

UNLOCK THE FUTURE OF  
**PROPERTY MANAGEMENT** WITH  
**OPTIMA CRM**

# COMMERCIAL PROPOSAL

OPTIMA CRM  
(STANDARD EDITION)

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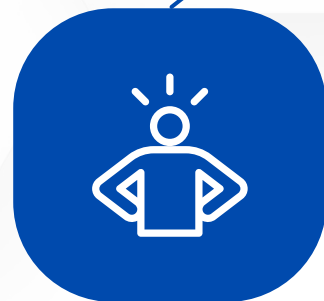
# About **Optima CRM**

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.

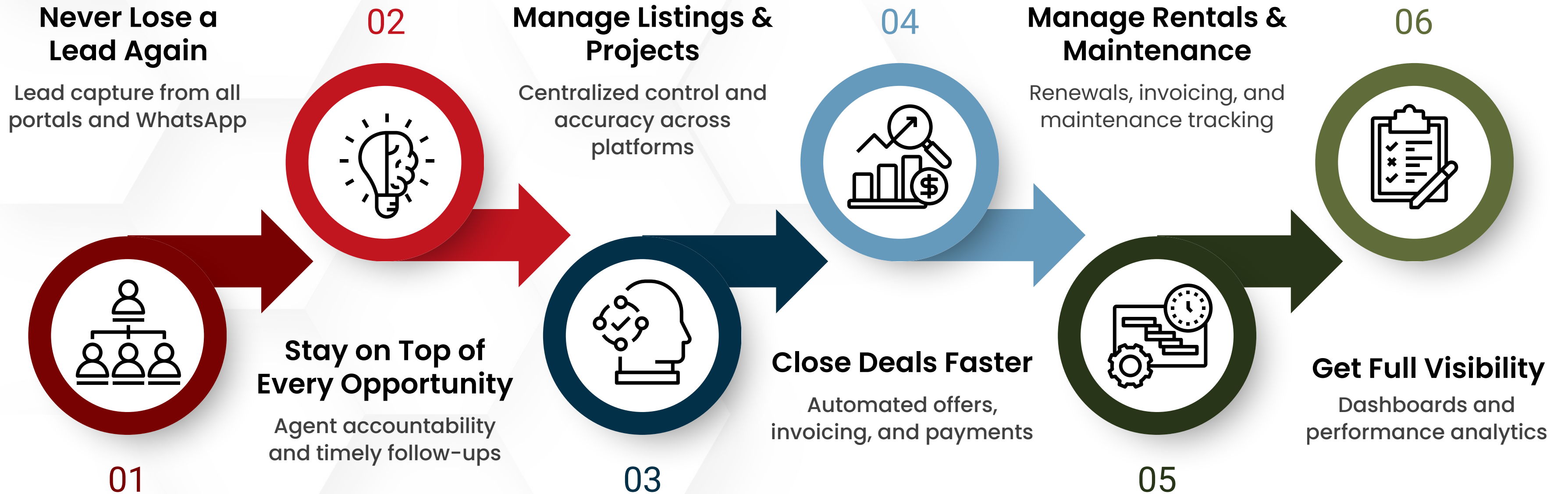


Improving agent **productivity** with **structured** workflows.

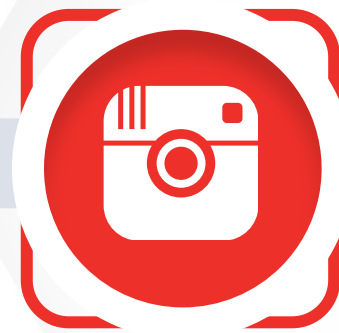


Providing **visibility** for managers to **monitor** performance.

