



# PropertyPro AI

## Smarter Sales, Faster Closures The Future of Real Estate CRM.

The image shows a collage of the PropertyPro AI interface. At the top, a navigation bar includes links for Overview, Platform, Solutions, Case Studies, Pricing, Testimonials, and a Request Demo button. The main content area features a large blue banner with the headline "AI CRM That Instantly Calls Every Lead to Accelerate Real Estate Growth" and a sub-headline "Capture leads in real-time from Google, Facebook, and more — our AI-powered CRM instantly tracks, calls, and converts." Below this, a dashboard is displayed with a sidebar menu (Dashboard, Properties, Leads, Leads Engagement, Calendar, AI Calls, Emails, WhatsApp, Content Generation) and several key metrics: Active Properties (84), Total Leads (4,368), and Total Campaigns (07). A "Featured Properties" section shows listings for Dubai Marina, Farm House, and Suncity. A "Leads Engagement" section includes a donut chart showing 98.4% AI Calls, 52.4% Appointments Booked, and 28.9% Conversions. A "Recent Leads" section shows a lead named Monika. A "Lead Engagement Scoreboard" section provides insights into lead interest levels. The bottom of the image shows a footer with logos for Meta, Zoom, and Cal.com, and a "Request Demo" button.

PropertyPro AI

Overview Platform Solutions Case Studies Pricing Testimonials Request Demo

### AI CRM That Instantly Calls Every Lead to Accelerate Real Estate Growth

Capture leads in real-time from Google, Facebook, and more — our AI-powered CRM instantly tracks, calls, and converts.

**Dashboard**  
Manage your leads, properties and campaigns

- Active Properties: 84
- Total Leads: 4,368
- Total Campaigns: 07

**Featured Properties**

- Dubai Marina: \$800,000
- Farm House: \$405,000
- Suncity

**Leads Engagement**  
Check all your lead activities

- 98.4% AI Calls
- 52.4% Appointments Booked
- 28.9% Conversions

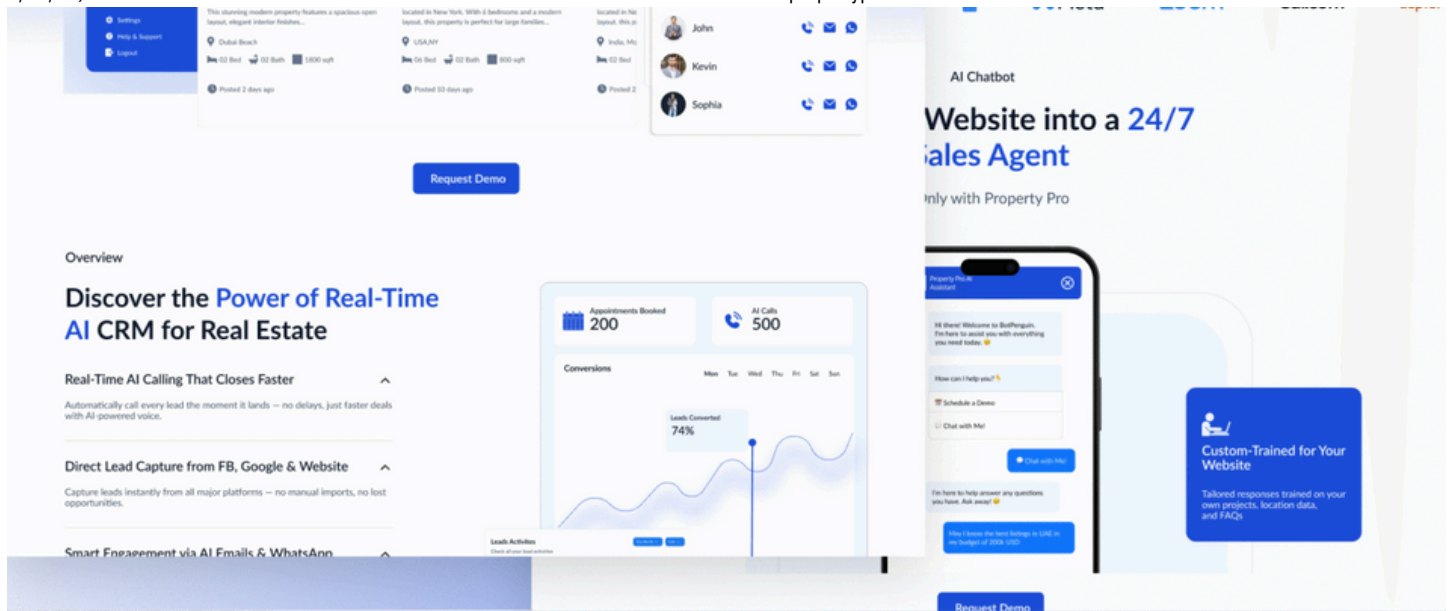
**Recent Leads**  
Check all your recent leads

**Lead Engagement Scoreboard**  
Understand lead interest levels  
See which leads are most engaged with AI calls, emails, or WhatsApp — backed by behavior-based scoring and heatmaps.

No more jumping between platforms. PropertyPro AI pulls leads directly from Facebook, Google, your website, and other platforms — giving you one powerful place to manage them all.

Request Demo

Meta Zoom Cal.com



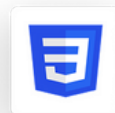
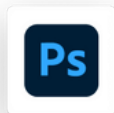
## Product Overview

