



Bhoomi

RealPro CRM

First & Only Comprehensive Software to meet all requirements of Real Estate Consultants.

Product Details & Company Profile

From

ABC Info Soft Pvt. Ltd.

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The Company

ABC Info Soft Pvt. Ltd. is a New Generation Information Technology Company, incorporated with a vision to provide world class IT solutions to diversified industries across the Globe.

Founded in the year 1996 as ABC Systems & Software, the company has been offering software solutions for various small and medium Enterprises. ABC info solutions evolved as a result of expansion of operations and infrastructure to meet the challenges of changing trends in technologies and growing software expectations.

ABC stands for

Acumen

Brilliance

Commitment

Acumen

Acumen, Originally the Latin meant to sharpen a needle. The dictionary defines the word acumen as “Quickness, accuracy, and keenness of judgment or insight”.

And what defines Acumen as a company is our assurance to provide you with the absolute best IT Solutions and Services in keeping with the definition of our name.

Brilliance

Brilliance means genius or intellect.

The company comprises of highly competent IT professionals having extensive domain knowledge with ability to innovate and a strong desire to excel.

Commitment

The company firmly believes in honoring commitments to its clients and associates.

We are committed to provide domain specific quality solutions and services to enable our customers to enhance their core business competencies.

We are committed to build lasting strategic partnerships with our associates, to ensure satisfaction and measurable business results.

Our Vision

Driven by ethics, endeavoring in pursuit of perfection and excelling as a Global IT Solution Provider.

Our Policy

- ✓ Partner with our clients towards satisfying their IT needs by using our expertise and experience towards providing complete solutions and value addition to them.
- ✓ Maintain consistent quality that meets client's expectations of specifications, time-schedules and costs.
- ✓ Create and nurture an environment that will continue to attract and retain the best of our people as we grow and provide each of them with ample exposure and opportunities to excel.
- ✓ Continuous refinement of procedures and methodologies for improving our software development capabilities.
- ✓ Expanding and exploring the power of technology to provide solutions that are cost-effective and customer (user)-friendly.
- ✓ Strict follow up of Software Development life cycle to ensure that project is delivered in time without compromising in quality.

Our Solutions

We offer a broad range of world class software solutions.

Bhoomi, our ERP Solution ensures a complete integration of system across departments providing real time data across applications throughout any real estate organization. It manages multiple Projects, their Pre-launch, Launch, Customer Support, Payment Schedules, Reminders, etc along with entire Marketing and Financial operations. Flexible to generate hundreds of MIS reports. The objective is to make the entire operations of the company system driven, rather than personnel driven.

Hospital ERP, our flagship product in Medical Domain, integrates all departments of a multi specialty hospital into a single functional system. We also have software for Nursing homes and individual clinics/ labs/ chemists.

In **Industrial Domain**, we provide customized solutions to meet the business requirements of small & medium enterprises. Here the focus lies on production planning and control which enhance the efficiency and complete control in an organization.

Our Services

Our strength lies in understanding, refining and translating business / enterprise processes into highly customized and efficient solutions. With over a decade of experience in serving clients from various industries like Healthcare, Manufacturing, Trading, Financial Sector, Real Estate, etc., we have amassed unparalleled domain expertise and gained invaluable insights into the functioning of these industries. Our knowledge and experience puts us in a unique position to deliver world-class domain specific solutions and services on-time and within budget.

Our Services Include

Customised Software Development

We analyse the exact nature and working of customer system & resources to design, develop and implement the suitable solution that stimulates the existing system. We take very practical approach in the design of our systems which yields confidence from managers to workers in the automation process.

Offshore Software Development

The objective essentially is to provide cost effectiveness to our partners and clients around the globe. At every stage of development process, from conceptual design to product release, the highest quality and transparency standards are maintained.

Infrastructure

We have a dedicated state-of-the-art software development center in New Delhi India, and a highly skilled team having extensive experience in designing and developing cutting edge software solutions

We have a separate support wing that comprises of technical professionals from various domains that ensures comprehensive training of staff and management at the client site to enable them use our solutions to their optimum performance.