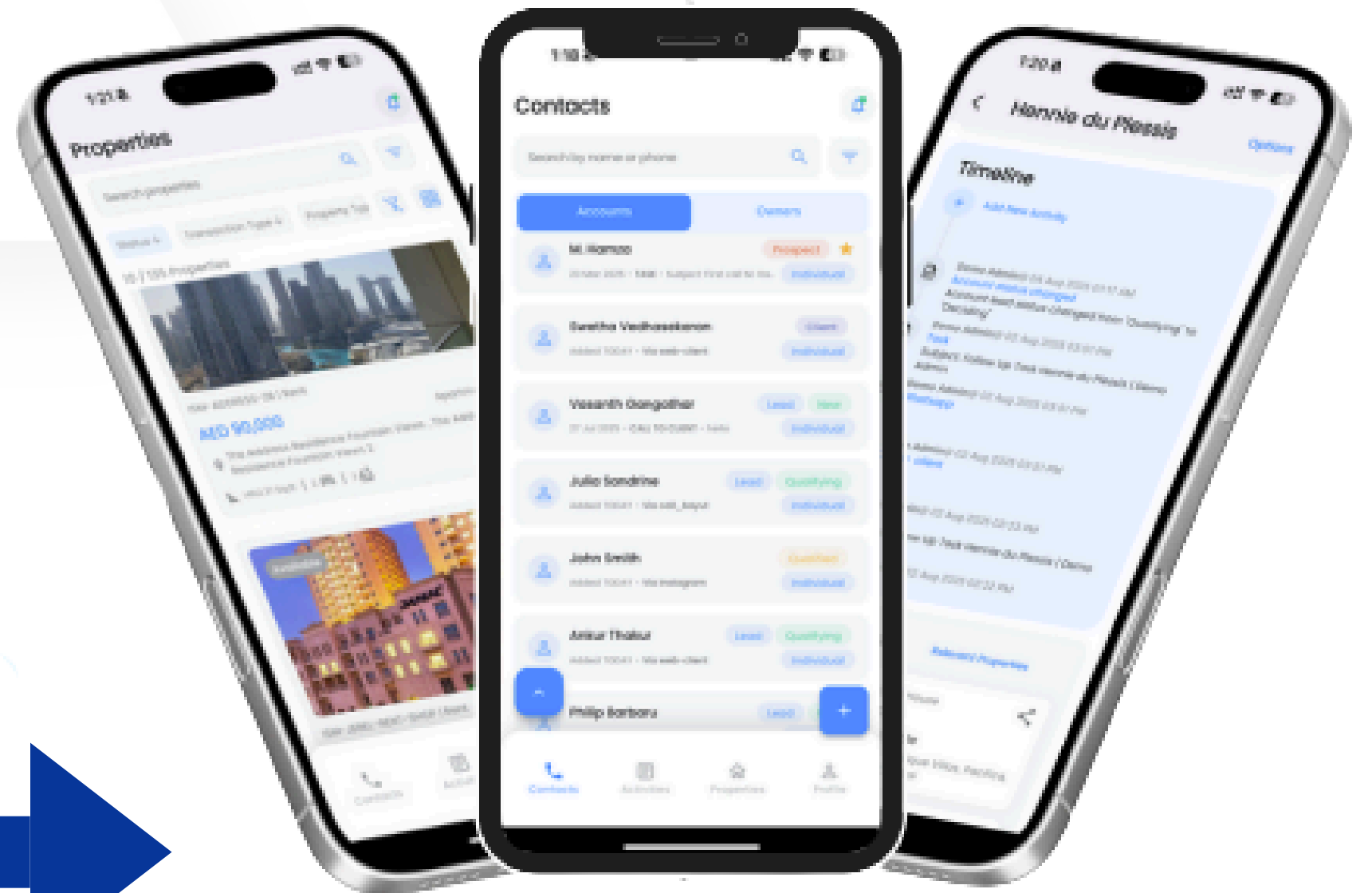
# Optima CRM Optimizes Six Key Operational Areas in Real Estate



