



CRM oriented Property solution powered by Microsoft Dynamics 365.



The biggest challenge of any Property Management company is optimizing its sales/leasing process together with its customer centric strategy. Property-xRM leverages the power of Dynamics 365 to transform how Property Sales and Leasing functions are centralized and administered through a comprehensive and fully integrated property solution.

What is Property-xRM?

Property-xRM is an award winning, vertical-CRM solution designed specifically for the Real Estate industry. It helps companies increase lead generation and conversion, improve performance, reduce costs and strengthen customer relationships to increase revenue and profits. It automates pre-sales and sales processes, generates booking forms/ contracts and provides management reports and can be managed from a mobile app!



Why customers use Property-xRM?

- Run campaigns to improve lead generation and conversion
- Manage real time property inventory and customer data
- Access to real time availability boosts revenue
- Decrease customer waiting time through automated processes
- Better collaboration between departments

Lead and Contact Management

- Omni channel Lead capture
- Property Inventory management
- Contact and Account Management
- Customer Preference Management

Lead conversion increased by 75%

Improve Property Sales and Lease Contract management

- Property Booking Management
- Document Checklist
- Sales and Lease Agreements
- Flexible Payment Plans
- Invoice and Receipts Management

Customer waiting time reduced by 69%

Automate Post Sales & Post Leasing Operations

- Unit Sales Transfer/Cancellation
- Lease Contract Early Termination
- Lease Contract Overstay
- Unit Upgrade/Downgrade
- Property Unit Handover Management

68% customers achieved ROI in 8 months

"Integrity and Quality are key to the success of any project; this was consistently offered by Metadata Technologies and Data Pros throughout our journey together since 2014. We highly appreciate the efforts of their functional and technical teams for the excellent job they have done in implementing CRM system for Al Mazaya Real Estate.

- Aiah Neamtallah, Director – Corporate Services, Al Mazaya Real Estate FZ / LLC"



How Property-xRM works to achieve business benefits



Proof & Statistics

- Better interface and ease of navigation helped better user adoption
- Property-xRM has helped to handle end to end lease cycle online and increase revenue by 50% through better visibility and timely lease renewals
- Better ROI on Property-xRM Investment



Proof & Statistics of Joint Solution

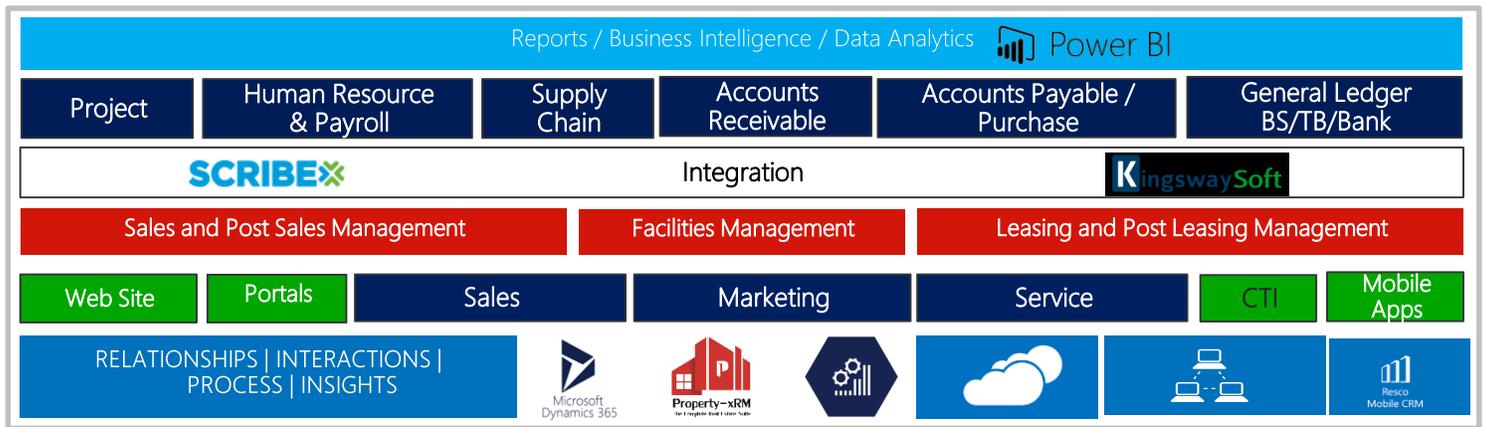
- Advanced mobile app with offline capability helps in better Property Handover process
- Property Handover delays caused high customer dissatisfaction. Ever since Property-xRM's Handover module has been live, customer snagging and orientation has been made simpler and faster. Handover cycle time was shortened by 4 days.
- Increased customer satisfaction helps in repeat sales



Property-xRM Offer

We promise to deliver the best in class solution built over 16 years of Real Estate and CRM industry expertise.

- Property-xRM inherits real estate best practices from over 20 leading real estate and property management companies.
- For customers looking for ease of use of Microsoft Dynamics and cloud based real estate solution, Property-xRM is one of the best options.
- Property-xRM offers a comprehensive world class solution to enable commercial and residential developers and property management companies to achieve faster growth and higher profits.
- Our customers have testified that a quick implementation of property-xRM has resulted in better lead conversion, faster sales closure and timely lease renewals.



Tangible Benefits / Desired Outcomes

- Increased user adoption and employee satisfaction
- Better customer service through prompt updates
- Improve brand image and customer experience

Why Property-xRM?

Property-xRM is an award winning, Real Estate specific CRM and operations solution powered by Dynamics 365 to enable both commercial and residential real estate developers and property management companies to achieve better lead conversion, sales productivity, improved customer service, and faster growth. It is offered on Cloud, enabling real estate companies to adopt a better customer centric strategy and a faster roll out.