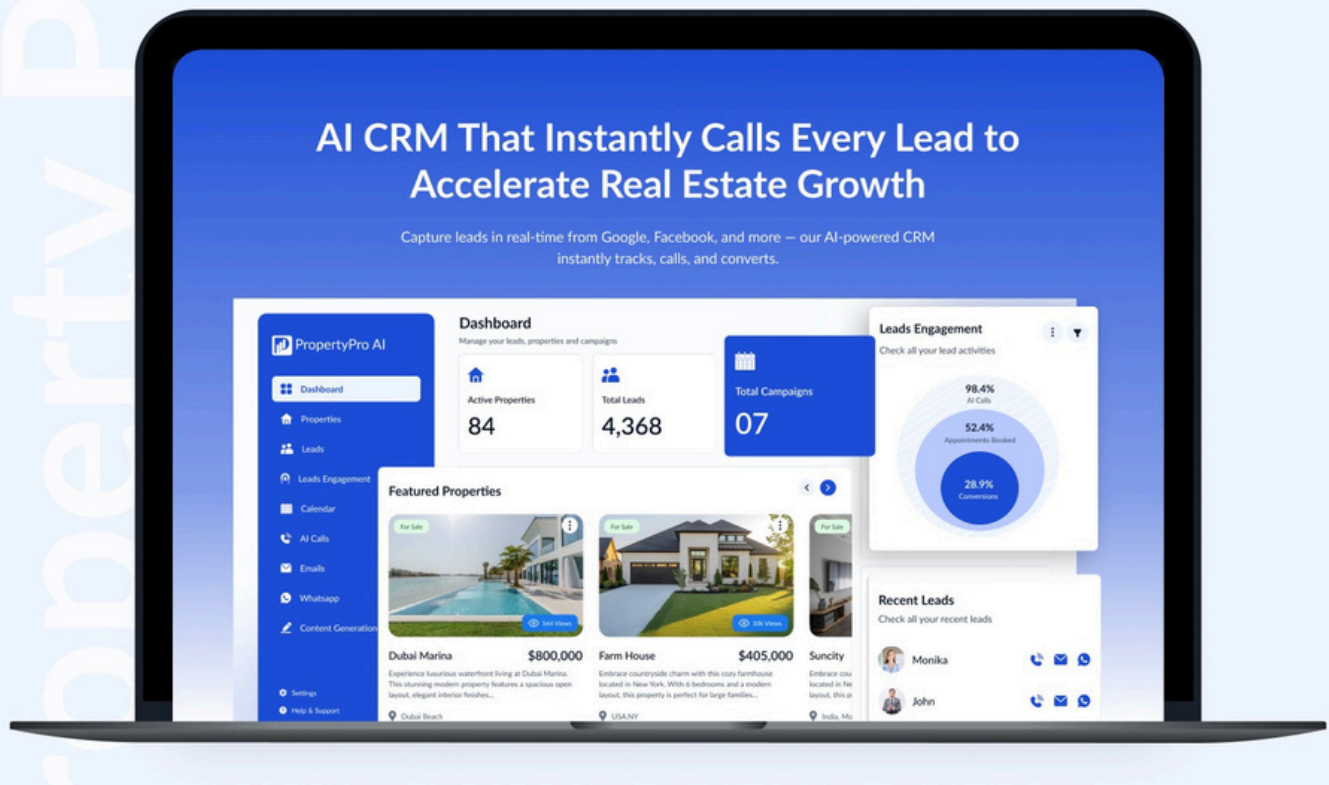
**PropertyPro AI** was developed to solve some of the most pressing challenges in the real estate industry—slow response times, scattered lead data, and inconsistent client communication. The goal was to build a smart, all-in-one CRM platform tailored specifically for real estate agents, brokers, and agencies. By combining automation, artificial intelligence, and multi-channel integration.

### Project Duration

31 May 2025 – 04 Jul 2025 (6 Weeks)

### Tools & Technologies used:





## Design Process

Design Thinking Process



Empathize



Define



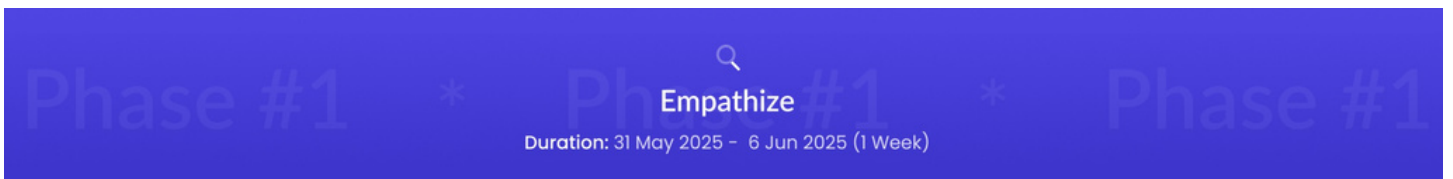
Ideate



Design



Test



## Challenge Statement

Real Estate Businesses Often Struggle With Slow And Manual Lead Response Times, Leading To Missed Opportunities And Reduced Client Satisfaction. The Use Of Multiple Disconnected Tools Like Facebook, WhatsApp, And Email Results In Disorganized Data And Fragmented Communication, Making It Difficult To Track And Manage Leads Effectively. These Inefficiencies Contribute To Low Conversion Rates, As Delayed Follow-Ups Can Cause Potential Buyers To Lose Interest Or Choose Competitors.



# Solution Statement

**PropertyPro AI** Developed An All-In-One AI CRM Tailored To The Needs Of Real Estate Companies, Offering The Following Capabilities

- **Instant AI Calling** for faster lead response
- **Multi-channel lead sync** (Facebook, WhatsApp, Email)
- **Central dashboard** for leads, properties, and campaigns
- **Smart scheduling** for visits and meetings
- **Built-in email marketing** and content generator

## End User

Our target Audience is the Age of 25 – 60 people.



### Define

Duration: 6 Jun 2025 – 13 Jun 2025 (1 Week)

## Quantitative Research

I Conducted An Online Survey With 8 Users Using Google Forms To Gather Quantitative Insights From Individuals Who Have Interacted With The Property Website. The Research Aims To Evaluate The Platform's Effectiveness In Managing Property Listings, Lead Follow-Ups, And Appointment Scheduling. It Focuses On Understanding User Experience, The Efficiency Of Communication Channels, And The Overall Impact Of The Website On Simplifying The Property Search And Inquiry Process.

How satisfied are you with the property listing details (images, pricing, location, amenities)?

80%

How would you rate the effectiveness of communication through the platform?

50%

Would you prefer other property pro service that offers advanced analytics and reporting features?

40%

Were you able to easily schedule or request a property visit through the website?

70%

Do you find it easy to navigate and use the features on your current property pro platform?

100%

Have you faced any issues with the functionalities while using current services?

65%

## User Persona



### Hunter Oscar

34 years · Real Estate Agent

Dealer

Tech-Savvy

Good Communicator

Professional

#### Background

Hunter Oscar, 34, is a seasoned real estate agent. With over 7 years of experience in the property market, he brings deep market knowledge and client-handling expertise to every deal.

#### Main Goal

Hunter's main goal, is to close property deals faster by efficiently managing leads, improving client communication, and staying ahead in a competitive market using digital tools.

#### Technology

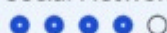
##### Software



##### Mobile Apps



##### Social Networks



#### Goals

- Increase quality lead conversions by 20% in the next 3 months
- Reduce lead response time from hours to minutes
- Organize property listings and inquiries in one central platform
- Boost visibility through digital marketing and social media
- Improve follow-up consistency with automated reminders

#### Expectations & needs

- A single platform to manage leads, properties, and communication
- Automated follow-ups and reminders
- Easy appointment scheduling with calendar sync
- Insightful reports on lead sources and conversion metrics
- Mobile-friendly interface for on-the-go access

### Pain points & objections

- Disorganized communication across WhatsApp, email, Facebook, and calls
- Missed follow-ups due to manual tracking
- Time-consuming data entry and appointment scheduling
- Lack of centralized dashboard for lead and property management



## Kiara Martin

36 years · **Real Estate Agent**

Dealer Tech-Savvy Good Communicator Professional

### Background

Kiara Martin, 36, is a dynamic property consultant, focused on upscale residential spaces for modern buyers and global clients. Backed by five years of industry experience, she combines digital marketing flair with personalized service to deliver seamless, high-end property.

### Main Goal

Kiara's main goal, is to deliver a premium, hassle-free property buying experience while scaling her brand as a trusted name in modern urban real estate.