# Optima CRM: Bridging Multiple Lead Sources into One Platform

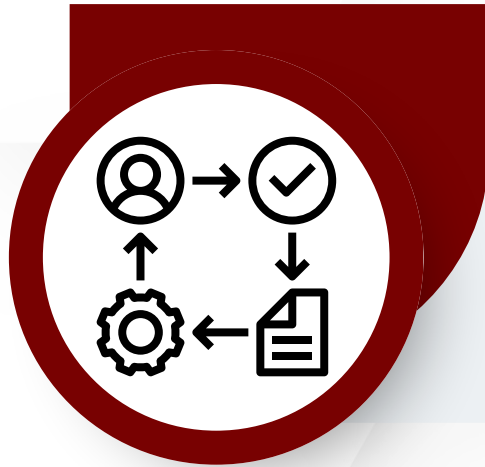


**Optima CRM** connects your entire lead ecosystem into a single hub, so you never miss a deal.



# 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).



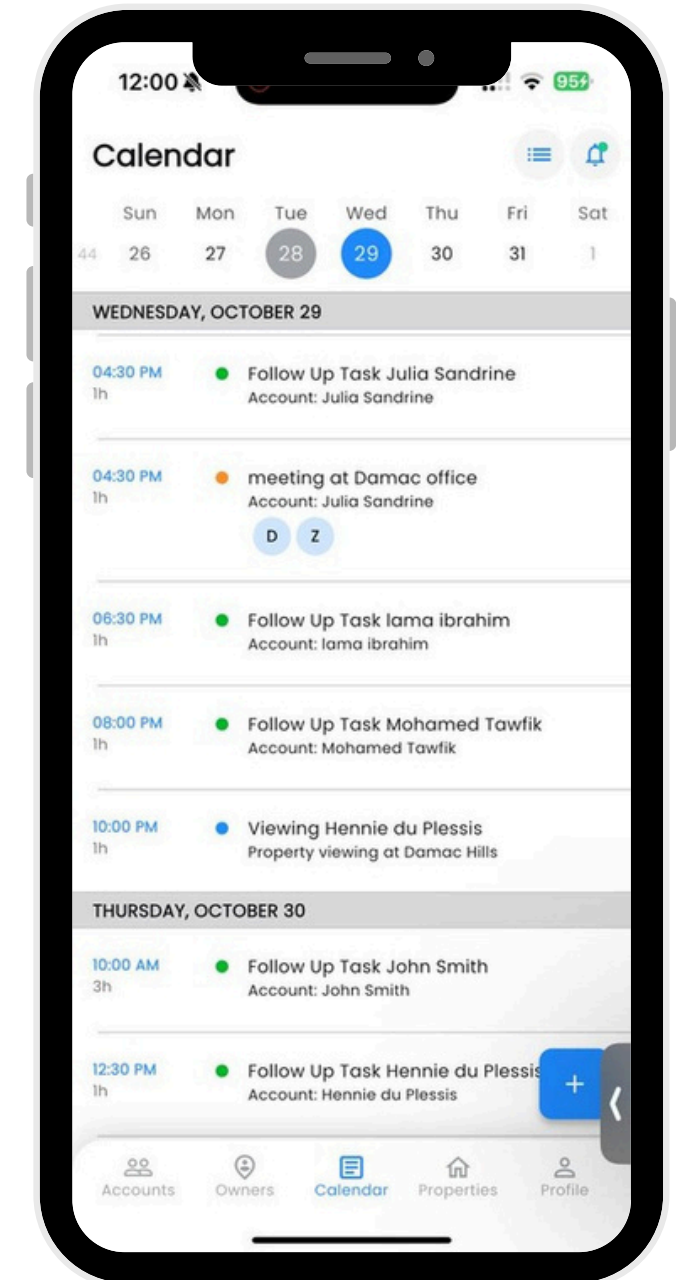
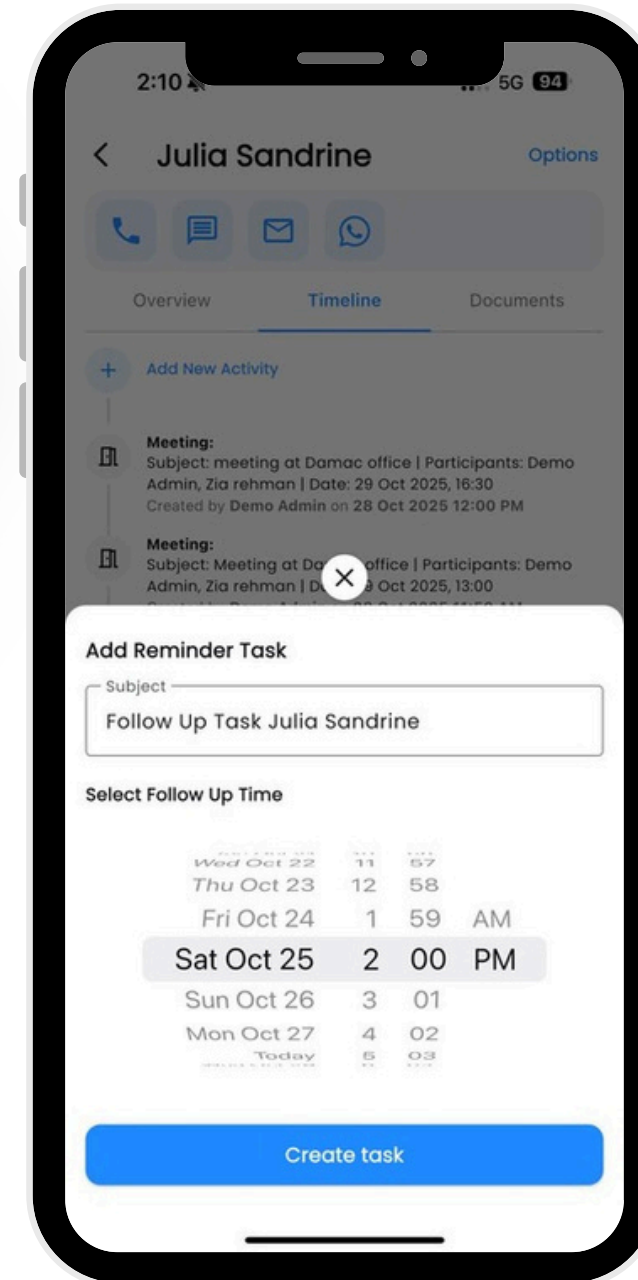
## **Lead Tracking**

Monitor lead status from new inquiry → active → closed.

