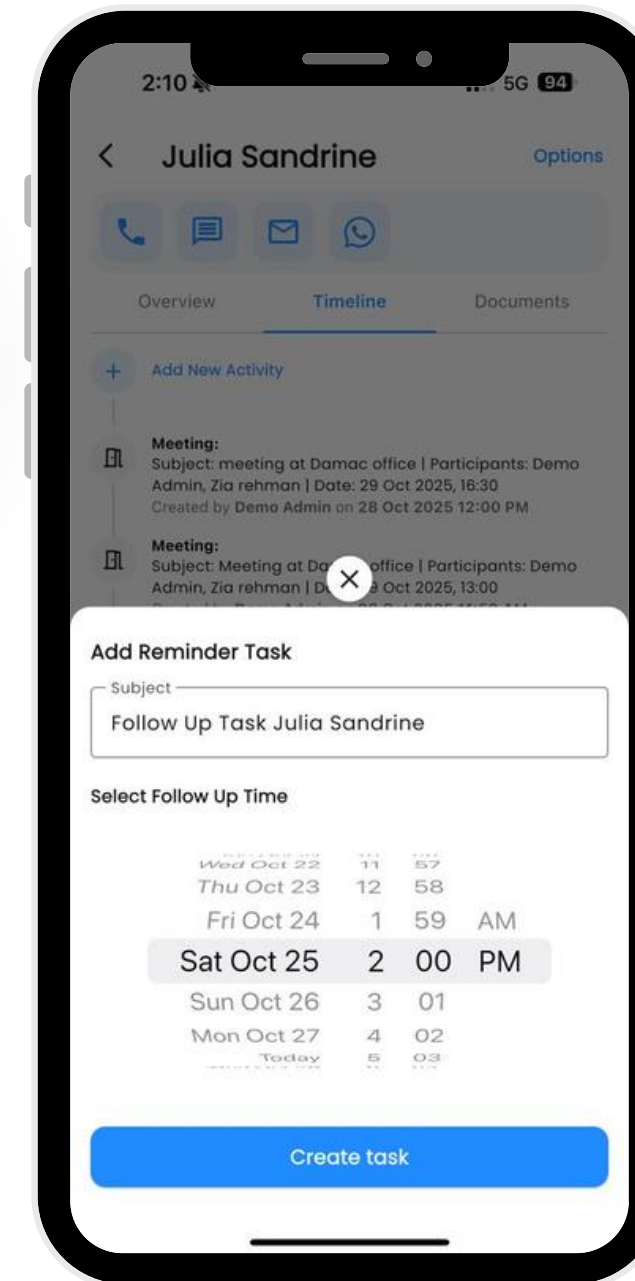
## **Lead Tracking**

Monitor lead status from new inquiry → active → closed.

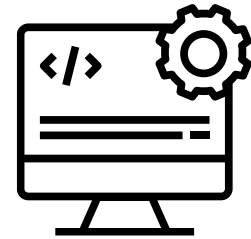


## **Follow-up & Reminders**

Ensure no lead is missed with built-in reminders and notifications.



**Optima CRM** provides a centralized solution to manage and publish property listings efficiently.



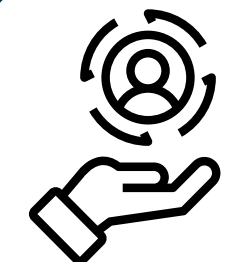
### Property Database

Create and manage property listings with images, descriptions, and pricing details.