A robust, flexible, responsive and scalable infrastructure with risk assessment based security controls at all the stages makes our development centre manageable and secure.

A deep domain expertise of our experienced consultants as well as continuous training has resulted in a formidable pool of talent that is comparable to the best in the industry.

Industry standard access & encryption procedures are deployed to protect critical applications.

Methodology

Our methodology consists of the following principle steps

- A. Obtain a good understanding of client's business and strategy to build a strong partnership.
- B. Detailed study of set-up documents, the principle information requirements and critical success factor at each operating level.
- C. Identifying Information Technology opportunities suitable to client's need.
- D. Redesign existing business process with a view to:
 - a. Avoid 100 % duplication of work.
 - b. Catch the data at source.
 - c. Single point entry of any data.
- E. Comprehensive user training of the proposed business.

Clients

Customer satisfaction is our primary aim. We are committed to build lasting strategic partnerships with our clients to ensure satisfaction and measurable business results which has earned us the admiration of our more than thousand clients over the years.

Few of our invaluable clients:

Real Estate Industry

- **ABA Builders Ltd (Meriton Group)**, Indirapuram
- **AMR Infrastructures Ltd.**, New Delhi.
- **ARN Infrastructures Ltd.**, New Delhi.
- **Bhaskar Housing Development Co. Pvt Ltd. (Bhaskar Group)**, Gwalior
- **C&C Towers Ltd (A Unit of C&C Constructions Ltd)**, Mohali
- **Chintels India Ltd**, Gurgaon
- **County Infrastructures Pvt Ltd**, NOIDA
- **Civil Homes Pvt. Ltd.**, Kathmandu, Nepal
- **Divya Dev Developers Pvt Ltd**, Indore
- **Dwarkadhish Projects Pvt. Ltd.**, Delhi
- **Dwarkadhish Buildwell Pvt. Ltd.**, Delhi
- **Earth Infrastructure Ltd.**, Delhi
- **EN Realty Solutions Pvt. Ltd., (Shri Group)**, Delhi
- **Hindustan Buildcon Pvt. Ltd.**, New Delhi
- **K World Developers Pvt. Ltd.**, New Delhi
- **Neesu Group of companies**, Ghaziabad
- **Ninex Developers Ltd.**, Gurgaon
- **Ozone Propex Pvt. Ltd.**, Bangalore
- **Parkview City Ltd (Jaipuria Group)**, NOIDA
- **PDP Developers Pvt. Ltd**, New Delhi
- **Redrow Developments Ltd., Ghana**
- **Shaurya Housing Ltd.**, New Delhi
- **Swarneem Real Estate Pvt. Ltd.**, Ghaziabad
- **VXL Realtors Pvt. Ltd.**, New Delhi.

Healthcare Sector

- **Sant Parmanand Hospital**, Delhi
- **Sun Flag Hospital**, Faridabad
- **QRG Central Hospital**, Faridabad
- **Sunder Lal Jain Hospital**, Delhi
- **Belize Healthcare Partners Limited**, Belize (South America)
- **Sovereign Gems Hospital**, Cochin
- **Umkal Hospital**, Gurgaon
- **Zheenbos Hospital**, Kurdistan, Iraq
- **Norvic International Hospital & Medical College Pvt Ltd.**, Kathmandu, Nepal
- **Bhandari Hospital**, Jaipur

