

UNLOCK THE FUTURE OF
PROPERTY MANAGEMENT WITH
OPTIMA CRM

COMMERCIAL PROPOSAL

OPTIMA CRM
(STANDARD EDITION)

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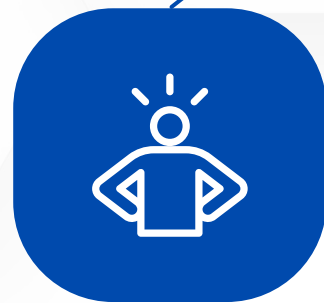
About **Optima CRM**

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.

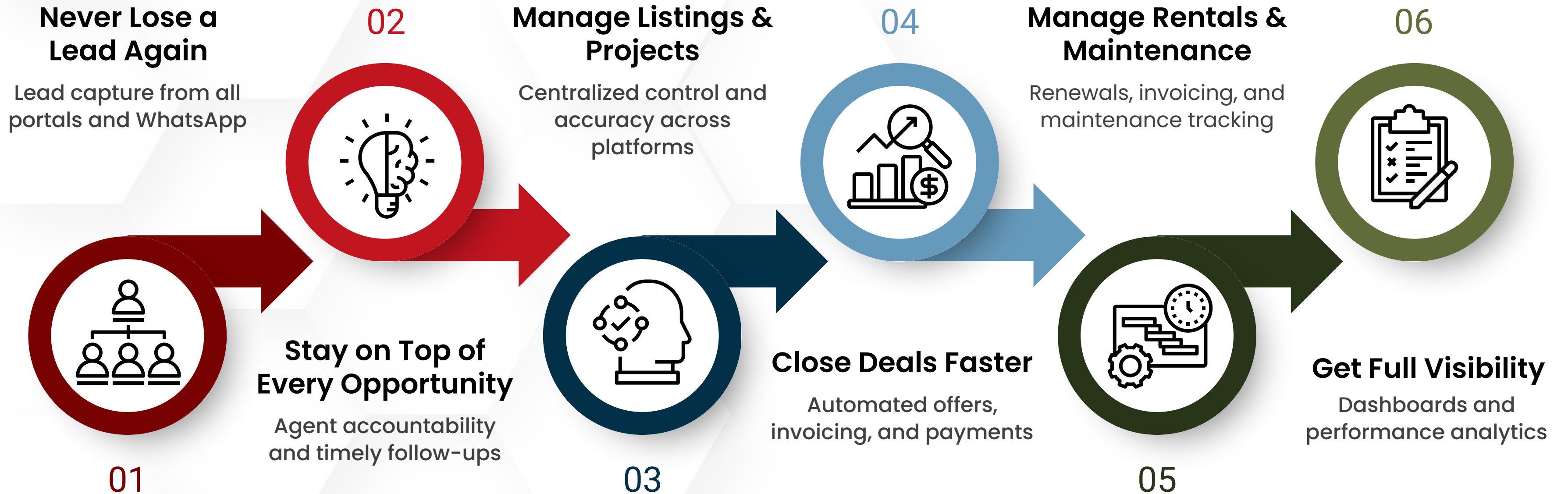


Improving agent **productivity** with **structured** workflows.

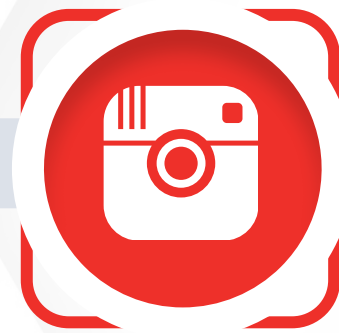


Providing **visibility** for managers to **monitor** performance.