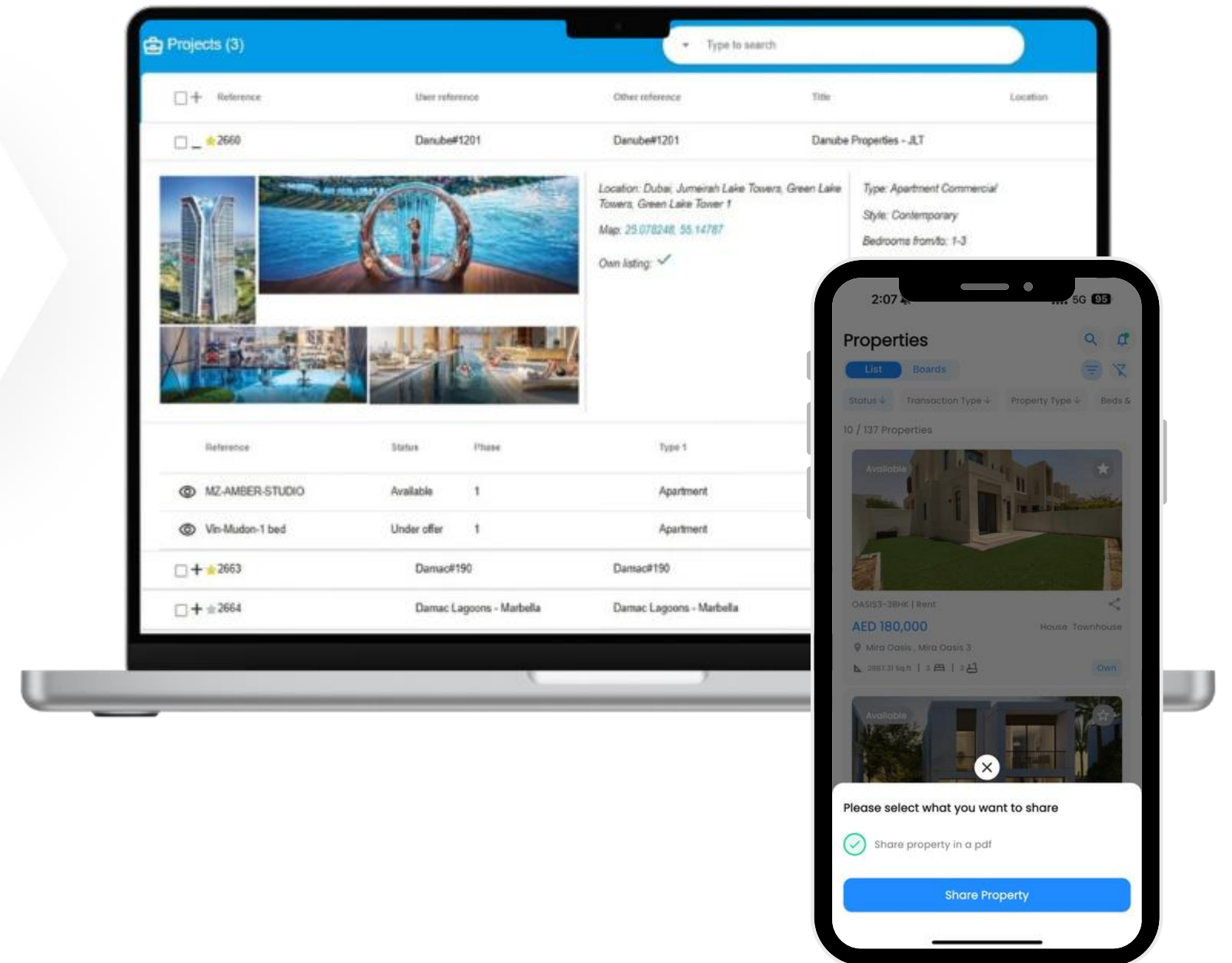
### Duplicate Control

Avoid duplicate listings by automated property checks.