- **Raja Hospital, NawaShar (Jhalandhar)**
- **Kalyani Hospital, Gurgaon**
- **Bhagat Hospital, Delhi**
- **NMC Hospital, NOIDA**
- **Silver Oaks Hospital, Mohali**
- **Shri Guri Harkrishan Sahib Eye Care Hospital, Mohali**
- **Dr. Vyas Hospital, Falna (Rajasthan)**
- **Bhagat Chandra Hospital, Delhi**
- **MGS Hospital, Delhi**
- **Majeedia Hospital (Jamia Hamdard University), Delhi**
- **Prakash Hospital, NODIA**
- **Indian Hospital, Delhi**
- **Nazar Kanwar Surana Hospital, Delhi**
- **Mascot Hospital, Gwalior**
- **Gupta Nursing Home, Delhi**
- **Uma Sanjeevni Hospital, Gurgaon**
- **BhramShakti Hospital Rohini & Bhadurgarh**
- **Pentamed Hospital, Delhi**
- **Sheetla Hospital, Delhi**
- **Vinayak Hospital, NOIDA**
- **Anand Hospital, Meerut**
- **Sahara Hospital, GWALIOR**
- **Mata Gujri Devi Medical Centre, Delhi**
- **Nulife Hospital, Delhi**
- **Nishkam Medical Centre, Delhi**
- **NMC Imaging & Diagnostic Centre, Delhi**
- **National Chest Institute, Delhi**
- **Guru Gobind Singh Bahadur Hospital, Delhi**
- **Malik Radix Healthcare, Delhi**
- **R. K. Hospital, Delhi**
- **Apollo Cliniq, Delhi**
- **Sankhwar Hospital, Delhi**
- **Vinayak Hospital, NOIDA**

RealPro CRM

Real estate agents typically need to keep track of a large volume of data relating to properties, requirements as well as client information. The traditional process of keeping track of all this data by maintaining books of records or excel sheets was not only cumbersome but also time consuming. It is very important to get organized since access to the right data at the right time could make or break a deal. Time is of essence and having all properties and requirements at your fingertips will give you the much needed edge over the competition.

Have you ever given a thought!!!!

- How quickly are you able to convert Enquiries into business?
- How effectively registers & excel sheets can maintain your data?
- How much Business is hidden in your Database?
- How do you track your business on-goings?
- How many of contacts you have dealt in past, repeats or refers you?
- How many times you forget about your meetings & follow ups?
- How much business you lose due to ineffective employee management?
- How much time do you waste to manage, search & market your properties?
- How quickly are you able to get & give responses within your own network?

Based upon many years of experience in the real estate industry, ABC Info Soft Pvt. Ltd. helps real estate professionals quickly become more productive and effective in managing prospects and customers whether they are a simple real agent with one office or a consulting company with several branches or a development company.

With an in-depth understanding of the real estate sector and scores of success stories with real estate projects, ABC Info Soft Pvt. Ltd. is best poised to fulfill your needs better and provides you with powerful but affordable solutions for your business. Hence, we have developed and introducing the intelligent state-of-the-art technology to Real Estate Agents / Property Consultants and Underwriters where they could manage their customers and property management without being technology savvy.

Most CRM manages just your enquiries and to some extend the listing of property, but none of them are managing the after sales process, i.e. all the transactions and details of brokerage, brokerage bills, payment collection from clients & Builders, Sub dealer brokerage and all vital information about your deals done. RealPro offers you all the tools you need to strengthen client relationships, thereby helping your business on the growth trajectory.

If you are a Real Estate Consultant you can immediately start managing your property, requirement, broker, builder and client databases along with generating excellent reports for your clients and investors through RealPro CRM.

Benefits of **Bhoomi RealPro CRM**

- First & Only Comprehensive Software to meet all requirements of Real Estate Consultants.
- You can Automate day-to-day Sales activities, and not spend time on Data Administration. You can focus on selling and not on the actual sales process.
- **Manage your business from anywhere:** REALPRO is web based service thus help you to manage your business from anywhere on the globe.
- **Paperless & excel-less management:** REALPRO manages all your business at one place thus you do not need to maintain it again on register or excel sheet.
- **Monitor and increase staff performance:** REALPRO amazing follow up module helps you to track conversations of each executive with customers. Thus also helps during staff training sessions and confirming promises made to customers.
- **Hassles-free usage:** Our service is web based so we never have to come to your location to fix anything, it can be done remotely. Thus fixing maintenance and bug fixing can be done quickly.
- Makes real estate businesses more **scalable and manageable**.
- The RealPro CRM will help you to **increase your lead pool** thus increasing the chances of conversion.
- Maintain all your **residential/commercial lease and outright sale properties**
- Know your **cold prospects**. Follow-up and convert them to sales
- **Automate**. Avoid manual work. It's faster
- Being regularly in touch with the existing clients by sending **e-mail and SMS** on regular basis thus leading to business generation from existing clients.
- With **RealPro Dashboard**, you get complete visibility into your sales process. Why hasn't a prospect responded? Why wasn't this deal won? Based on the last activity to leads, contacts and potentials, you can know all areas in your sales pipeline that require instant attention.
- Generate **property list reports**, enquiry / property registration report, inspection report, property cart report from the system.