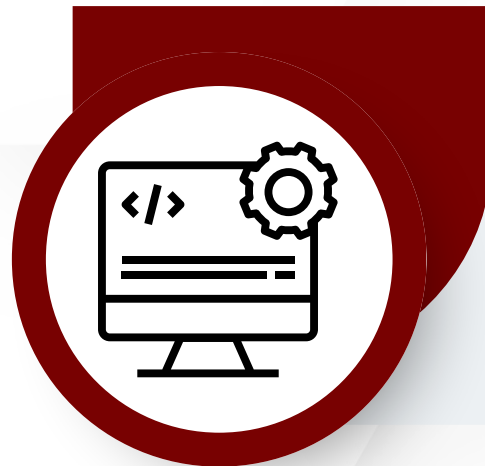


## **Follow-up & Reminders**

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.



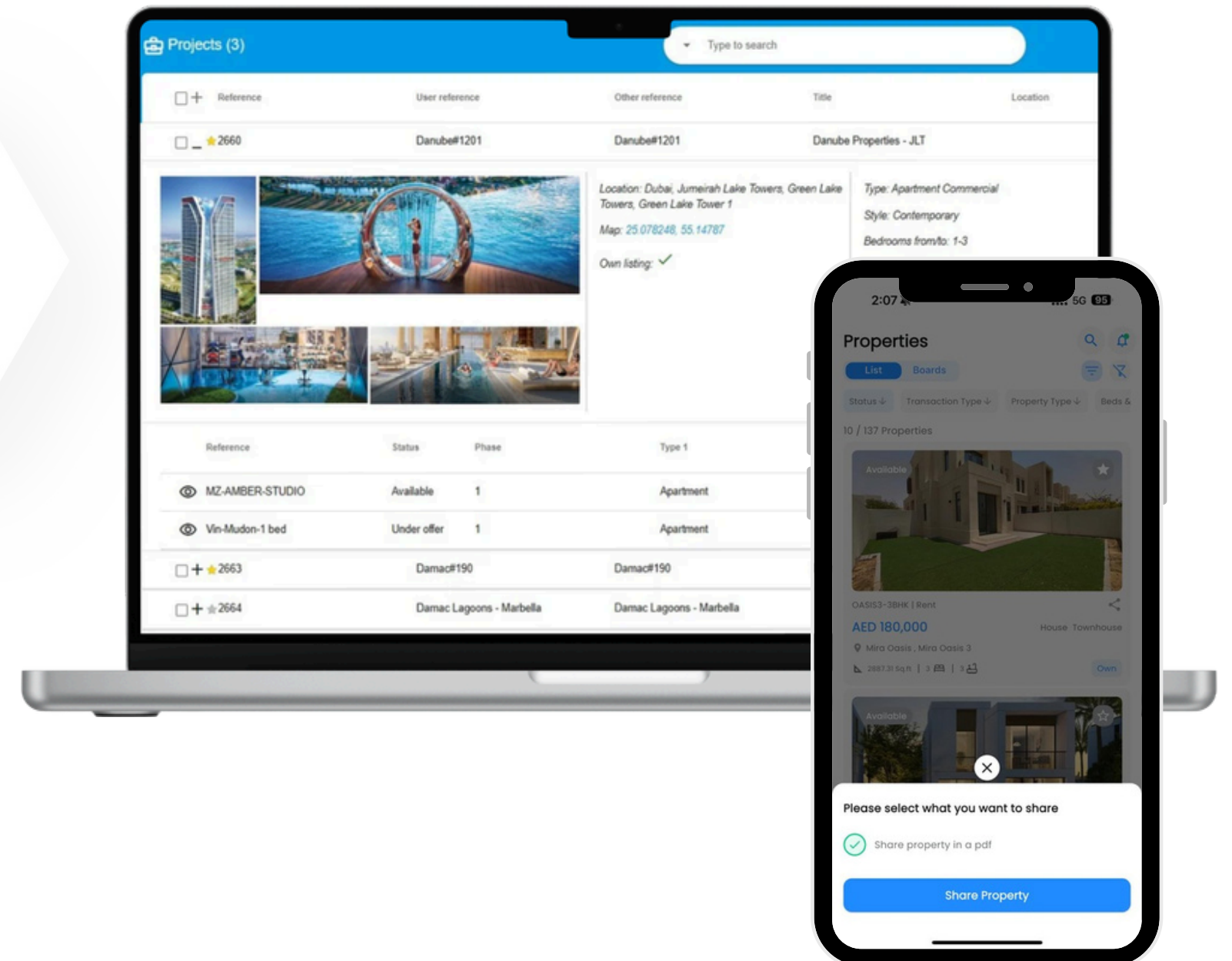
## Duplicate Control

Avoid duplicate listings by automated property checks.