### Technology

Software  
● ● ● ● ○

Mobile Apps  
● ● ● ● ○

Social Networks  
● ● ● ● ○

### Goals

- Expand her client base through Instagram and real estate marketplaces
- Streamline appointment scheduling and lead capture from multiple sources
- Improve coordination with developers for quicker property updates
- Automate lead nurturing to stay top-of-mind with potential buyers

### Expectations & needs



- Manually juggling leads across WhatsApp, DMs, and email
- Difficulty tracking follow-ups, especially during peak sales periods
- Time lost on repetitive tasks like data entry and availability updates
- Integration with WhatsApp, Instagram, and email tools

#### Pain points & objections

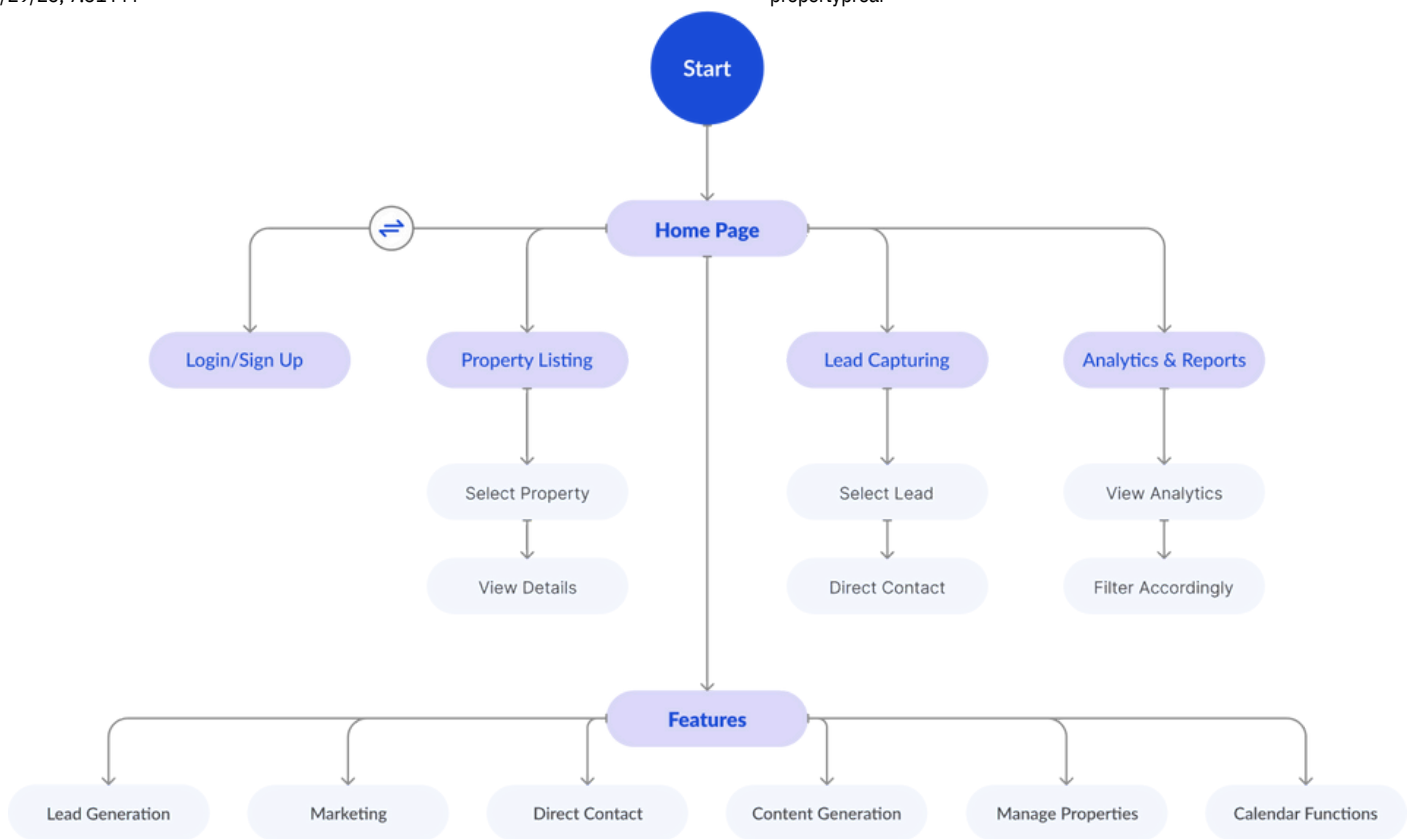
- A smart and stylish platform that reflects her brand
- One dashboard to manage listings, leads, communication, and follow-ups
- Time-consuming data entry and appointment scheduling
- Lack of centralized dashboard for lead and property management



Ideate

Duration: 13 Jun 2025 - 19 Jun 2025 (1 Week)

## User Flow



# Empathy Mapping



### Says

- I want my clients to trust me from the first call.
- Visuals sell. A listing without good photos won't work.
- I'm always on the move—I need tools that work on mobile.
- Following up late means losing the deal.

### Does

- Tracks leads using spreadsheets or basic CRM
- Meets clients, gives virtual tours, schedules visits
- Updates listings manually across platforms
- Checks WhatsApp, Instagram, and email

### Thinks

- If I don't respond quickly, someone else will close the lead.
- My personal brand matters as much as the properties I sell.
- I need to stand out in a saturated market.
- Client experience is what brings repeat business.

### Feels

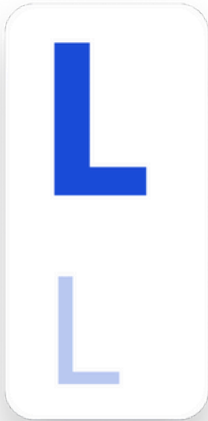
- Frustrated by the chaos of managing multiple platforms
- Confident when everything is organized and visual
- Anxious when leads go cold due to delayed replies
- Proud when clients refer her or leave glowing



Design

Duration: 20 Jun 2025 - 26 Jun 2025 (1 Week)

Visual Identity



ato

Regular

Aa

ABCDEFGHIJKLMN  
abcdefghijklmn

Medium

Aa

ABCDEFGHIJKLMN  
abcdefghijklmn

Bold

Aa

ABCDEFGHIJKLMN  
abcdefghijklmn

Strong Blue

HEX #1D4ED8  
RGB (29,78,216)

Pale Blue

HEX #B8CBFF  
RGB (184, 203, 255)

Alice Blue

HEX #FFF6FF  
RGB (239,246,255)

White

HEX #FFFFFF  
RGB (255, 255, 255)

Dark Midnight Blue

HEX #0F172A  
RGB (15,23,42)



PropertyPro AI

OverviewPlatformSolutionsCase StudiesPricingTestimonialsRequest Demo

AI CRM That Instantly Calls Every Lead to Accelerate Real Estate Growth

Capture leads in real-time from Google, Facebook, and more – our AI-powered CRM instantly tracks, calls, and converts.