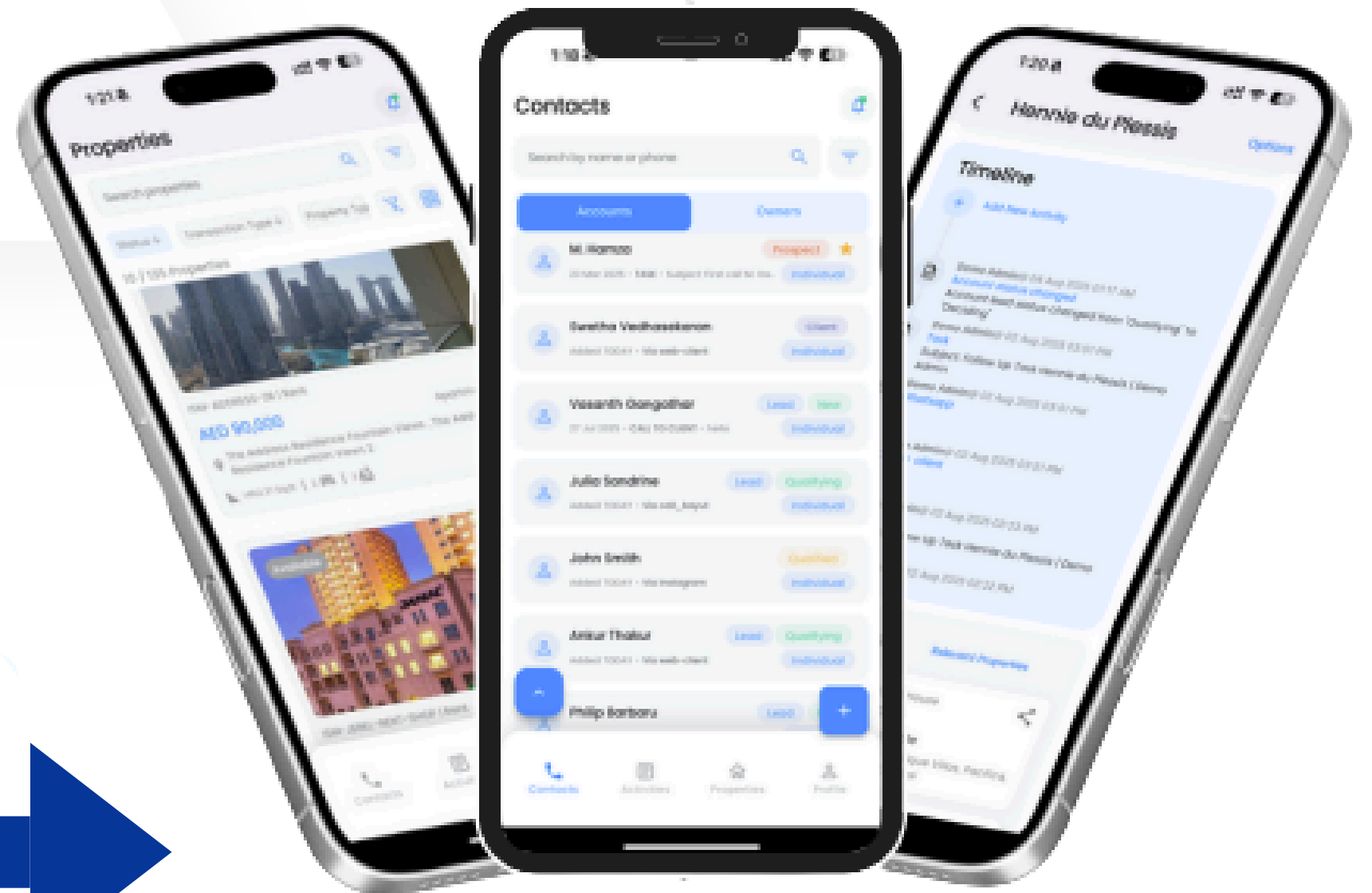
Optima CRM Optimizes Six Key Operational Areas in Real Estate



Optima CRM: Bridging Multiple Lead Sources into One Platform

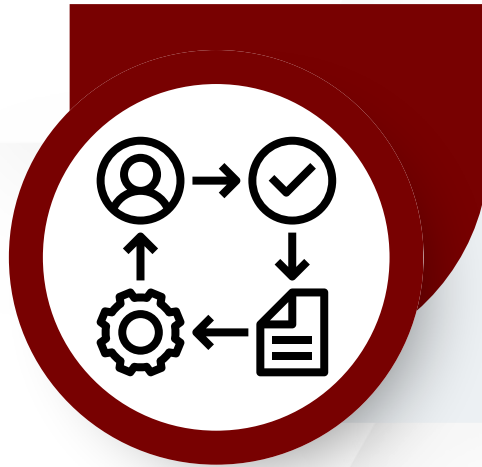


Optima CRM connects your entire lead ecosystem into a single hub, so you never miss a deal.



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).



