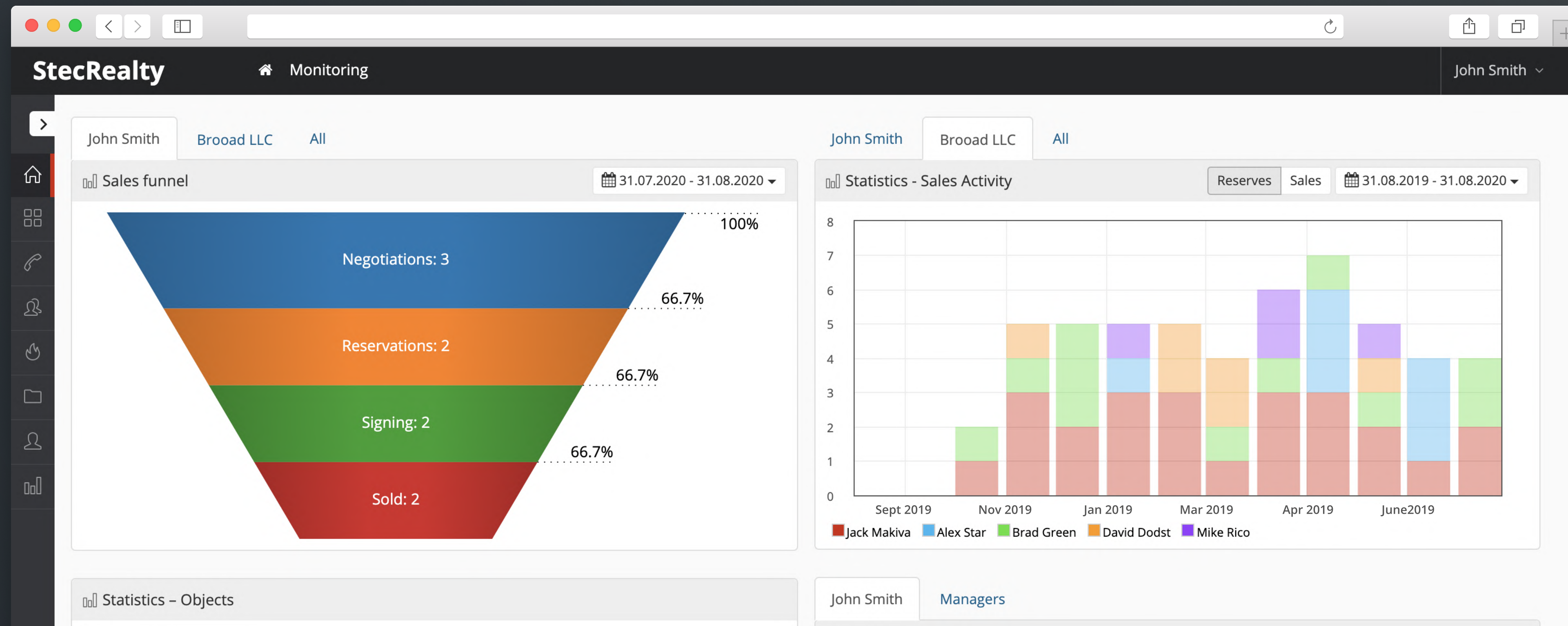


StecRealty

Brought together property developers and real estate agencies.
Automated selling process of residential and non-residential properties.