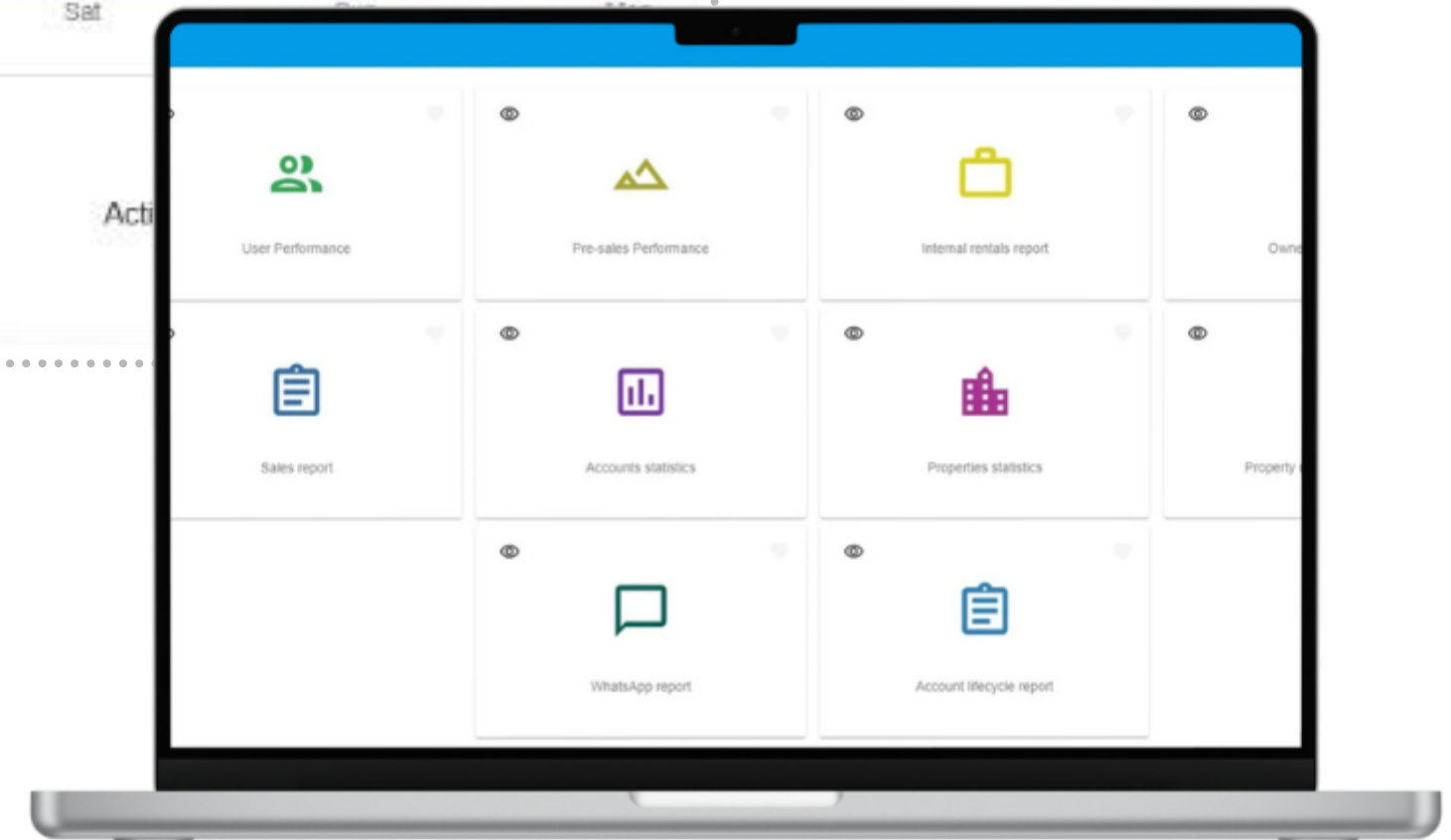