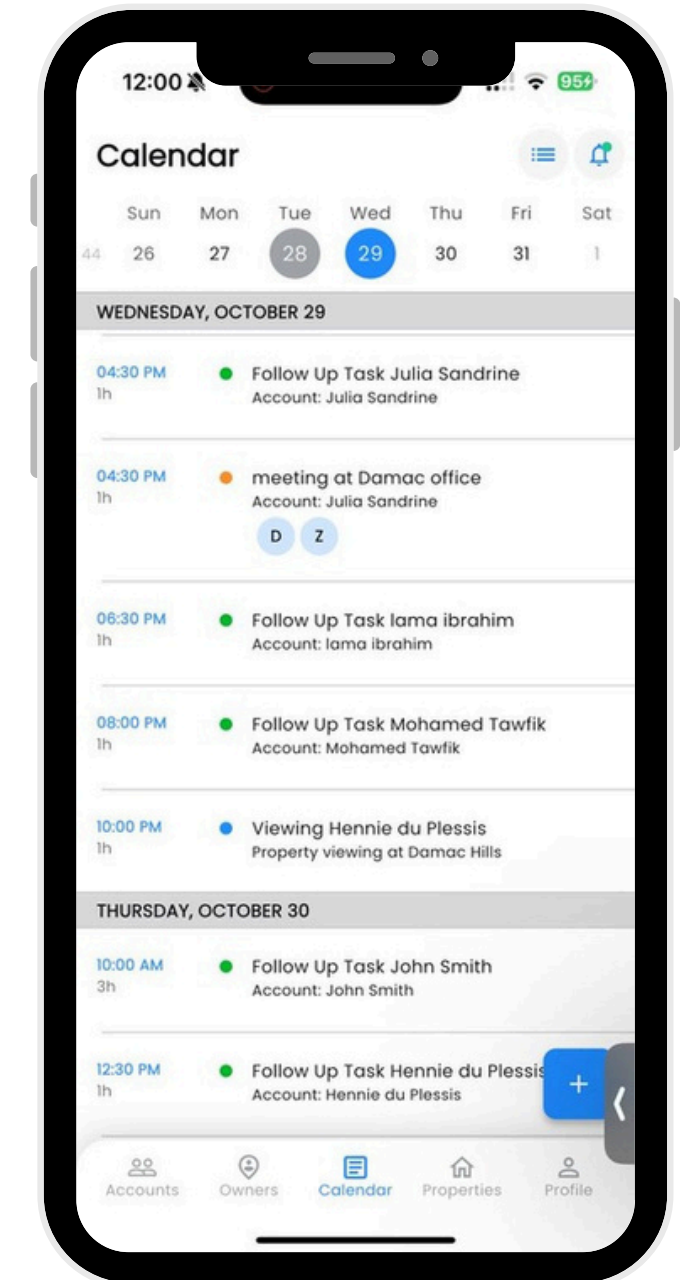
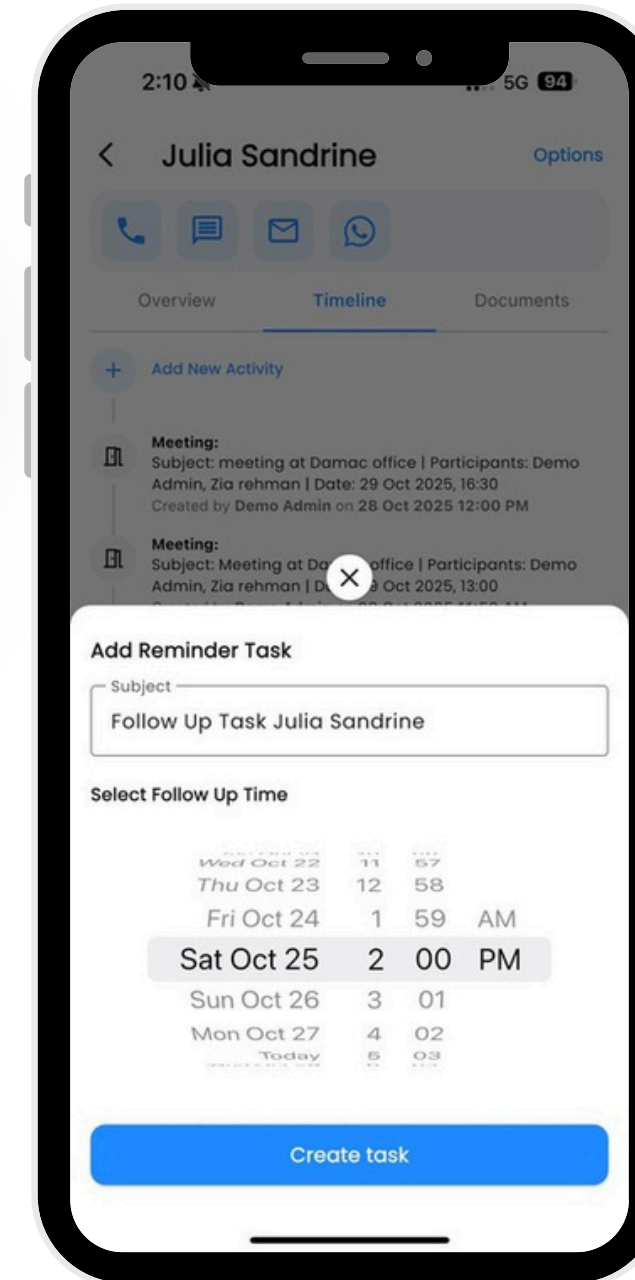
Lead Tracking