Dashboard

PropertyPro AI

84

4,368

07

Lead Activity

Featured Properties

Lead Activity

Recent Leads

Request Demo

Overview

Discover the Power of Real-Time AI CRM for Real Estate

Real-Time AI Calling That Closes Faster

Direct Lead Capture from FB, Google & Website

Smart Engagement via AI Emails & WhatsApp

Request Demo

Features

Unlock Smarter Sales. Simplify Your Real Estate Growth

AI Calls Dashboard

AI Smart Calendar

Leads Dashboard

WhatsApp Interactions

AI Email Marketing

AI Content Generator

Properties Overview

Lead Engagement Scoreboard

Request Demo

Connects with All Your Lead Sources

All your lead data, auto-synched

Request Demo

AI Chatbot

Turn Your Website into a 24/7 Sales Agent

Only with Property Pro

Sales Agent

Only with Property Pro

No Forms Needed

Custom-Trained for Your Website

Request Demo

Comparison

Why Choose Property Pro Over Other CRMs?

Other CRMs

Property Pro

Request Demo

Testimonials

Trusted by Real Estate Agents Around the World

Seamless Scaling Across Borders

The All-in-One Agent Companion

Leads That Convert, Instantly

FAQs

What is Property Pro?

How is Property Pro different from other CRMs?

Do I need technical knowledge to use Property Pro?

Can Property Pro integrate with my website or property portal?

How does Property Pro help with WhatsApp and calls?

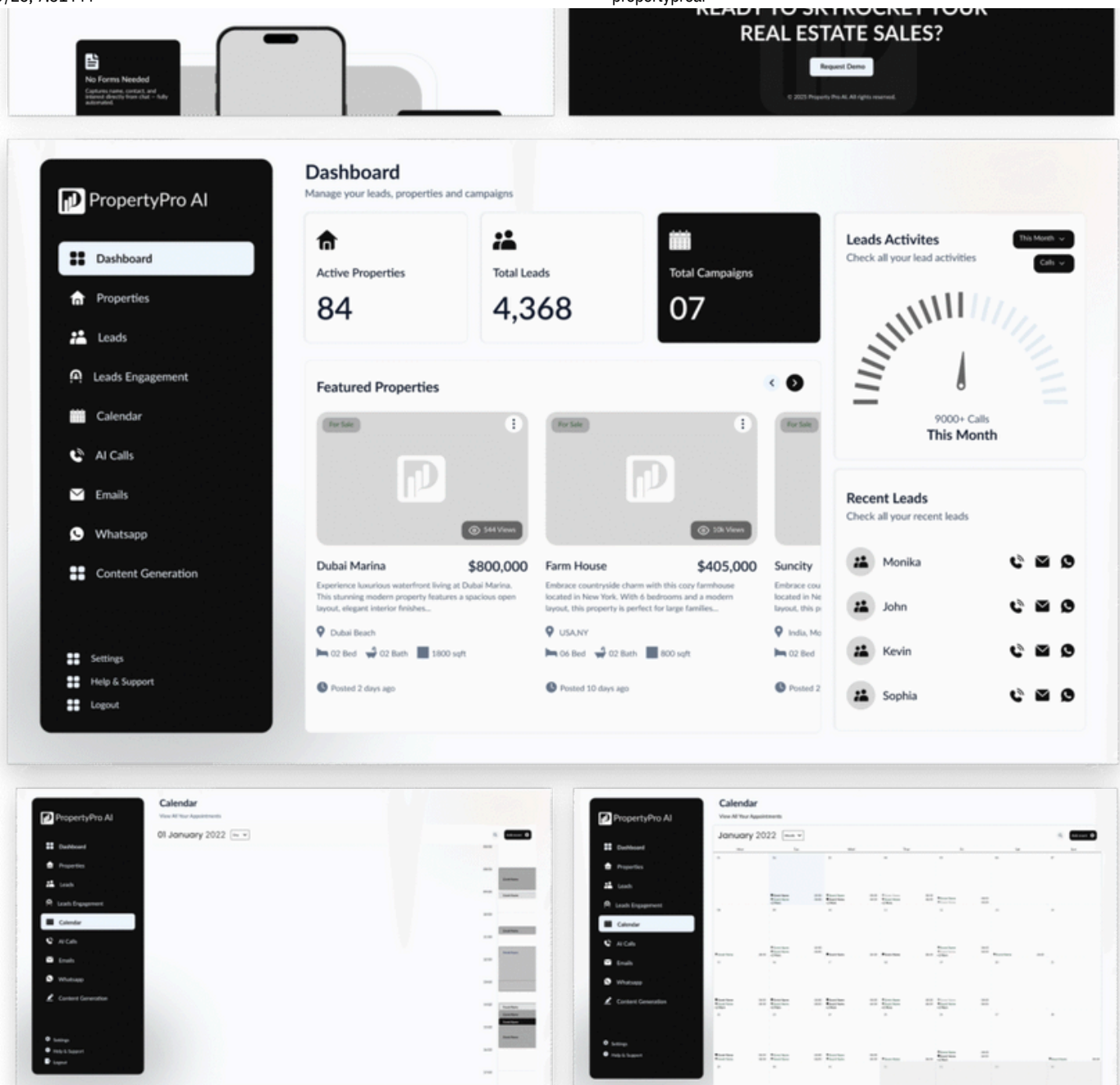
Is Property Pro mobile-friendly?

Can I track team performance and client interactions?

Is my data secure on Property Pro?

Do you offer support and training?

What does it cost to use Property Pro?