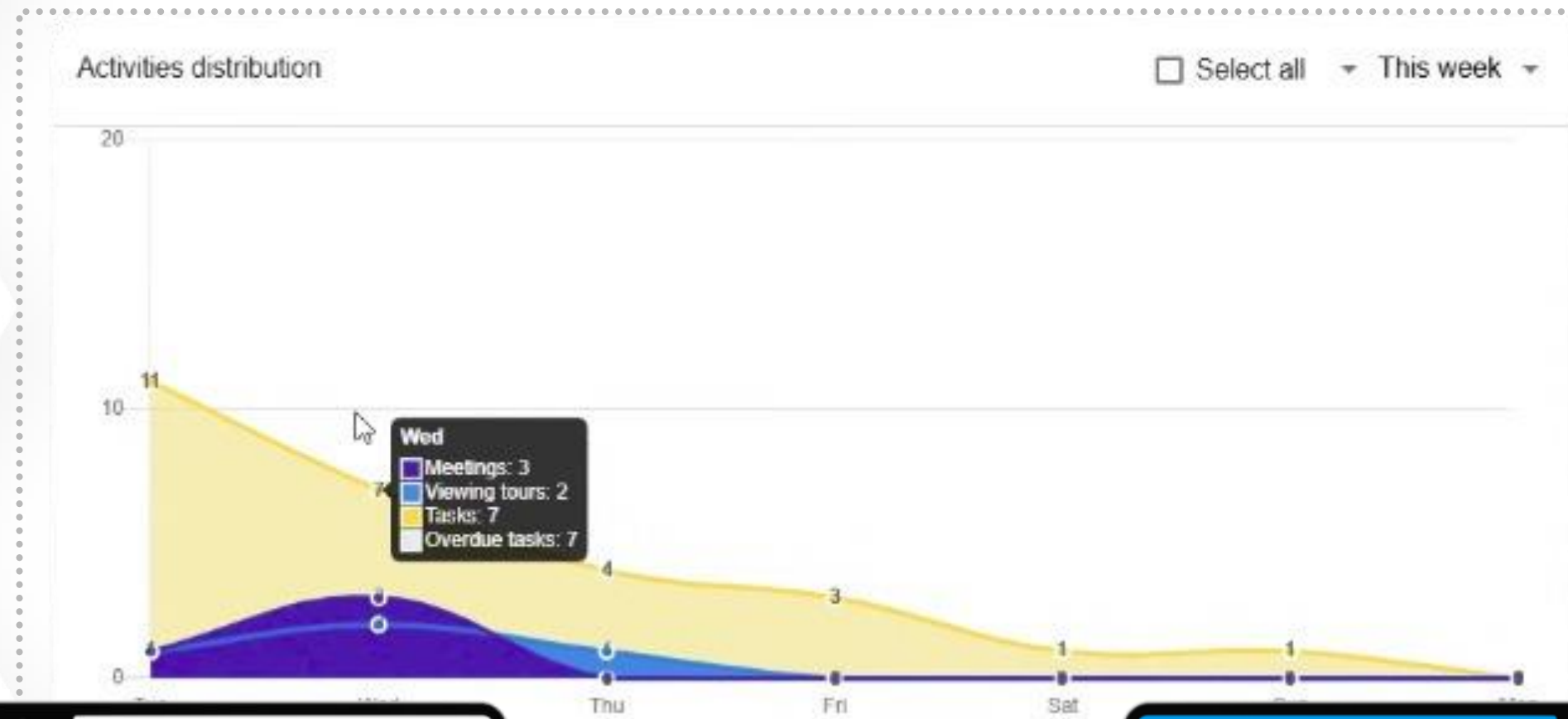