Monitor lead status from new inquiry → active → closed.

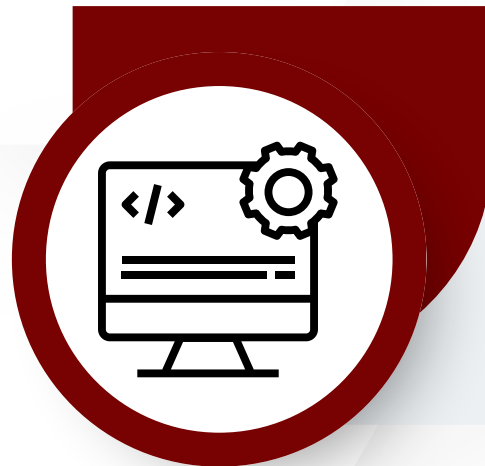


Follow-up & Reminders

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.



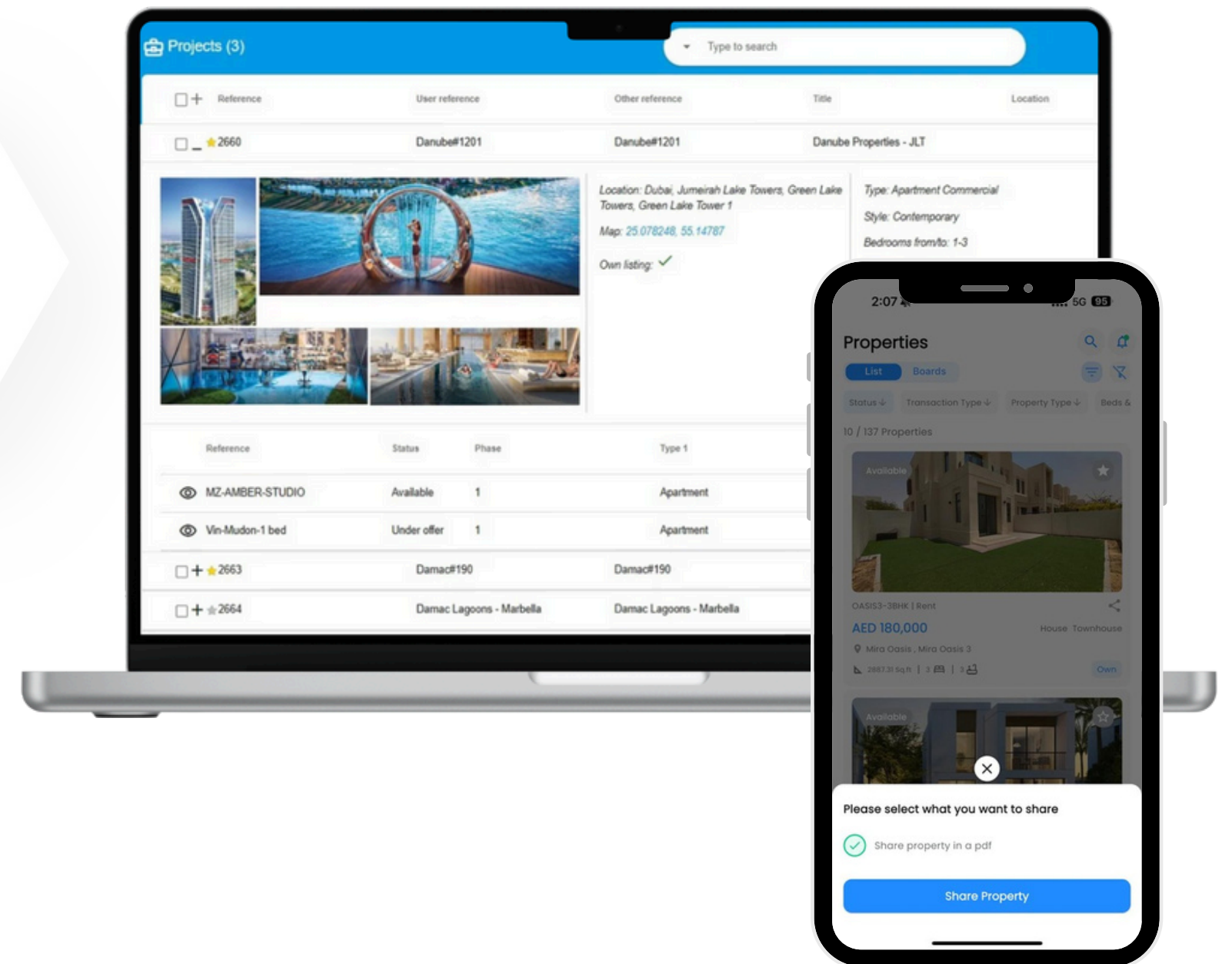
Duplicate Control

Avoid duplicate listings by automated property checks.