Salient Features of **Bhoomi RealPro CRM**

- Manage Properties and Projects **Primary as well as Secondary Properties.** detailed list of available properties filtered as properties from builder (Primary), direct clients or brokers (Secondary).
- **Define your own attributes** for primary (Unit types, Unit Group, Block, Floor, PLC etc.) and secondary properties (Age of Property, New/Resale, Nearby, Availability, etc) to describe the property in full detail
- Comprehensive **Marketing CRM** that handles all enquiries, source of origin, follow- ups and their conversion analysis.
- Provision to **Rate Potentiality** of a customer by the executive on a defined scale. This ensures follow up on priority for the highly potential customer.
- Designed to **locate the availability** of a unit in a specified Location/Project based on the requirements of a customer like area, floor, direction, unit type, block, number of bedrooms, size, cost or rent, rating etc
- Manage the property portfolio by Entering all the property details with **photos**
- Photographs of the properties to be shown to clients before the inspection thus saving valuable time and identifying the interest of the client.
- **Professional proposals** with property photographs can be generated and emailed to clients.
- **Track the communication** that has happened on the property
- **Handles all the Bookings** covering all important aspects like, project, unit type, rate, payment plans, PLC, Additional Charges, etc.
- **Multiple Payment Plans** according to their types (Construction Linked, Down Payment, Time Linked Plans).
- **Payment Plans are Customizable** for individual customers at Booking Stage.
- **Brokerage Calculation** from Builder/Buyer, Seller, Payable to Sub Dealer
- **Employees Incentive Records.** Provision to give incentives to company employees, on the bookings made by them or dealers associated with them.
- **Dealer Bills.** *Generates and handles Receivable Bills (From Buider, Buyer, Seller) and payable bills (to Sub Dealers, Employees).*
- Keep a **track of payments** (receivable & payable) reducing paperwork
- **Manage groups** (teams) based on job profiles, departments, or location of the users. **Assign users, roles,** roles & subordinates to the groups

Modules of RealPro CRM

Real Estate Listings

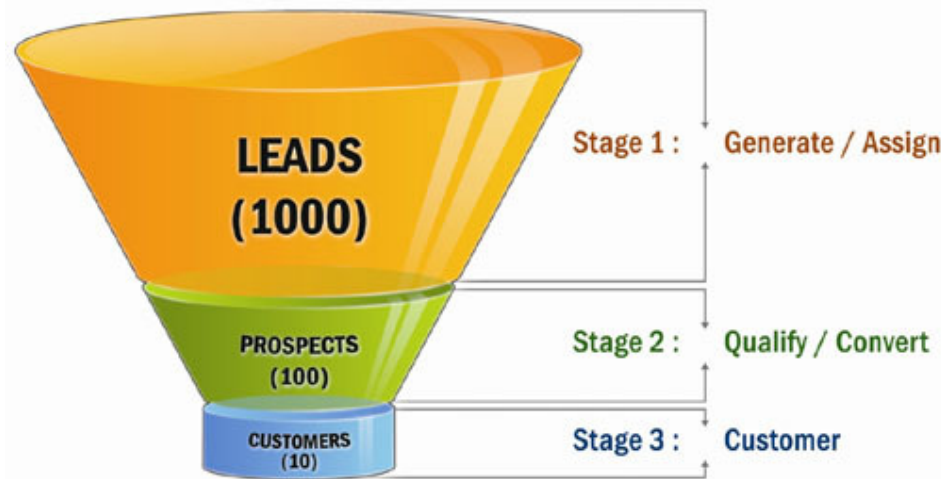
You'll be able to create a record of each listing with custom fields and criteria to fit each listing. Keep track of property type, address, property details, and more. You'll be able to enter comments about house history or current owners as well as showing instructions and dates. The great thing about our database is that it's easy to search. If you have a customer looking for a specific number of rooms or who want to live in a certain area, you'll be able to search for all the properties matching their criteria.



