

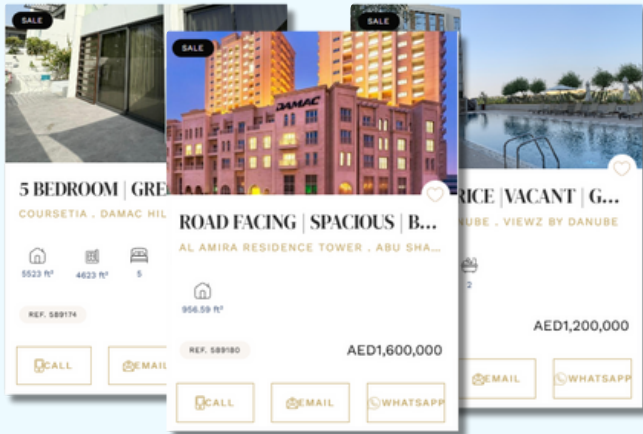
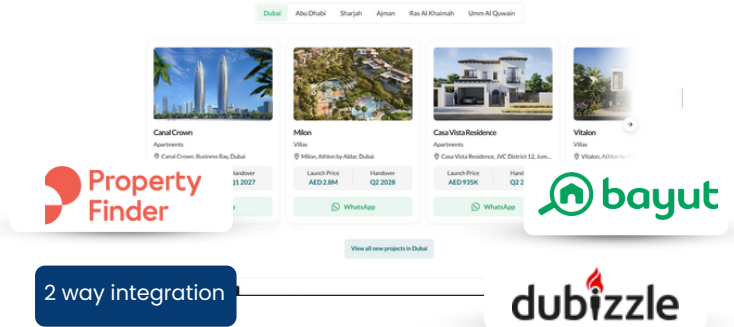
Maximize Every Lead. Close More Deals

List smarter, track leads end-to-end, and close deals faster — even on the go with Optima CRM's mobile app



List Once. Sync Everywhere

- Central Property Database
- Two-way sync with Bayut, Dubizzle, Property Finder
- Lead Import directly into CRM

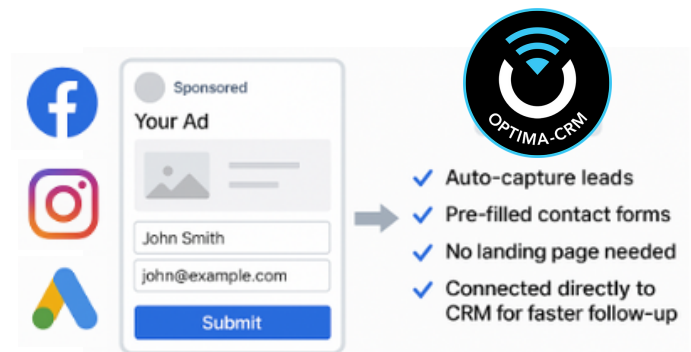


Your Website, Your Lead Machine

- Seamlessly sync your listings to your agency website—just like you do with portals.
- Automatically drive leads into CRM

Leads from Ads. Synced to CRM

Optima CRM integrates with Facebook, Instagram, and Google Lead Form Ads so your marketing campaigns convert instantly into real estate leads.