Challenge

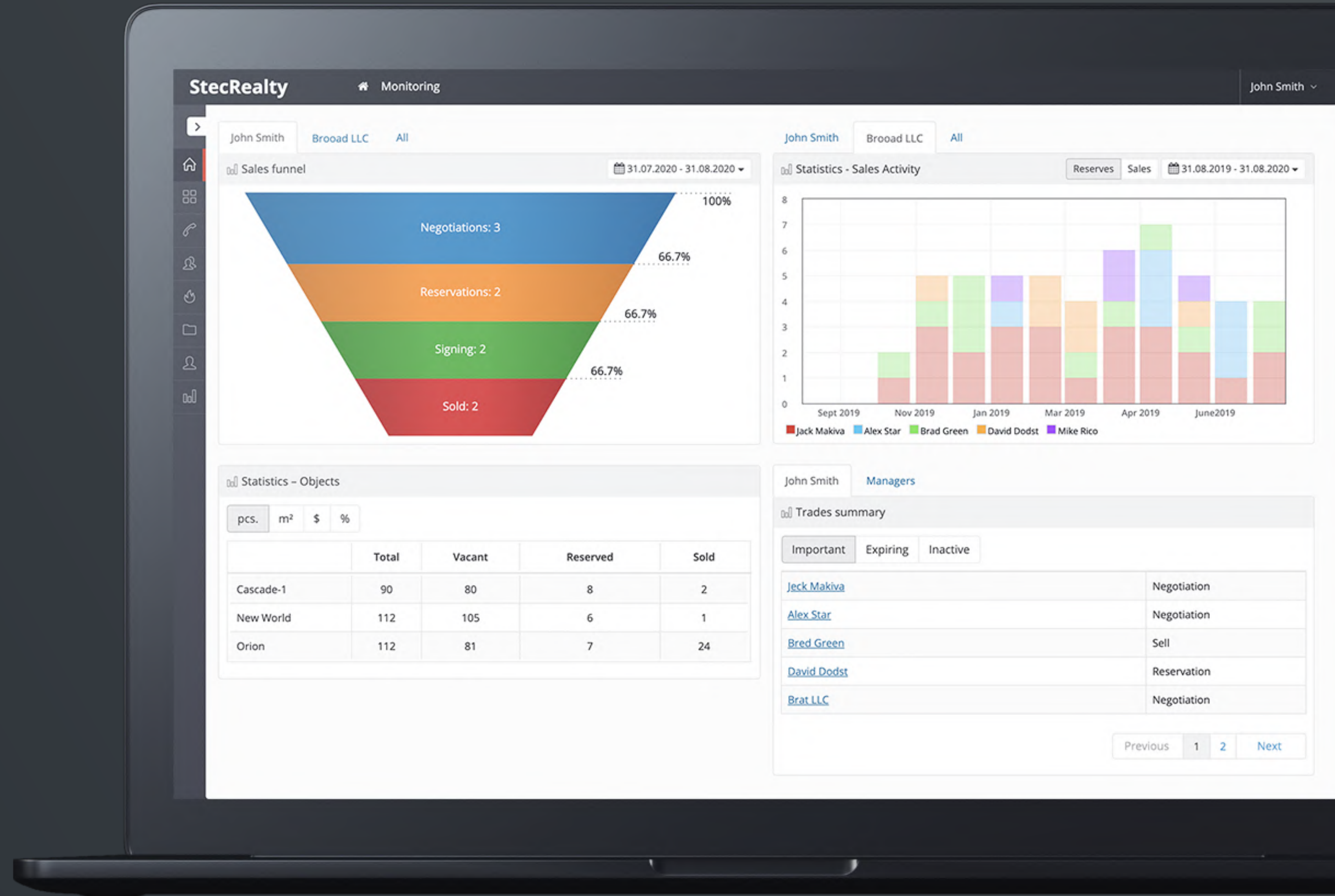
Develop a cloud-based CRM that would allow property developers to add affiliate real estate agencies to a single property database, as well as help agencies to automate business processes when working with clients and sites.

SOLUTION

Desktop Module

Developed customizable desktop that allows promptly assess sales situation. Main widgets:

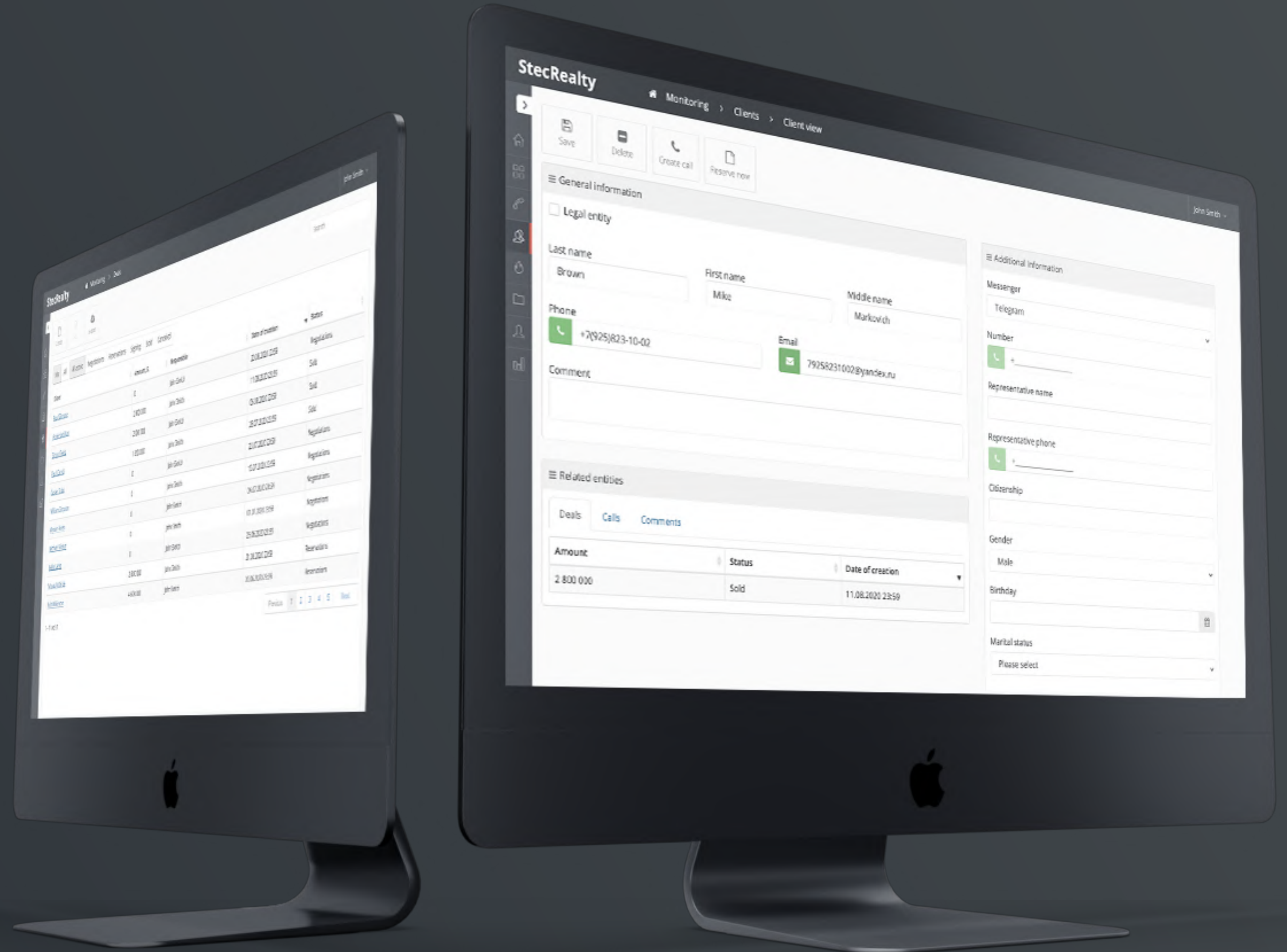
- ✓ Sales funnel
- ✓ Manager's priorities and deals
- ✓ Sites statistics
- ✓ Summarized information about bookings and contracting