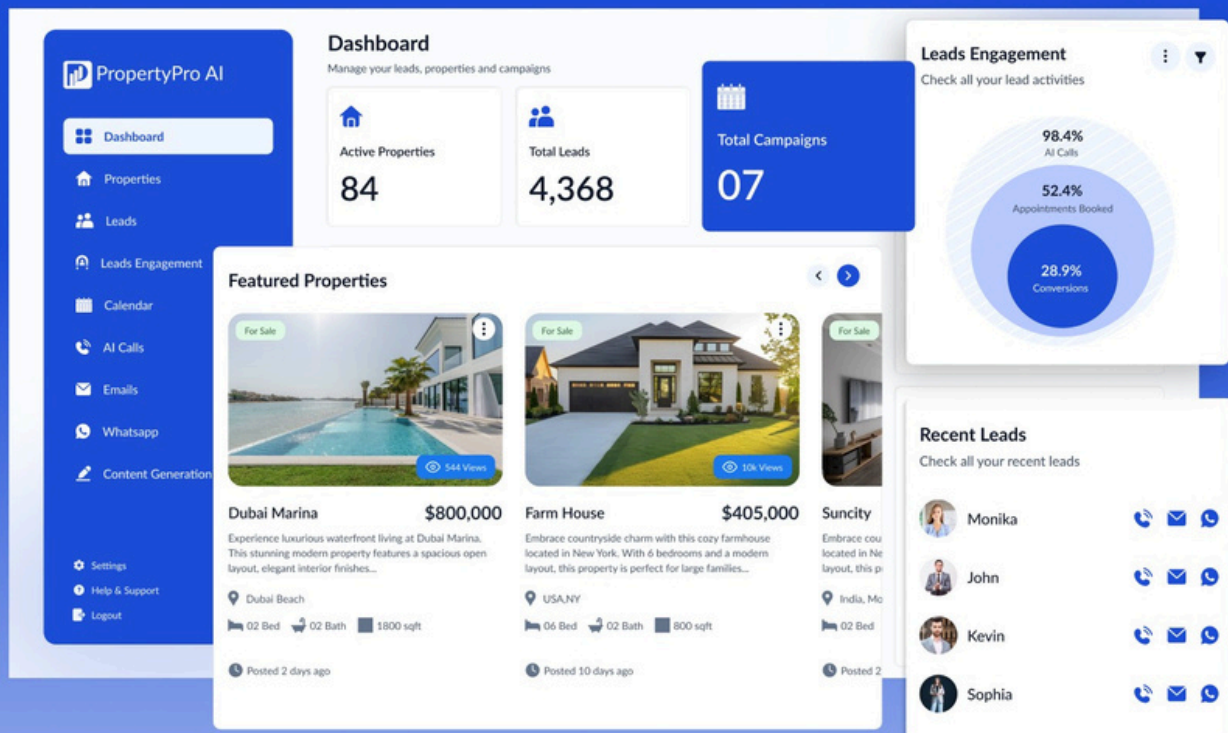


## Web Design

### Landing Page Design

# AI CRM That Instantly Calls Every Lead to Accelerate Real Estate Growth

Capture leads in real-time from Google, Facebook, and more — our AI-powered CRM instantly tracks, calls, and converts.

[Request Demo](#)

## Overview

### Discover the Power of Real-Time AI CRM for Real Estate

#### Real-Time AI Calling That Closes Faster

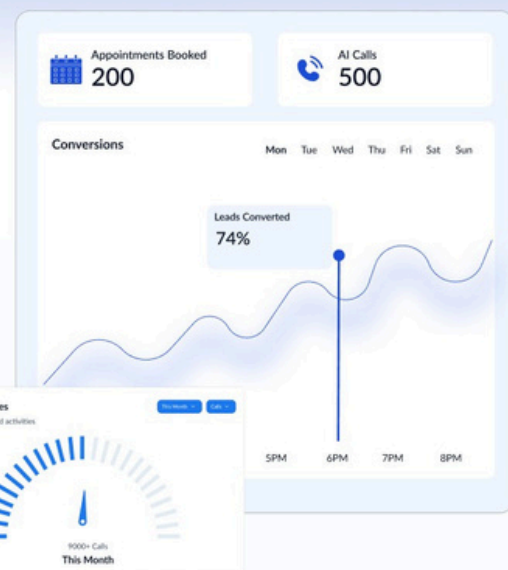
Automatically call every lead the moment it lands — no delays, just faster deals with AI-powered voice.

#### Direct Lead Capture from FB, Google & Website

Capture leads instantly from all major platforms — no manual imports, no lost opportunities.

#### Smart Engagement via AI Emails & WhatsApp

AI follows up with personalized emails and WhatsApp messages to keep your leads warm and converting.

[Request Demo](#)



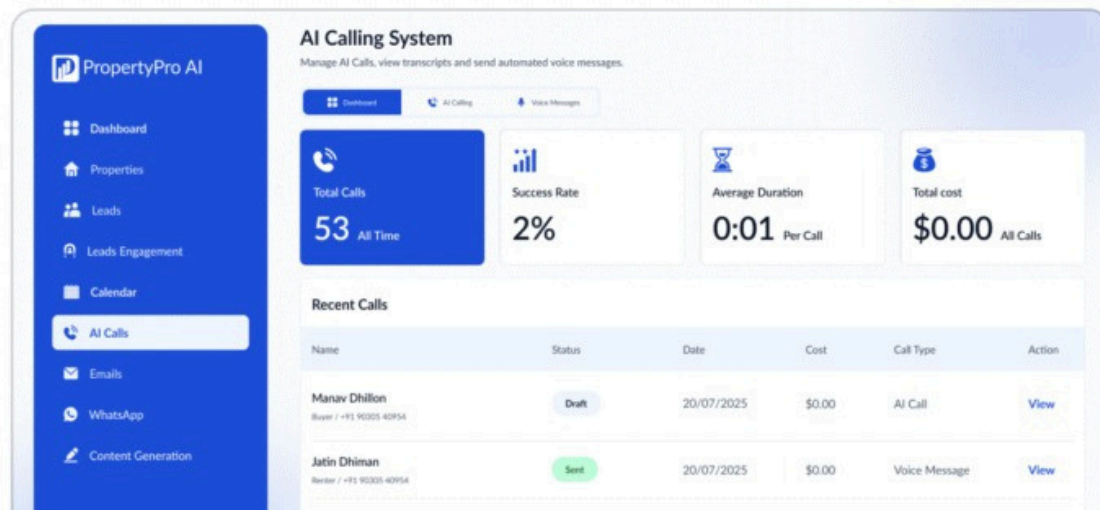
## Features

# Unlock Smarter Sales. Simplify Your Real Estate Growth



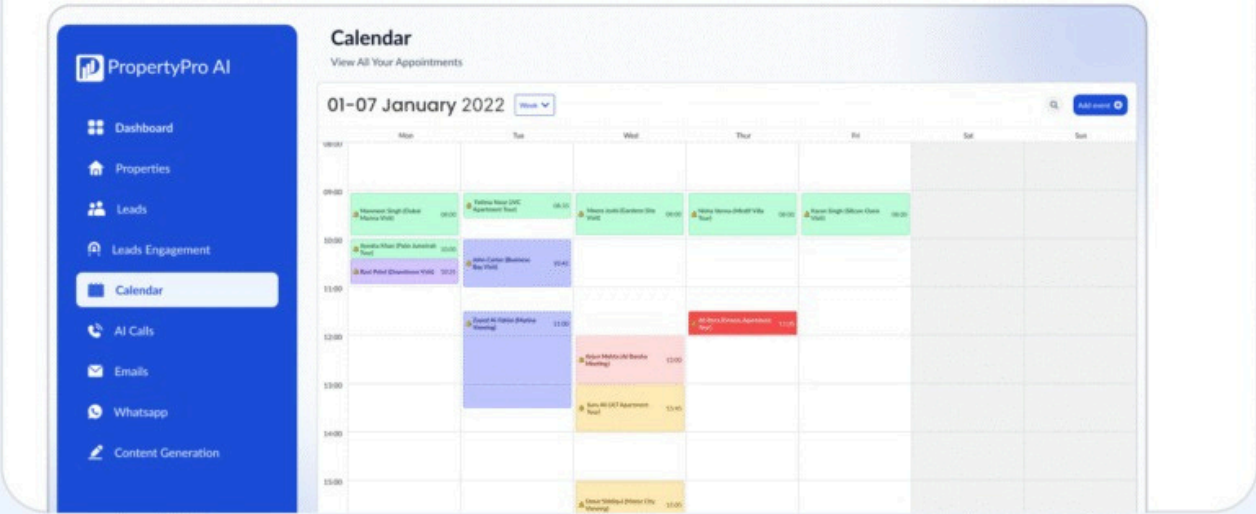
## AI Calls Dashboard

Track and manage automated calls  
Monitor AI-driven lead calls in real-time, view engagement metrics, and analyze call outcomes across campaigns.