WhatsApp Business API Campaigns

- Share brochures
- Start Conversations
- Broadcast campaigns

OPTIMA CRM MOBILE – EVERYTHING YOUR AGENTS NEED, ANYWHERE

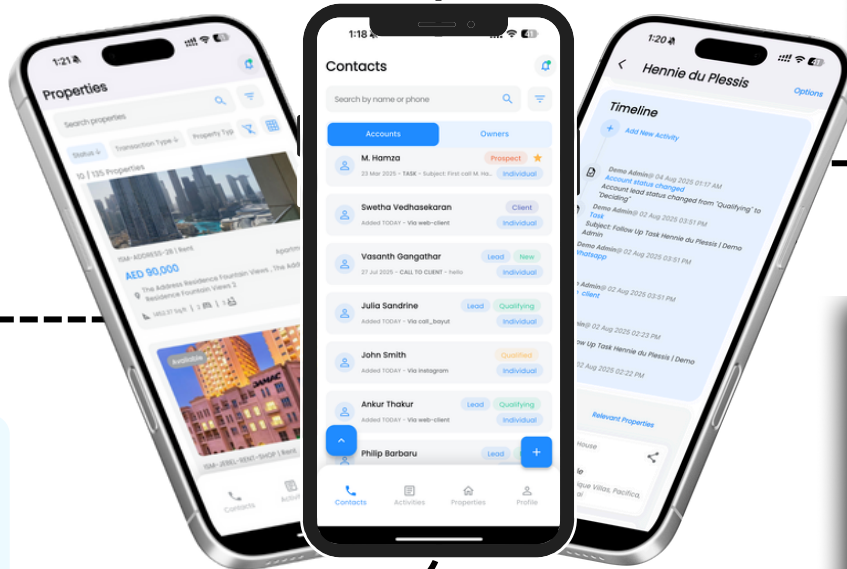
MANAGE LEADS, TRACK PROPERTIES, AND STAY CONNECTED IN REAL TIME—ALL FROM ONE APP.

PROPERTIES & BROCHURES

- Property details in one tap
- Generate & share PDFs

ACCOUNT & OWNER LISTINGS

- Filtered by assignment
- Sort by date & updates tracking
- Quick access to details



ACCOUNTS & OWNERS

- Personalized lists
- Kanban boards
- Qualification tracking

TIMELINE & NOTES

- Every interaction logged
- Add notes instantly

FOLLOW-UP & NOTIFICATIONS

- Instant lead alerts (portals & social)
- Task & meeting reminders

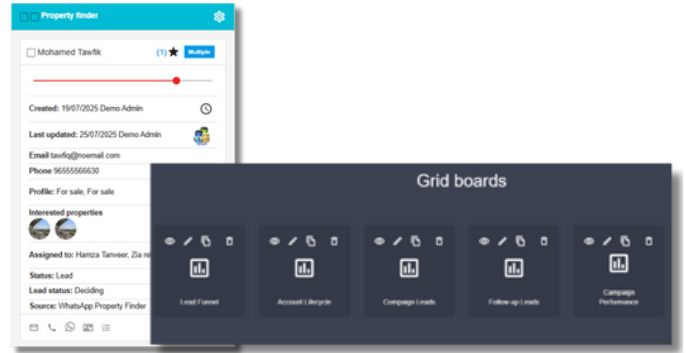


QUICK ACTIONS

- Call, WhatsApp, SMS, Email
- Create tasks & meetings

Kanban Boards for Lead Management

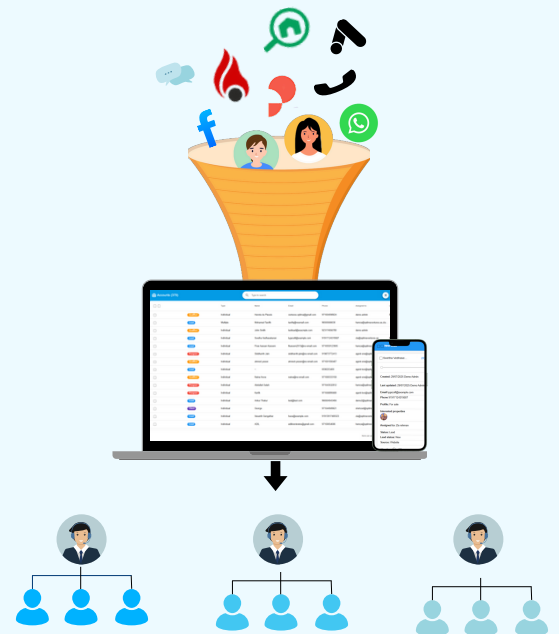
Owners, Leads, and Properties — all managed visually