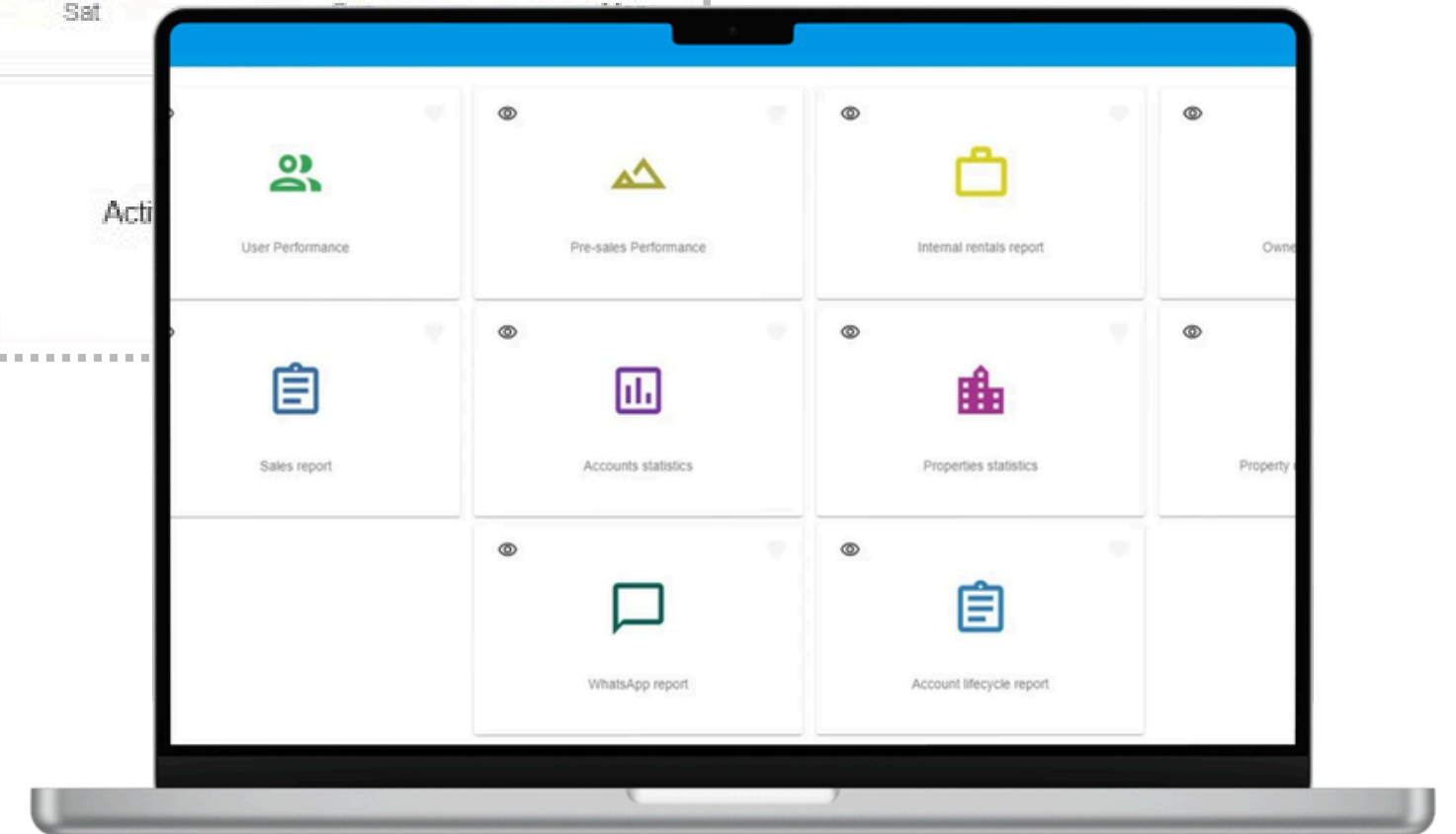