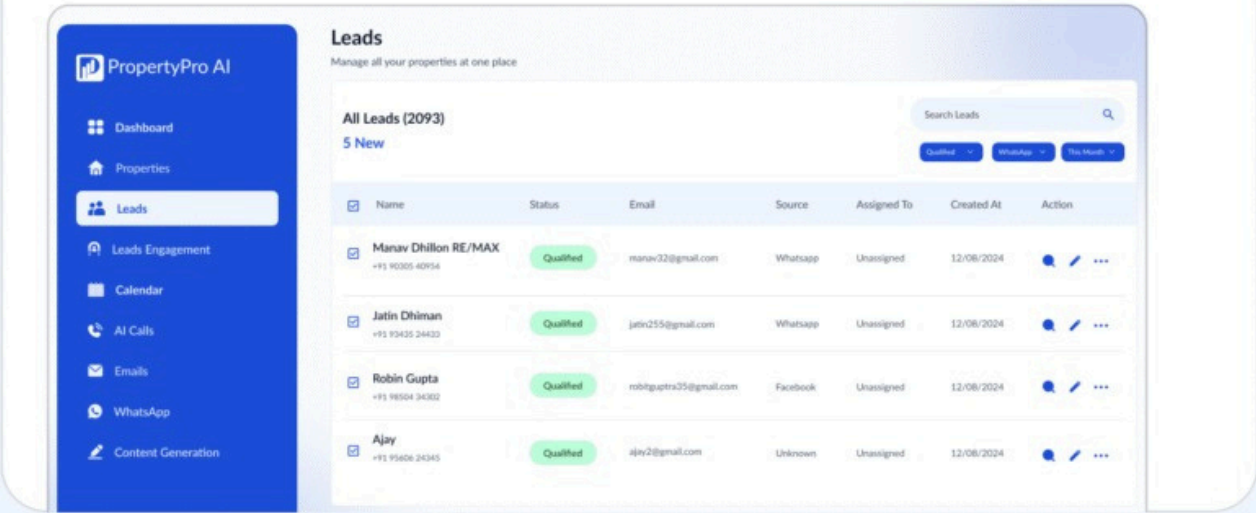
## AI Smart Calendar

AI calls book visits for you  
Let our AI handle appointment scheduling – confirmed site visits are instantly added to your calendar with real-time updates.



# Leads Dashboard

Track and manage automated calls  
Monitor AI-driven lead calls in real-time, view engagement metrics, and analyze call outcomes across campaigns.





## WhatsApp Interactions

AI interacts with leads on WhatsApp  
Let AI handle WhatsApp chats — engage leads instantly, track replies, and optimize performance with smart conversation analytics.

PropertyPro AI

Dashboard

Properties

Leads

Leads Engagement

Calendar

AI Calls

Emails

WhatsApp

Content Generation

WhatsApp Leads

Manage all your properties at one place

WhatsApp

All Leads

Search Leads

| Name                                   | Status    | Last Contact | Assigned To | Action      |
|----------------------------------------|-----------|--------------|-------------|-------------|
| Manav Dhilon RE/MAX<br>+91 98305 40134 | Qualified | No Record    | Unassigned  | <div></div> |
| Jatin Dhiman<br>+91 93023 24923        | Qualified | No Record    | Unassigned  | <div></div> |
| Robin Gupta<br>+91 98304 34332         | Qualified | No Record    | Unassigned  | <div></div> |
| Ajay<br>+91 95426 24343                | Qualified | No Record    | Unassigned  | <div></div> |



## AI Email Marketing

Let AI run your email campaigns  
Create, send, and optimize emails with AI. Track performance metrics like opens, clicks, and replies — all in one smart dashboard.

PropertyPro AI

Dashboard

Properties

Leads

Leads Engagement

Calendar

AI Calls

Emails

WhatsApp

Content Generation

Emails

Manage your leads, properties and campaigns

Total Campaigns

07

Emails Sent

554

Open Rate

90%

Total Contacts

1042

Recent Campaigns

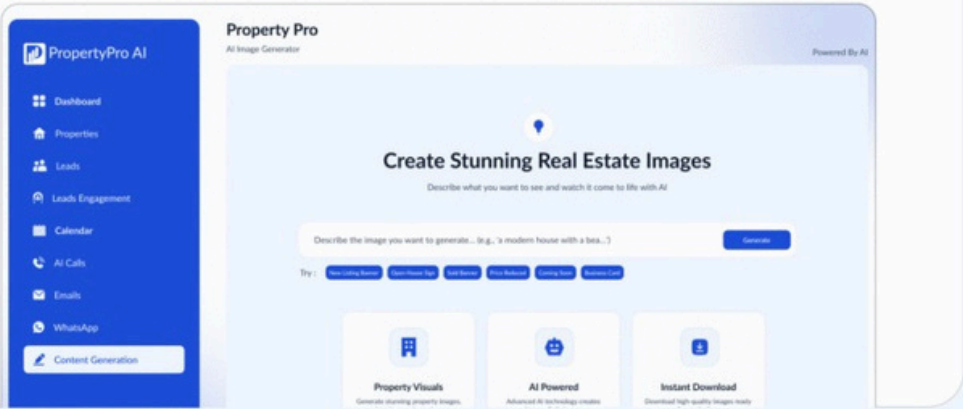
| Campaign                                                                                            | Status      | Recipients | Open Rate | Schedule                | Action |
|-----------------------------------------------------------------------------------------------------|-------------|------------|-----------|-------------------------|--------|
| Key to Dreams<br>Showcasing affordable homes for first-time buyers with flexible financing options. | Draft       | 600        | —         | —                       | View   |
| Next Move Now<br>Targeting ready-to-move-in properties for quick decision-makers.                   | Sent        | 3600       | 62%       | Sent Yesterday          | View   |
| Luxury Reimagined<br>Promoting high-end residences with modern amenities and curated lifestyles.    | In Progress | 8400       | —         | Scheduled<br>20-01-2025 | View   |





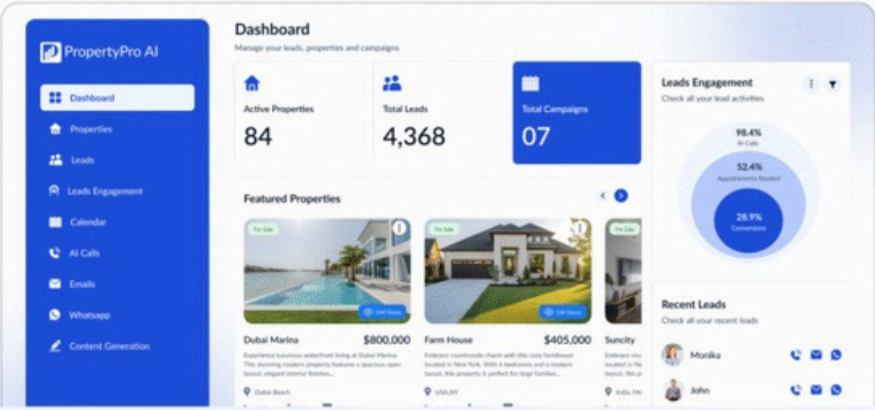
# AI Content Generator

Track and manage automated calls  
Monitor AI-driven lead calls in real-time, view engagement metrics, and analyze call outcomes across campaigns.