SOLUTION

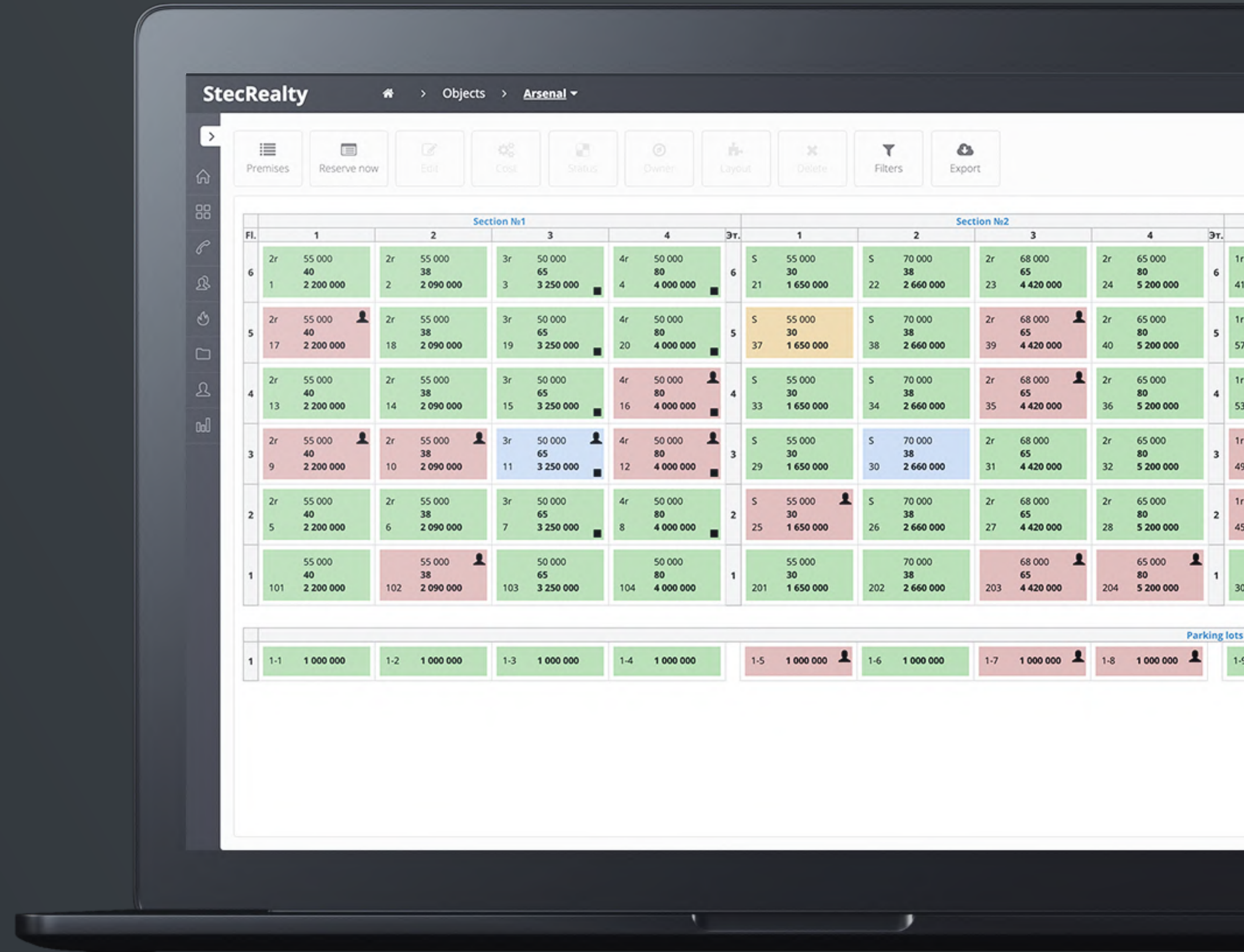
Entity lists and cards

- ✓ Added lists that store call logs, clients, deals and other necessary entities
- ✓ Implemented real-time full-text search no matter the parameters
- ✓ Developed custom cards with user input fields with a suggestion/hint feature



Property tracker Module

Implemented easy to use property tracker spreadsheets with various features. The panel allows to change the display format of any property, filter and promptly work with them whether booking or revaluation is needed.