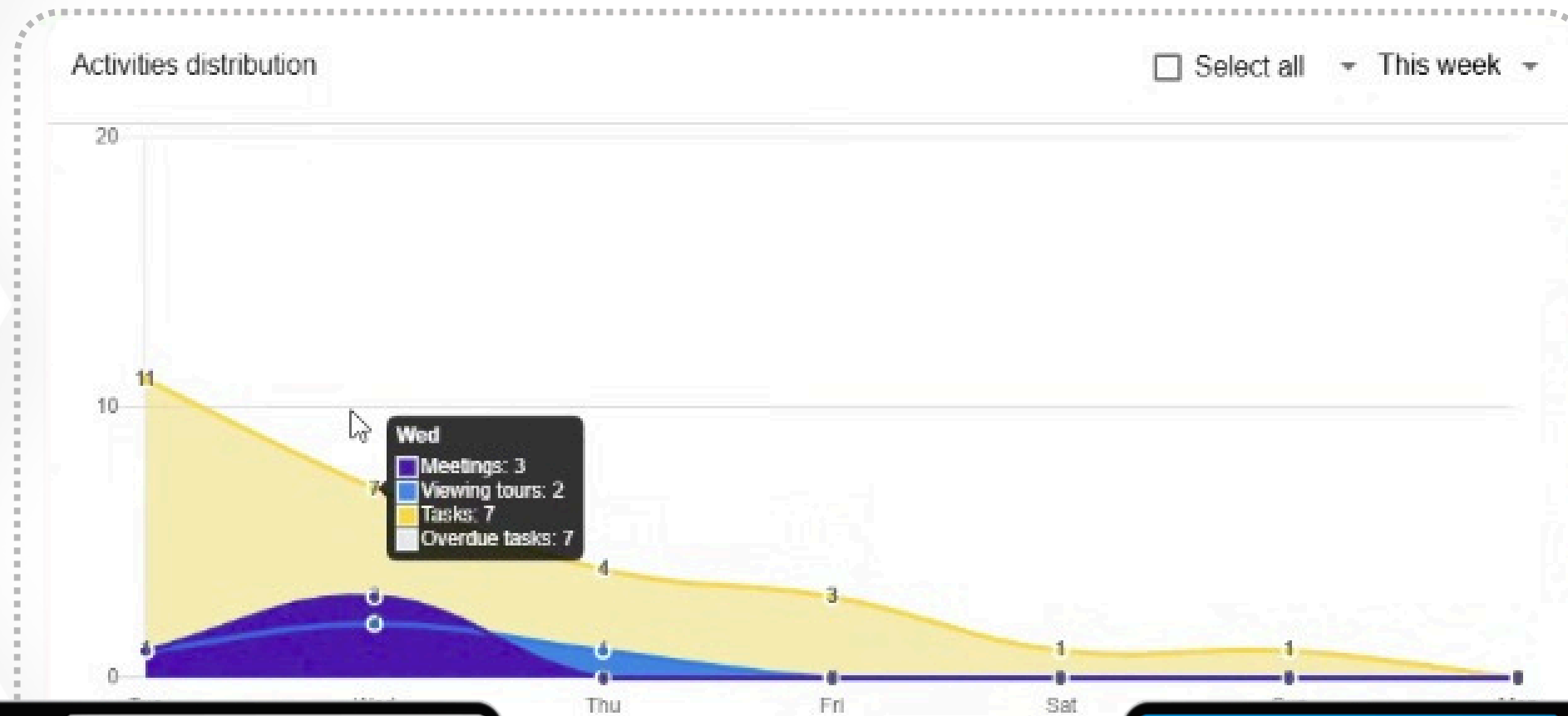