Auto-Assign Leads to Agents

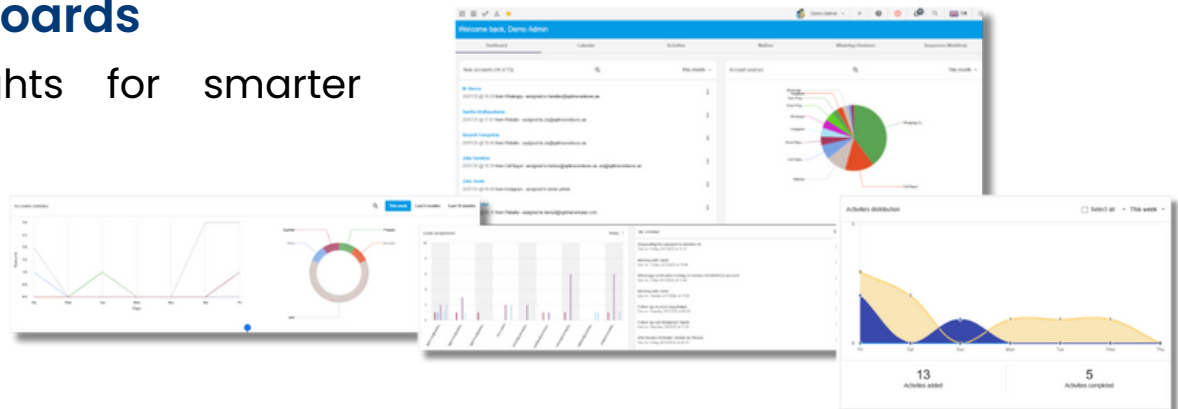
Optima CRM's smart lead routing system helps you distribute accounts automatically

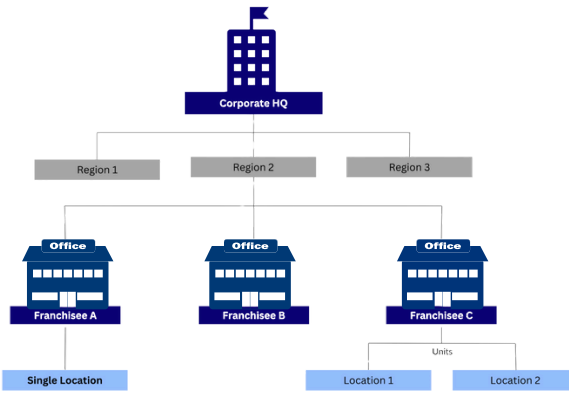
- Round Robin Rotation
- Fixed Agent Assignment By Campaign or Branch
- Instant Assignment Upon Lead Arrival



Admin Dashboards

Real-time insights for smarter decisions.



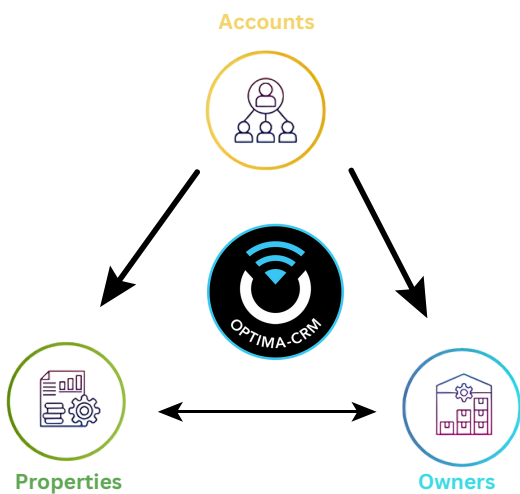


Manage Multiple Offices Under One CRM

Manage all your offices in one CRM, ensuring consistent processes, better collaboration, and complete visibility across your business.

Smart Grouping of Properties

- Define master details like pricing, unit sizes, and amenities.
- Support for Off-plan and Ready projects.
- Showcase grouped properties with schools, gyms, malls, and parks.
- Send promotions for the whole project with ease.
- Track inventory & updates in real time.



Structured, Yet Seamless

Accounts, Owners, and Properties — clearly segmented, yet intelligently connected. Track every relationship and listing with precision.

REQUEST A DEMO TODAY!