### Agent Access

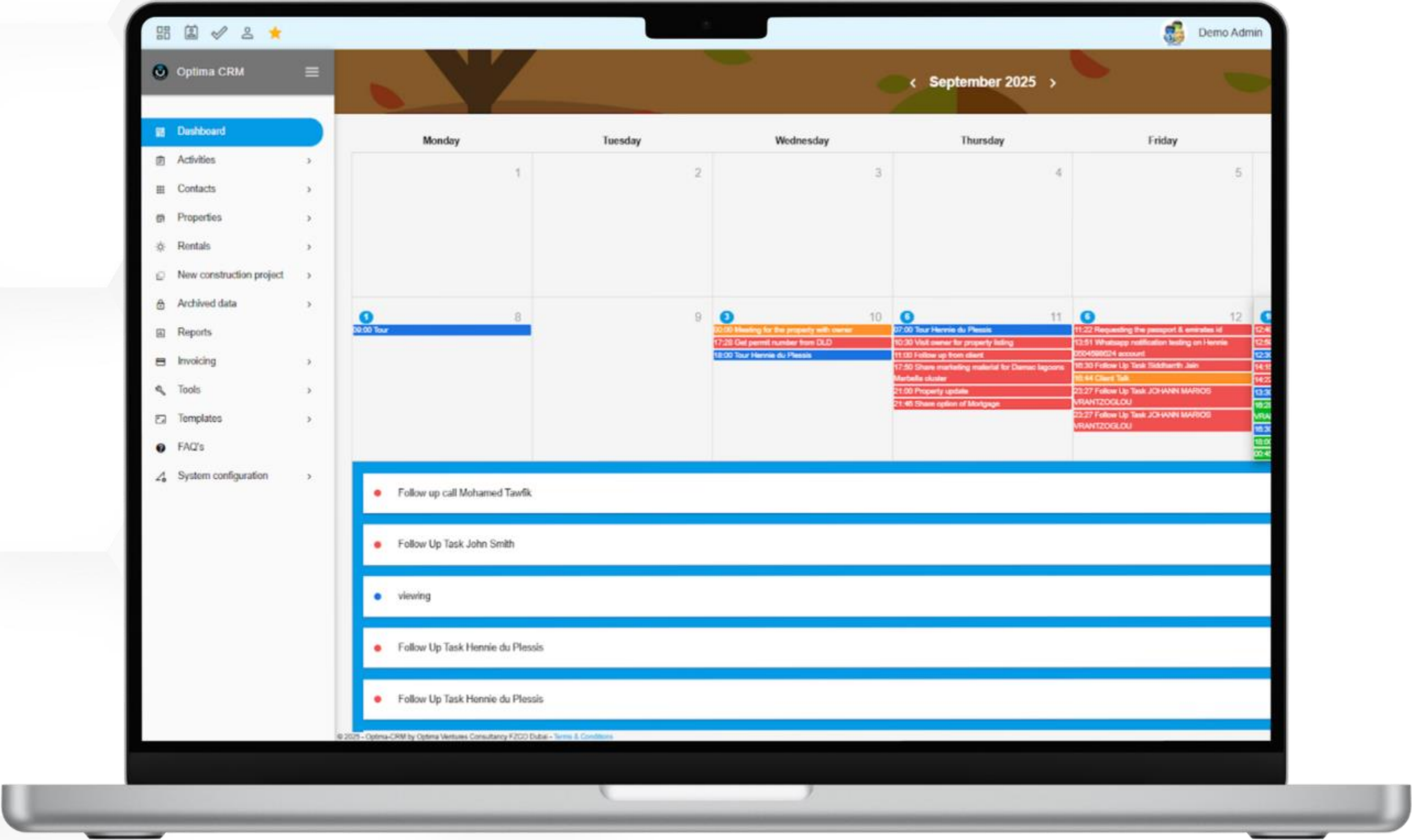
Give authorized access to agents for viewing or editing listings.



# Real-Time Insights to Drive Smarter Sales Outcomes



# Stay on Track with **Follow-Ups & Reminders**



# Lease Contract, Maintenance & Invoicing Management



## Digital Property Profiles

Every property in Optima CRM is a live digital profile—connecting rental contracts, images, documents, service requests, and tenant data.



## Real-Time Access

Receive real-time alerts and enjoy full access to clients, owners, and properties from anywhere.