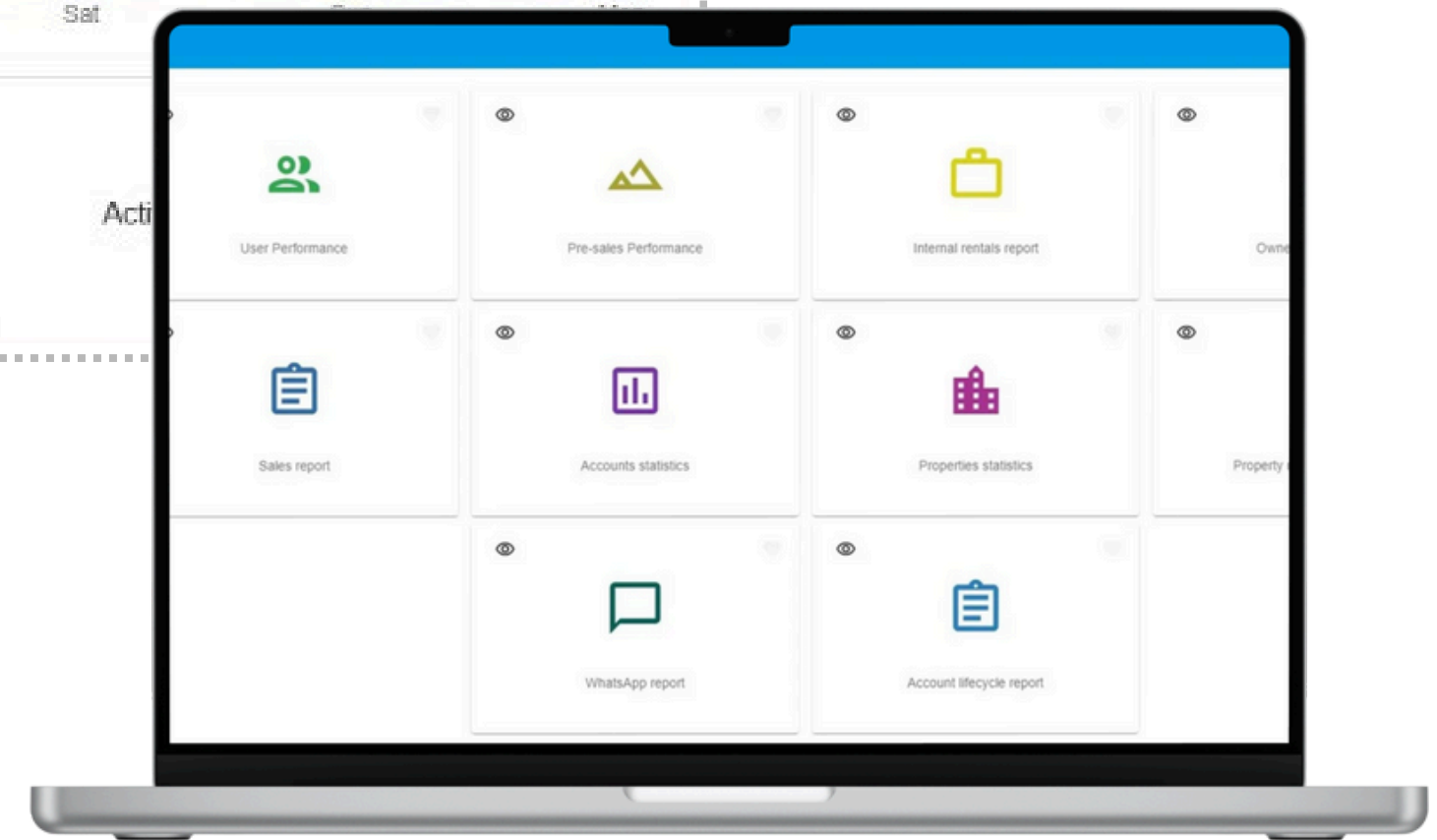