# Properties Overview

Manage all properties in one place  
View, update, and organize your complete property portfolio with smart filters, real-time sync, and performance insights.

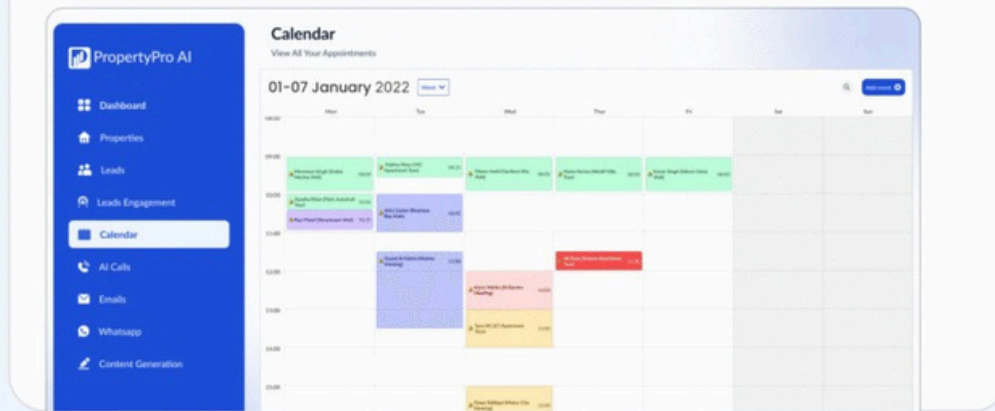


# Lead Engagement Scoreboard

## Lead Engagement Scoreboard

Understand lead interest levels

See which leads are most engaged with AI calls, emails, or WhatsApp — backed by behavior-based scoring and heatmaps.



[Request Demo](#)

Connects with All Your Lead Sources

## All your lead data, **auto-synced**

No more jumping between platforms. PropertyPro AI pulls leads directly from Facebook, Google, your website, and other platforms — giving you one powerful place to manage them all.

[Request Demo](#)



AI Chatbot

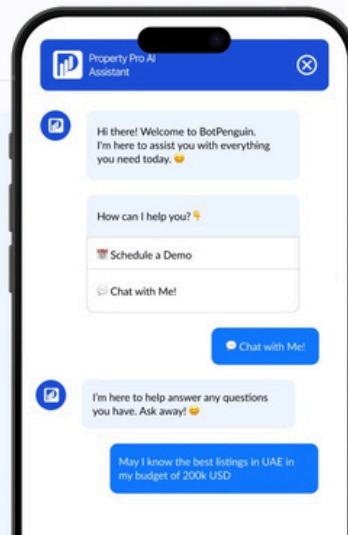
## Turn Your Website into a **24/7 Sales Agent**

Only with Property Pro



### No Forms Needed

Captures name, contact, and interest directly from chat — fully automated.



### Custom-Trained for Your Website

Tailored responses trained on your own projects, location data, and FAQs

## Comparison

## Why Choose **Property Pro** Over Other CRMs?

### Other CRMs

-  Manual lead entry & follow-ups
-  Delayed response time
-  Generic dashboards with poor UX
-  Limited scheduling tools
-  No automation on WhatsApp or emails
-  Country-specific, not scalable

### Property Pro

-  AI-Powered Lead Capture & Auto-Follow-ups
-  Instant 24/7 AI Chat Assistant
-  Real Estate-Optimized Dashboards
-  Smart Appointment Booking + Reminders
-  Multi-Channel AI Engagement
-  Built for Global Real Estate Agents

[Request Demo](#)

## Testimonials

## Trusted by Real Estate Agents Around the World

### Seamless Scaling Across Borders

With Property Pro, managing international listings became seamless. The automation tools save hours every week — it's a true digital partner!

— **James Clark**  
Broker, London Prime Realty (UK)



# 87%

### Increase in **Website Lead Conversions**

Real estate agents using Property Pro's AI assistant saw up to 87% more qualified leads from their website visitors.

# 90%

### **Reduction in Manual** Follow-up Tasks



Our smart automation handles inquiries, schedules, and follow-ups — saving agents 90% of their time daily.

# 99%

**Of Queries Answered** Instantly by AI Chatbot

Property Pro ensures no lead is left waiting — 99% of client questions are answered in real-time, increasing trust and engagement.

## FAQ

### What is Property Pro?

Property Pro is an AI-powered CRM built specifically for real estate professionals. It streamlines lead management, automates client follow-ups, tracks properties, and offers real-time engagement across WhatsApp, email, and calls—all in one platform.

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### How is Property Pro different from other CRMs?

Unlike generic CRMs, Property Pro is purpose-built for real estate workflows. It includes features like automated property alerts, AI follow-ups, integrated call logs, client intent prediction, and localized language support.

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### Do I need technical knowledge to use Property Pro?

Not at all. Property Pro is designed to be easy for agents, brokers, and teams to use without any tech background. Our onboarding team also offers personalized setup and training.

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### Can Property Pro integrate with my website or property portal?

Yes! Property Pro seamlessly integrates with your website, Facebook leads, Google Ads, and major property portals. You can capture and route leads automatically into the CRM.

---

### How does Property Pro help with WhatsApp and calls?

Our platform includes native WhatsApp integration and AI-powered calling. You can trigger automated WhatsApp replies, track call history, and even let AI handle first-touch responses for

faster conversions.

---

## Is Property Pro mobile-friendly?

Absolutely. Property Pro is fully responsive and works smoothly on mobile devices. You can manage your leads, calls, and messages on the go from anywhere.

---

## Can I track team performance and client interactions?

Yes. You get a detailed dashboard showing team activity, follow-up performance, deal status, and communication logs to keep your business transparent and accountable.

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## Is my data secure on Property Pro?

Your data security is our top priority. We use end-to-end encryption, secure cloud infrastructure, and regular backups to ensure your data stays protected.

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## Do you offer support and training?

Yes, we provide full onboarding support, live chat assistance, and video tutorials. Our support team is always ready to help with any queries or custom setup.

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## What does it cost to use Property Pro?