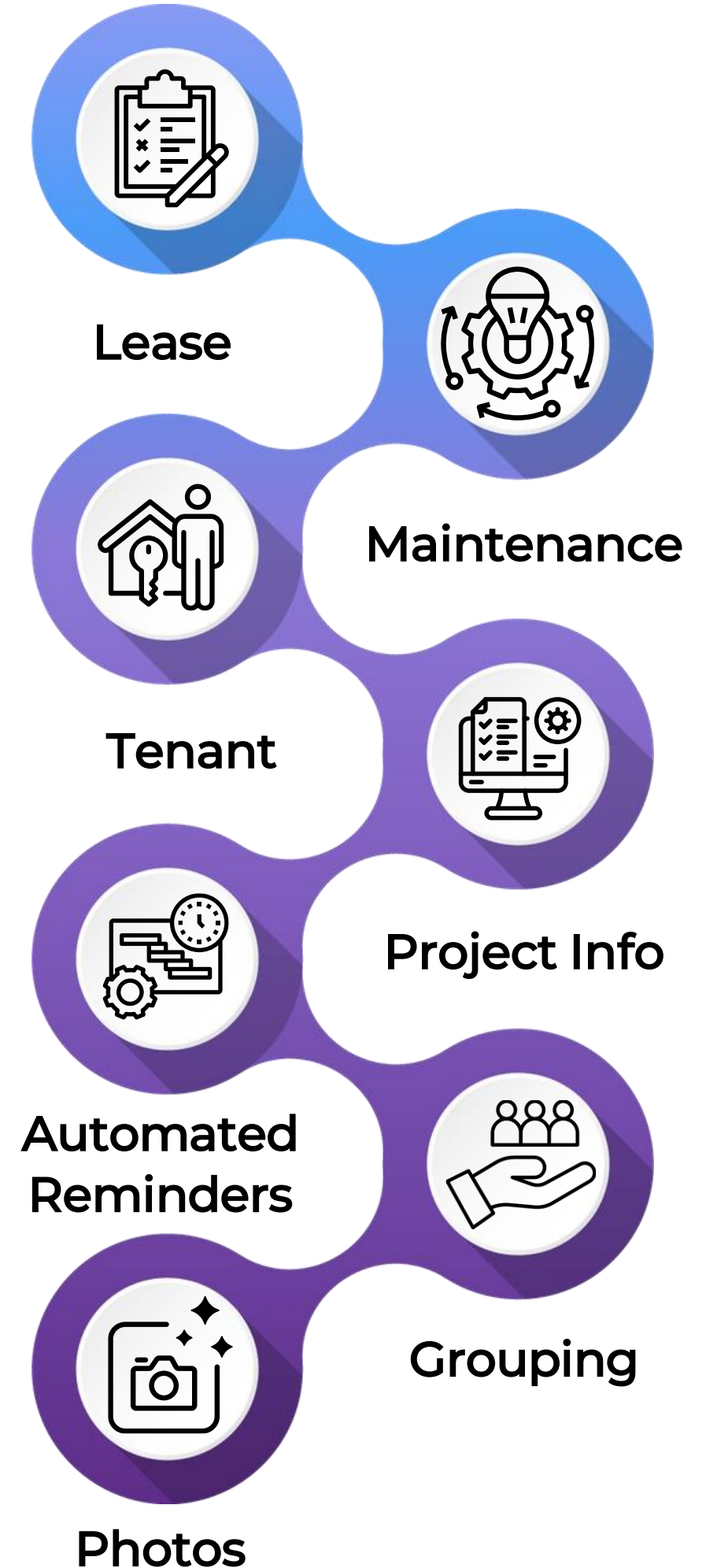


## Simplified Lease Management

Create and manage leases, and easily track payments, renewals, and deposits.