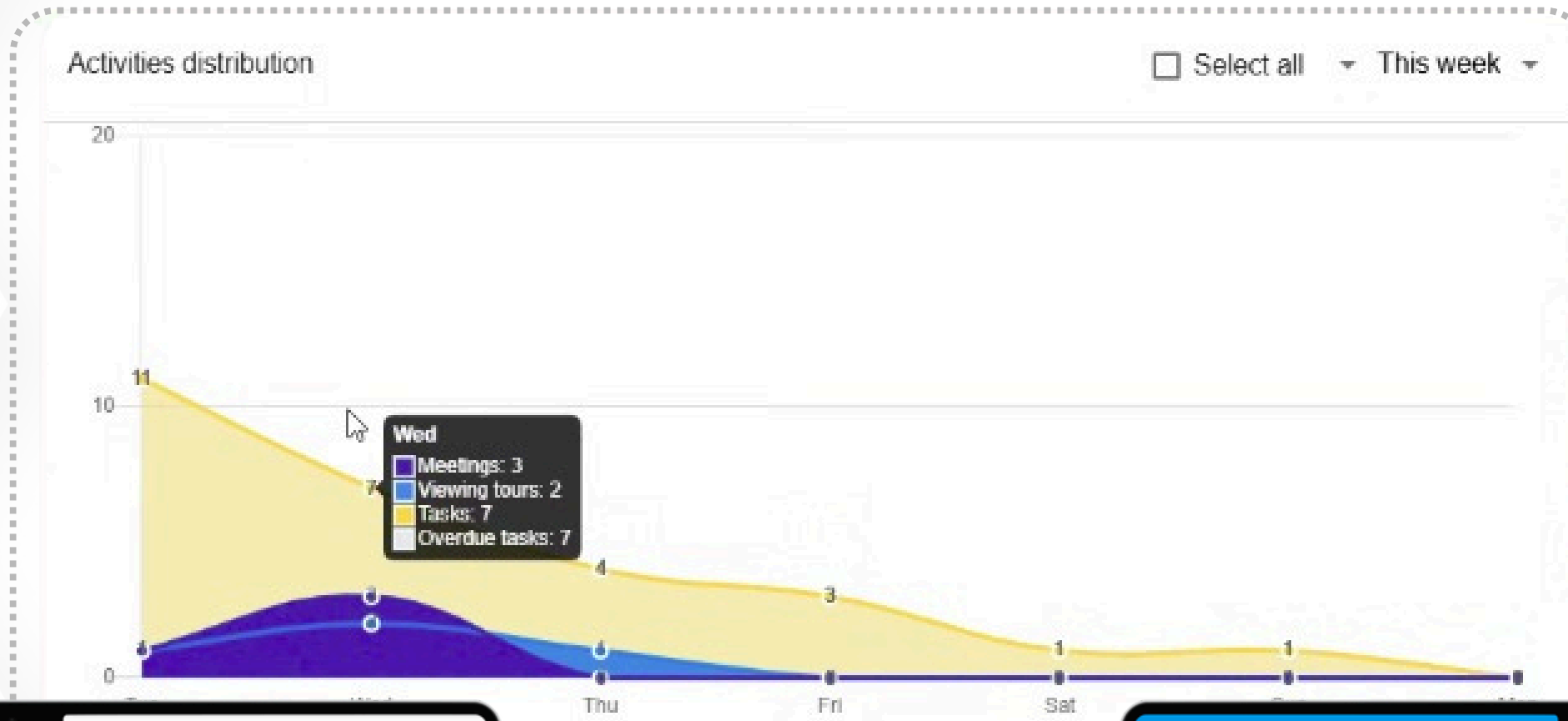