- Capture detailed property information
- Quick search of properties on various parameters
- Get auto-matching enquiries for available properties
- Send detailed property catalogue (including images)
- Track the interactions regarding property deals through detailed comments

Real Estate Lead Management

Every sales lead, if rightly tracked and nurtured, can be a revenue generating opportunity. However, one must have the right process and tools in place to make sure these are properly guided towards the most likely result of sales planning. Lead management is an important business process that combines tools with techniques to enable effective leads generation, management and tracking of new sales opportunities.



All efforts put forward to succeed in completing a sale will not be fruitful if the customers with the highest potential to close a deal are not handled appropriately. It is similar to an athlete who has potential or talent to run being neglected for a race and not given proper attention. It is of great significance to be able to recognize and manage these opportunities that may translate to actual revenue.

Sometimes you meet people who aren't ready to buy/sell, but tell you they will be in, say, a year. How do you hold on to a lead like that? With RealPro CRM's lead management feature, you'll never lose out on such an opportunity. Using a custom workflow, you'll be able to follow-up reminders for each lead. You can keep detailed notes about the potential customer and any interactions such as calls or emails.

The success of any business to a great extent depends on a well-organized contact information, making the data available for ready reference. Contact management therefore enhances the relationship between customer and sales life-cycle for the purpose of business growth.



Regular communication with clients through frequent meetings, calls, e-mails, interactions through websites, etc. provides up-to-date information on company prospects, sales pipelines, internal associations, and other data-enabling an effective contact management system.

- Store complete enquiry details
- Prioritize your enquiries based on potential ratings
- Advance enquiry search option
- Assign enquiries to your employees & track their working
- Get auto matching properties from your portfolio & network
- Schedule follow-ups & meetings with the clients
- Track the interactions with different clients through detailed comments
- Auto catalogue to clients for matching properties

Booking Details

RealPro is just not about the presales and leads.

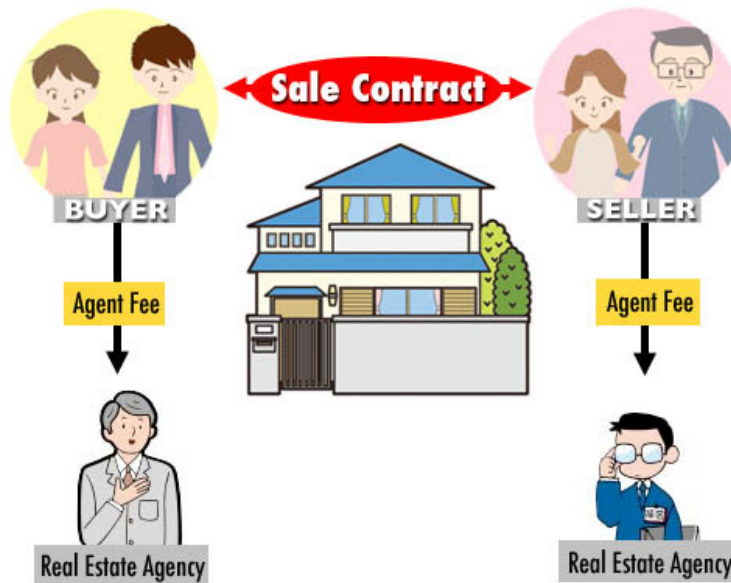
It manages complete sales cycle as well. All the bookings (primary as well as secondary) are saved with the complete costing, payment schedule, brokerage payable, brokerage receivable and their brokerage payment plans as well. It covers the brokerage receivable from Builder/seller, Buyer as well as brokerage payable to any sub dealer or incentive payable to any employee.