SOLUTION

Other modules

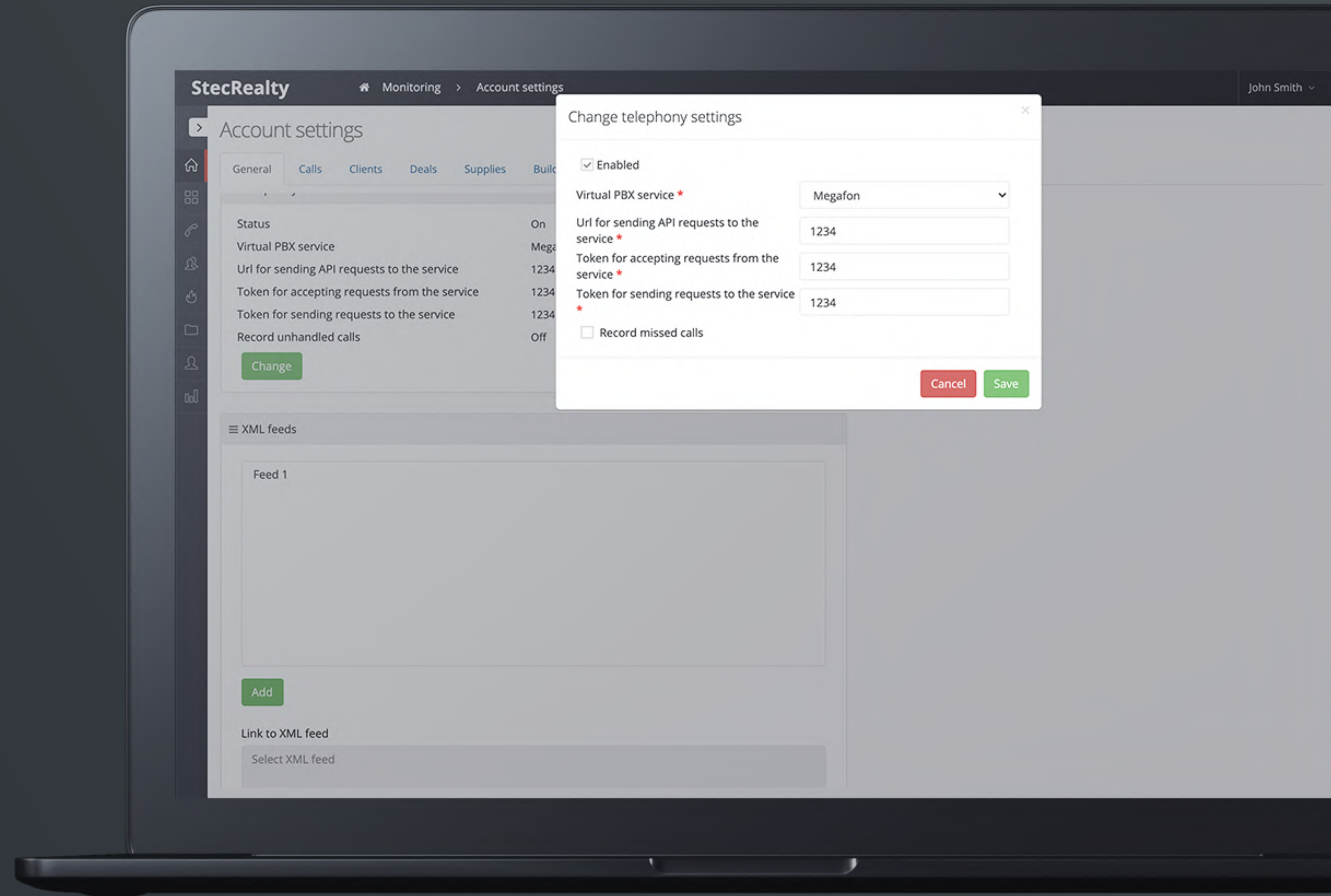
- ✓ Implemented an advanced role model feature — participating company can be a developer, agency or property owner
- ✓ Integrated payment systems
- ✓ Developed a site selection system according to specific parameters
- ✓ Added secure booking feature
- ✓ Developed a reporting module that enables data to be exported
- ✓ Added printing template feature
- ✓ Information can be imported to or exported from Excel

Object	Building	Section	Floor	Seq. number	Number	Rooms	Total area	Price / sqm	Cost	Type	Status
Arsenal	Orion	1	1	1	101	2	40	55 000	2 200 000	Flat	Free
Arsenal	Orion	1	1	1	1-1	5	20	55 000	2 200 000	Non-residential	Free
Arsenal	Orion	1	1	1	13	2	40	55 000	1 000 000	Flat	Free
Arsenal	Orion	1	1	1	201	2	40	55 000	2 200 000	Flat	Free
Arsenal	Orion	1	1	1	25	2	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	1	1	1	35	2	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	6	1	37	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	3	1	41	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	4	1	55	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	5	1	57	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	6	1	301	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	2	2	4	1	29	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	5	1	33	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	6	1	37	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	1	1	41	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	4	1	55	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	5	1	57	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	6	1	301	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	1	1	29	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	4	1	33	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	5	1	37	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	6	1	41	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	1	1	55	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	4	1	57	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	5	1	301	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	3	3	6	1	61	40	55 000	1 650 000	Flat	Free
Arsenal	Orion	4	4	1	1	1	40	55 000	2 200 000	Non-residential	Free