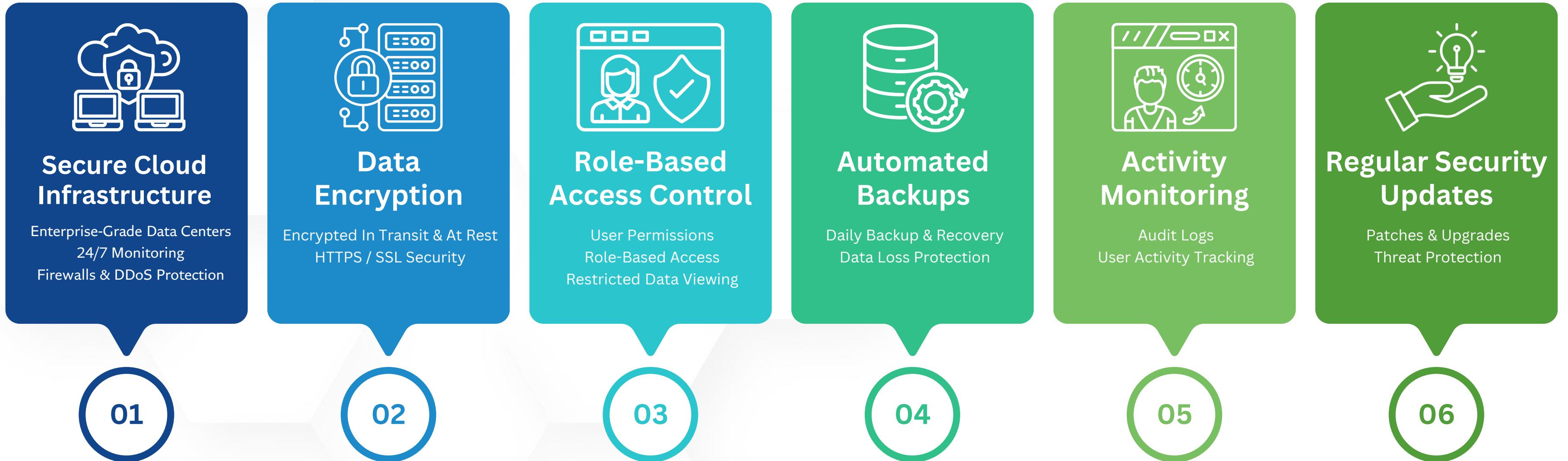


Property



# OPTIMA CRM SECURITY OVERVIEW

Protecting Your Real Estate Data with Enterprise-Grade Cloud Security



## Why Cloud SaaS is Safer Than On-Premise

<b>Office Server</b>	Hardware Failure Risk	Manual Backups	Limited IT Security	Local Risks (Fire/Theft)
<b>Optima CRM Cloud</b>	✓ Redundant	✓ Automated Backups	✓ Enterprise Protection	✓ Secure Data Centers

# Trusted by Leading Companies



# Start Your **Optima CRM** Subscription

The subscription charges are per user per month

	<b>Starter</b> <i>(upto 10 users)</i>	<b>Growth</b> <b>11 - 29 Users</b> <i>(10% Discount)</i>	<b>Enterprise</b> <b>30+ Users</b> <i>(10% Discount)</i>
<b>If you pay BI-Annually</b>	<b>4,000 AED</b> <i>(6 months)</i>	<b>60 AED</b> <i>/user / month</i>	<b>54 AED</b> <i>/user / month</i>
<b>If you pay annually</b> <b>(10% Discount)</b>	<b>7,200 AED</b> <i>(12 months)</i>	<b>54 AED</b> <i>/user / month</i>	<b>48 AED</b> <i>/user / month</i>

Optional Add-Ons: WhatsApp marketing funnels via Meta Business API and real-time website property listing integration (API + CMS) are available at additional cost upon request.

# No Initial Setup **Fee**

	Standard Pricing	Pricing for you
Setup Fee	<del>4000 AED</del>	Waived
Property Portals Integration	<del>2000 AED</del>	Waived

# THANK YOU

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**+971 588 706 162**



**info@optimaventures.ae**



**Dubai Silicon Oasis, UAE**