## Agent Access

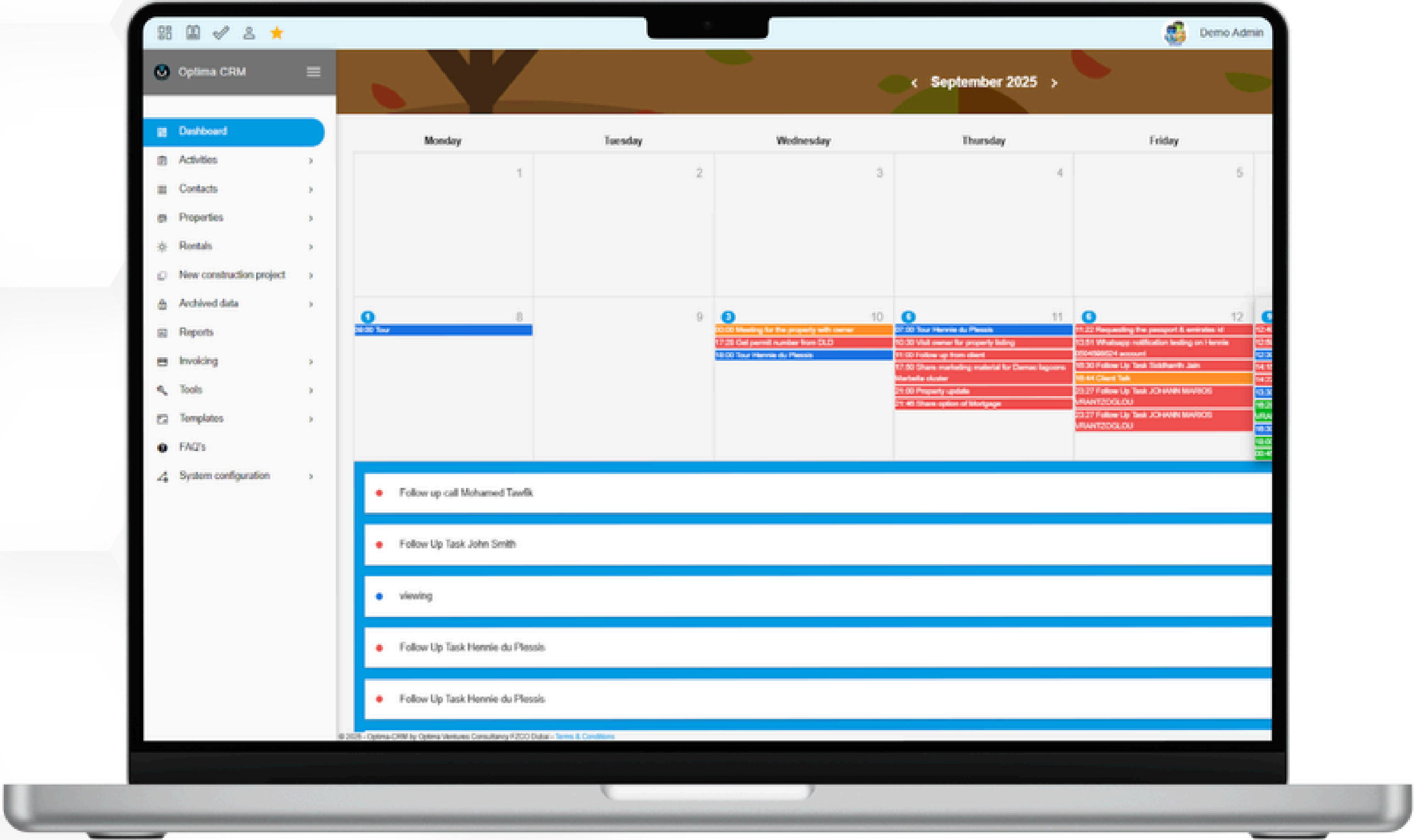
Give authorized access to agents for viewing or editing listings.