- Take control of booking process. Ensures that all bookings are error free & a new experience for the buyer.
- Email and SMS is sent to buyer on the progress of the project.
- Predefined and customizable payment schedule makes sure that all the reminders are generated in time and accurately. Automatically reminders to buyers and banks (e-mail & SMS) ensure more on time collection.
- Follow-up your payment from clients
- Receive and maintain records of payment from clients.

Brokerage Records

RealPro manages and maintains all the brokerage records for any transaction.



- Brokerage Calculation from Builder/Buyer, Seller, Payable to Sub Dealer
- Employees Incentive Records. Provision to give incentives to company employees, on the bookings made by them or dealers associated with them.
- Dealer Bills. Generates and handles Receivable Bills (From Builder, Buyer, Seller) and payable bills (to Sub Dealers, Employees).

Centralized Database

One centralized database for all of your leads, contacts, listings, buyers, closings, calendar, tasks, goals, projects, bookings, receipts, Bills, Collections and emails. If are tired of logging in to 10 different systems every day to manage your real estate business, this is your solution.

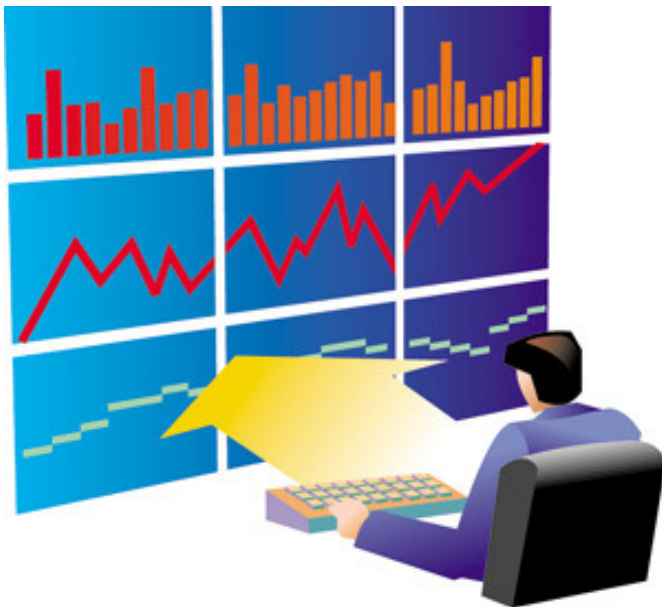


It is web based software so it is accessible from anywhere. It will help to convert your organization into structured and well maintained organization.

- Get rid of register maintenance & excel sheets
- Organise all business information & activities at one platform
- Web based platform that allows access from anywhere, anytime
- Extensive search facility for specific requirements
- Track your business via monthly / yearly transaction details

Dashboard, Customizable Reports

CRM Dashboard provides a real-time snapshot of your organization's key metrics. It enables you to keep track of all follow-ups done with the client. Reminder for today's follow-ups and alerts for overdue tasks enables efficient management of business activities thereby bringing professional approach to your business. It also shows you all the available properties, bookings and the brokerage details for the selected period and user.



In business, it is important to be always aware of what is happening in your sales pipeline. It is also important to know all that is NOT happening in your business. RealPro takes sales tracking to the next level by letting you follow updates to not only big deals but also deals that are inactive. You can know what is happening to those leads, accounts, contacts and potentials that are important to your business.

RealPro helps you analyse your best marketing source by giving you detailed analysis on number of leads generated from a source with their conversion ratio. Similarly you can analyse your sales executives performance by keeping track of their lead conversion ratio.