SOLUTION

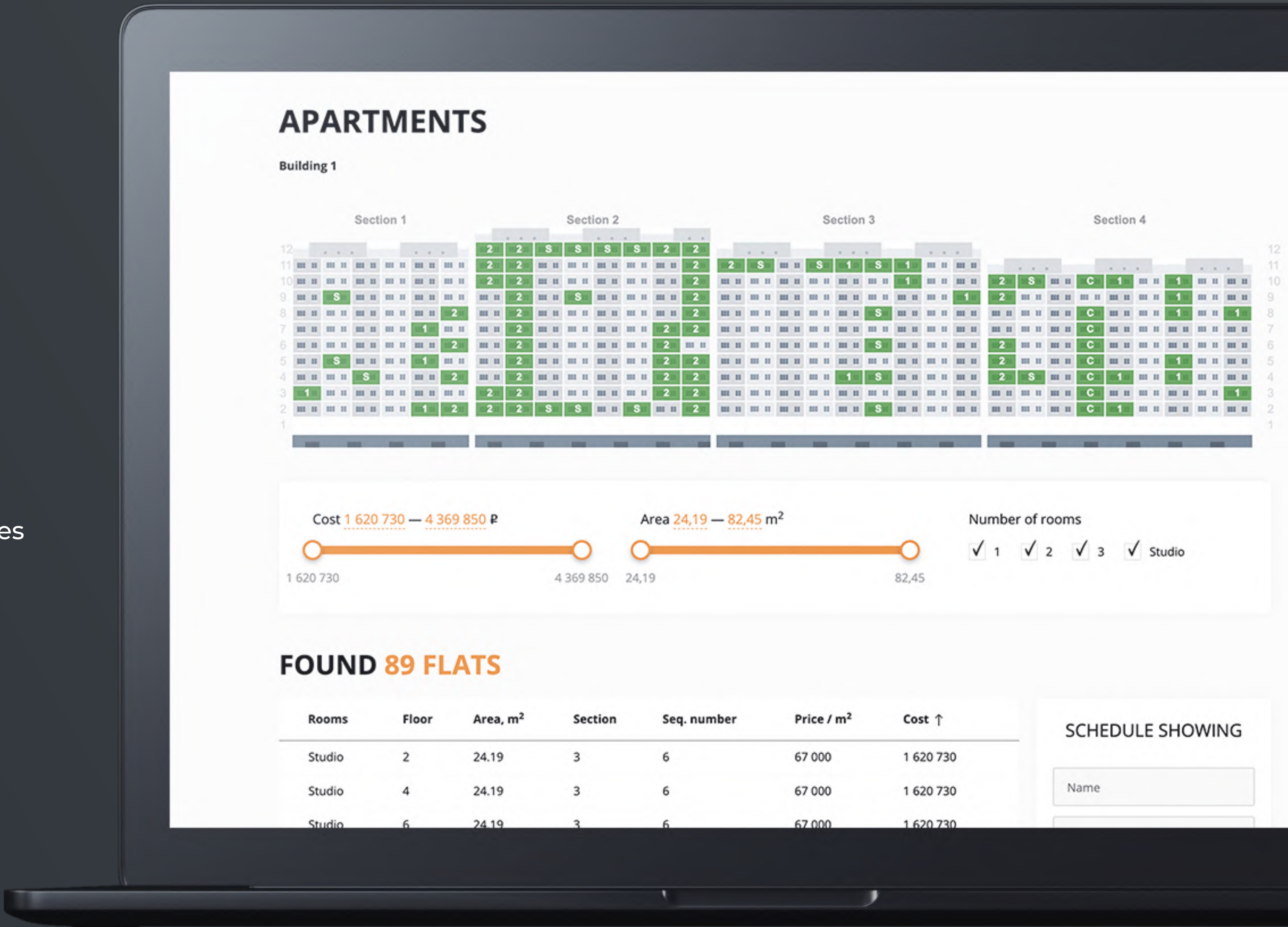
Integrations — VoIP phone system

Implemented two-way integration with several VoIP phone system providers. When an incoming call is coming through, the client's profile pops up. All call recordings are available via CRM.



Integrations — API and other

- ✓ Integrated product with various databases and ad sites. Added feed generation feature according to specific requirements of each site.
- ✓ Embedded real-time widgets for property tracker spreadsheets, floor plans, lists and sites selection. In addition, implemented feedback form that creates an inquiry within a system once filled by a user.
- ✓ Provided public and private API so any integration with other systems would be flexible.



APARTMENTS

Building 1



Cost 1 620 730 — 4 369 850 P Area 24,19 — 82,45 m² Number of rooms

1 2 3 Studio

FOUND 89 FLATS

Rooms	Floor	Area, m ²	Section	Seq. number	Price / m ²	Cost ↑
Studio	2	24.19	3	6	67 000	1 620 730
Studio	4	24.19	3	6	67 000	1 620 730
Studio	6	24.19	3	6	67 000	1 620 730

SCHEDULE SHOWING

Name

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