Agent Access

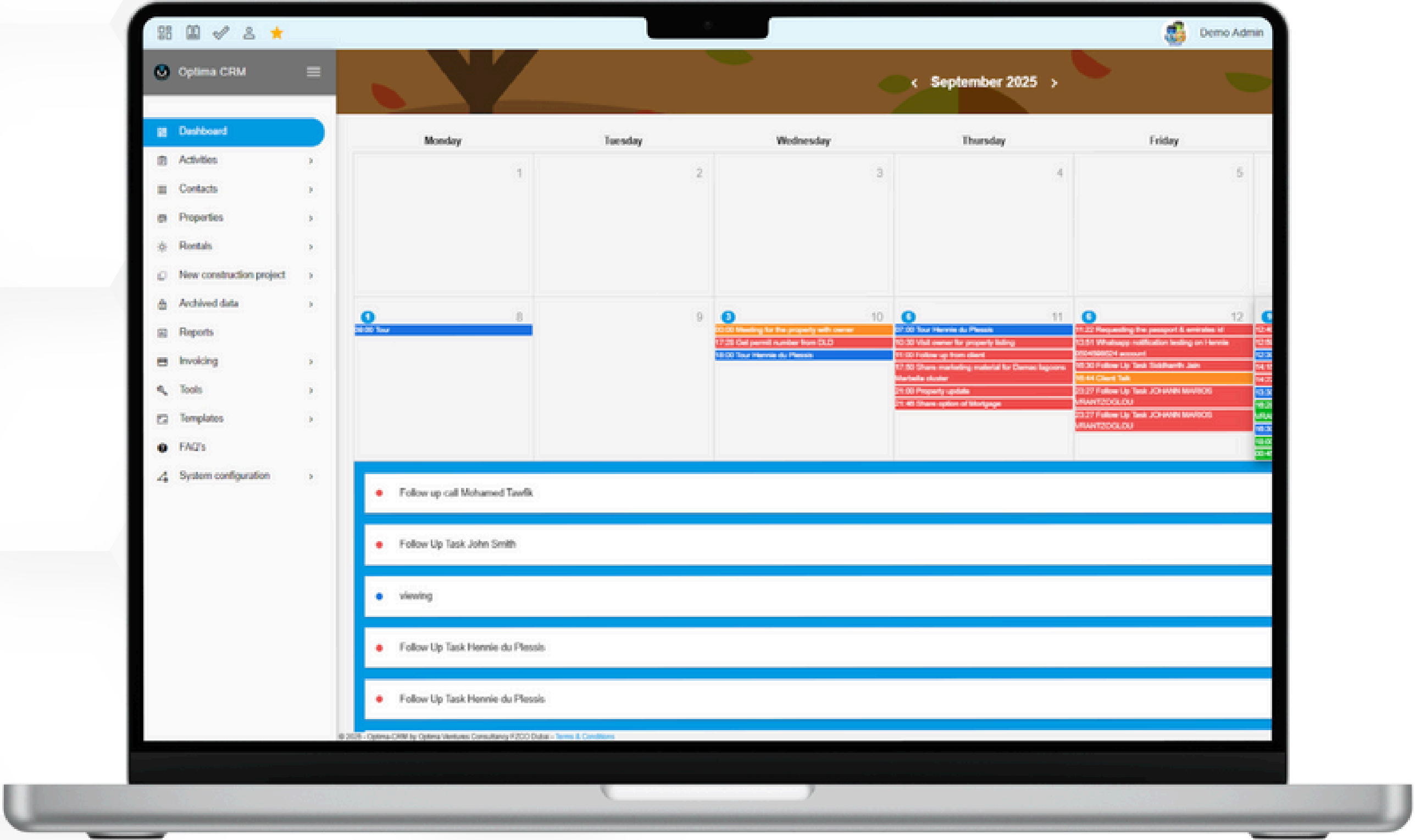
Give authorized access to agents for viewing or editing listings.



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.