# 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.

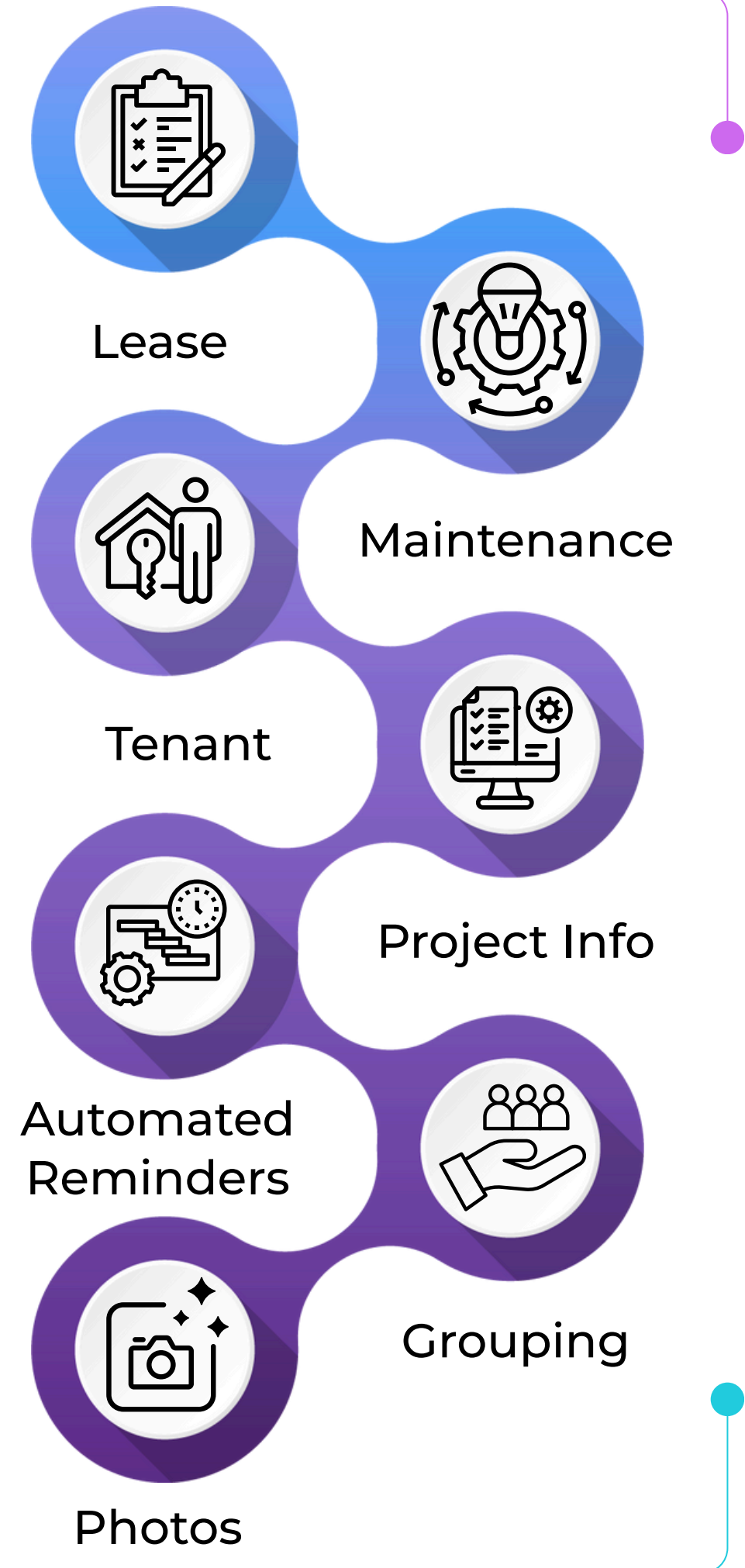


## Simplified Lease Management

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

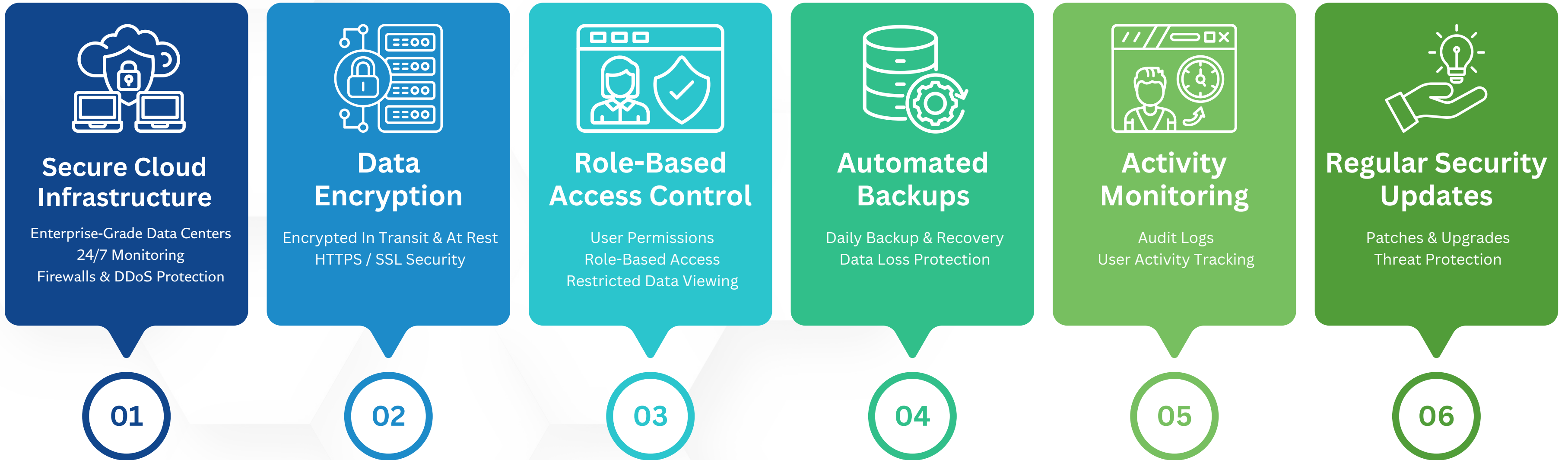


Property



# 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>Base</b> <i>(min. 10 users)</i>	<b>11 - 29 Users</b> <i>(10% Discount)</i>	<b>30+ Users</b> <i>(20% Discount)</i>
<b>If you pay Semi-Annually</b>	<b>\$18.00</b> /user / month	<b>\$16.20</b> /user / month	<b>\$14.40</b> /user / month
<b>If you pay annually</b> <b>(15% Discount)</b>	<b>\$15.30</b> /user / month	<b>\$13.77</b> /user / month	<b>\$12.24</b> /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	<del>\$1,000</del>	Waived
Property Portals Integration	<del>\$500</del>	Waived

# THANK YOU

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