- Get complete reports of properties & enquiries
- Get source contribution report of lead generation
- Receive daily status reports of properties & enquiries
- Receive daily property matching report for pending enquiries
- Receive daily enquiry matching report for open properties
- Analyze your business via monthly or yearly basis

Role-based User Access Security Administration

RealPro CRM offers an Enterprise-grade **Role-based security** to control the access rights of users while working with CRM data and modules such as leads, listings, contacts, bookings, brokerage etc.



Groups (also called as Teams) allow you to extend the data-level access to other users with similar job profile, working in the same department or project, or sharing the data among common geographical location.

Using user groups, you can define access rights to the CRM modules, data administration tools, CRM records, and fields within each module. With the Roles and Data Sharing Rules, you can set up multi-level organizational hierarchy and control the data-level access rights as per user's role within organization.

- Enjoy multi-user web based access
- Create Employee login & hierarchy within the organization
- Review and verify Activity Sheet of employees to track their daily work report
- Monitor & increase your staff performance

Frequently Asked Questions

- **What is RealPro CRM? How will it help my business?**

RealPro CRM is a Software designed specifically to address the needs of real estate professionals. It can automate all workflows of real estate consultants and help you to transform your business to a very professional level.

RealPro package includes a CRM system that will allow you to effectively manage your properties, requirements, builders, brokers and clients. It will help you to match requirements against properties, generate reports, conduct email/SMS campaigns and much more.

- **How much does RealPro cost?**

RealPro not only provides you with the best business automation solution but also assured quality after-sales support service. But all this comes at a surprisingly affordable cost. Please email us at mail@abcinfosoft.com for best quote.

- **I am not an expert in computers. Will I be able to use RealPro ?**

Yes. RealPro has a very simple and intuitive interface. As such you just need basic computer skills to get started. Besides we shall provide you with comprehensive training to ensure that you are comfortable with the software in no time!

- **Is RealPro an online web based system or an offline system?**

RealPro can be deployed either as an online web based system which will require an internet connection or it can also be deployed as a standalone offline system on your machine.

- **What are the requirements for running RealPro?**

RealPro, typically runs on any standard PC and on any operating system. The online version simply requires an internet connection and a web browser like Internet Explorer or Google Chrome. If you opt for a multiple user offline system, you will need to have a LAN setup in place.

- **How much time will it take for me to get started?**

After you place your order, RealPro can be deployed within 48 hours.

- **How many training sessions do I get?**

You get one free comprehensive training sessions for RealPro which are sufficient to get you comfortable with the software. Besides you can always access our free online and phone support. Further, additional training sessions can be organized at a very nominal cost.

- **What if I require technical assistance?**

We are always available to assist you with your queries. Please generate your support ticket at www.bhoomierp.com or call our support helpline on +91- 98116 53554 or +91-98116 53564 for technical queries. Our support team will also be able to assist you online.

- **Can I import my existing data into RealPro?**

Yes. You can easily import your existing data into the system through excel sheets once the data is conditioned into a specified format.

- **What if my computer crashes? Is there a way to recover my data?**

For the online version, there is an automated backup process on our servers which ensures that your data is always available even if your computer crashes. In case you have opted for the offline version of RealPro, there is a provision for you to manually take backup of your data at regular intervals through a very simple process.

- **How many users from my office can use RealPro?**

The number of users who will be able to login to the system simultaneously depends on the number of user licenses you have purchased. There are options for single user, multiple users or even unlimited users in the product package.

- **Can I access my property data from any PC or only from a dedicated machine?**

If you are using the online version of RealPro , it can be accessed from any internet enabled PC using your secure user ID and password. In case you are using the offline version, it can be accessed only through the specific PC or a PC connected in the LAN network (if enabled).

- **Is my property data secured?**

Yes. The security of your data is our top priority. Robust security architecture enables only people you authorize to view or modify your property data. Additionally, password authentication is required for access to our online as well as offline real estate software solution.

- **Is RealPro software specific to a certain geographic location?**

No. RealPro is not a location specific solution. You can easily customize the default options to suit your location requirements.

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