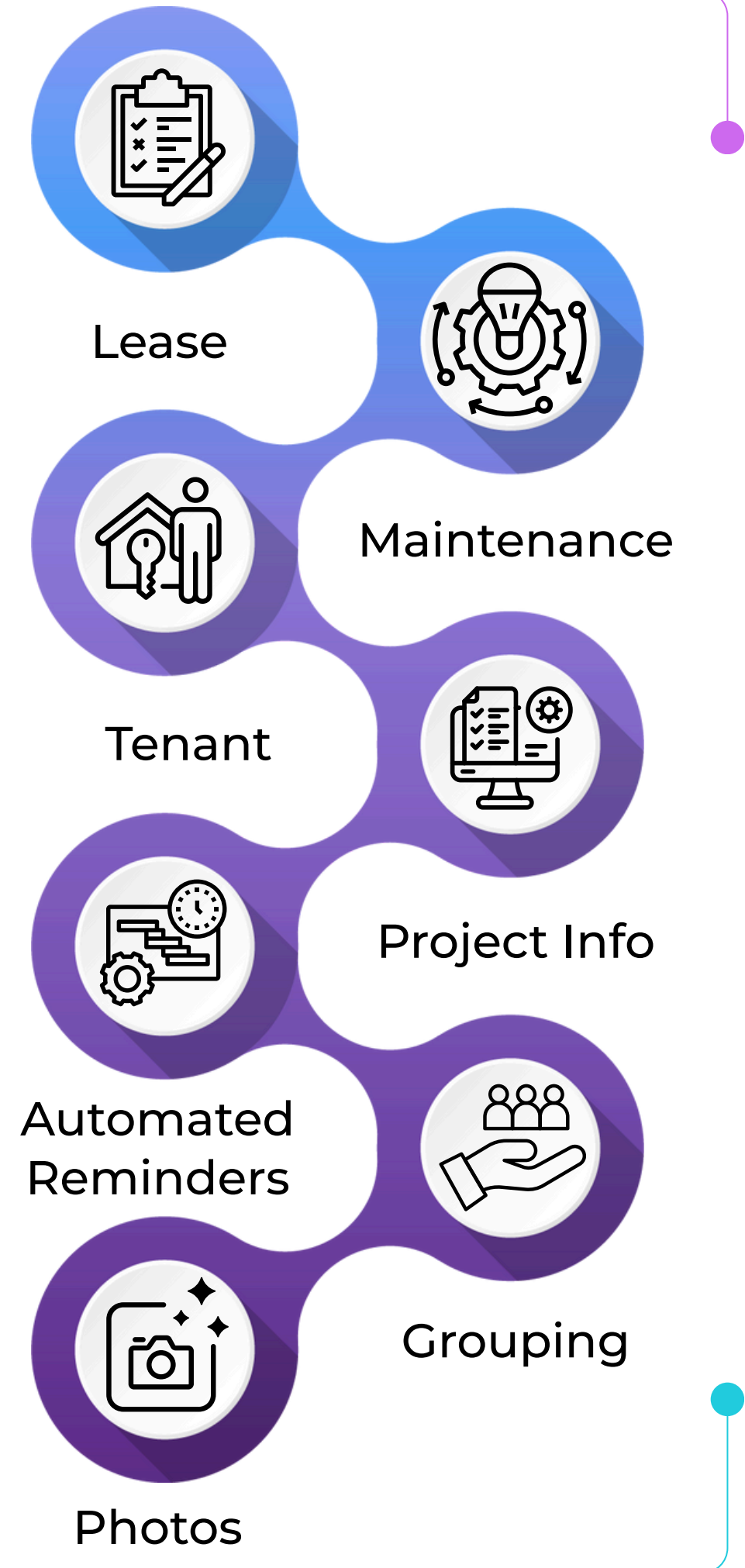


Simplified Lease Management

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



Property



Lease

Maintenance

Tenant

Project Info

Automated Reminders

Photos

Grouping

Trusted by Leading Companies



Start Your **Optima CRM** Subscription

The subscription charges are per user per month

	Base <i>(min. 10 users)</i>	11 - 29 Users <i>(10% Discount)</i>	30+ Users <i>(20% Discount)</i>
If you pay Semi-Annually	\$18.00 /user / month	\$16.20 /user / month	\$14.40 /user / month
If you pay annually (15% Discount)	\$15.30 /user / month	\$13.77 /user / month	\$12.24 /user / month

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	\$1,000	Waived
Property Portals Integration	\$500	Waived

THANK YOU

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