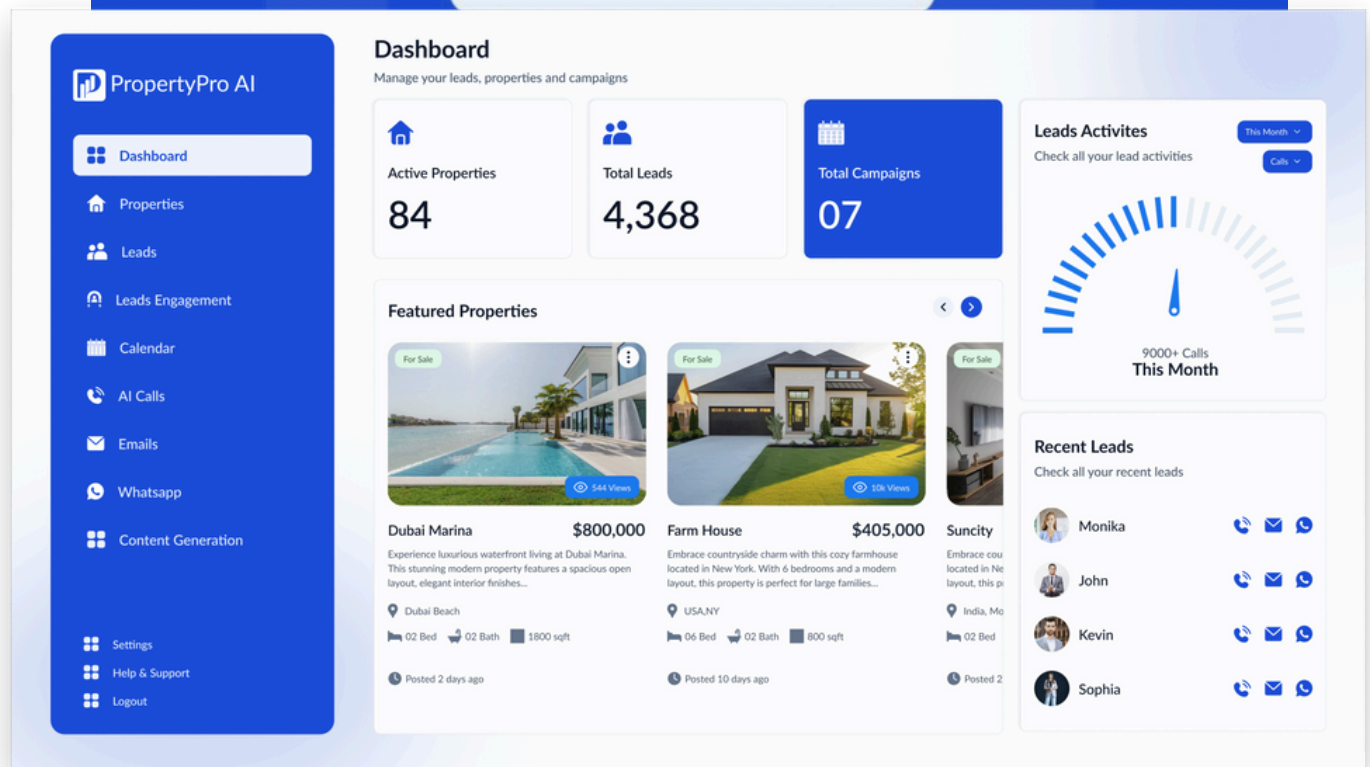
Our pricing starts at an affordable rate, with a free trial available. We offer flexible monthly and yearly plans depending on team size and usage. Contact us for a custom quote based on your needs.



READY TO



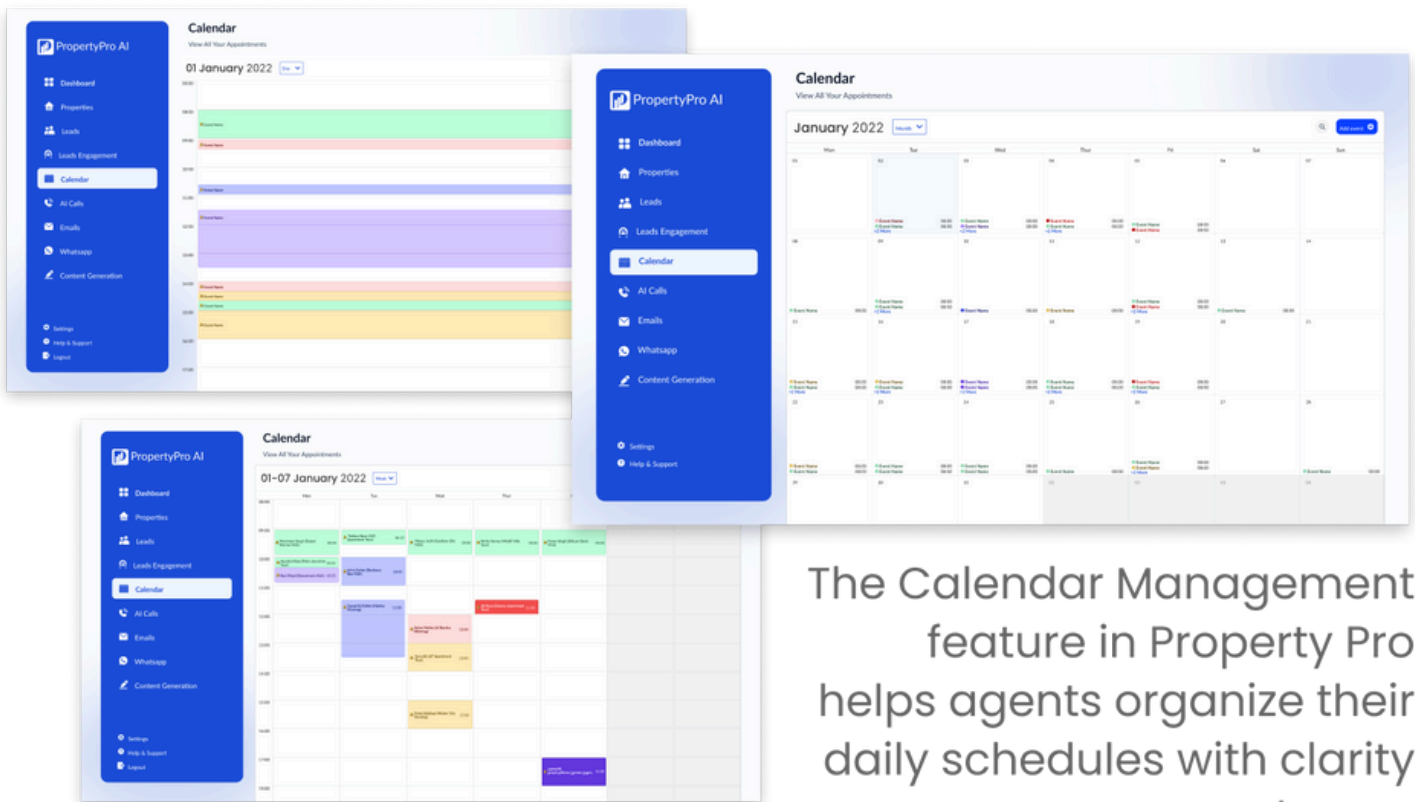
# READY TO SKYROCKET YOUR REAL ESTATE SALES?

[Request Demo](#)

## Dashboard Designs

The Property Pro Dashboard offers a streamlined interface designed for real estate agents to manage their workflow efficiently. On the left, a full navigation panel provides easy access to properties, leads, appointments, and campaigns, along with a quick search bar for instant access. The main view showcases recent leads, performance analytics, and key metrics to help agents stay on top of their sales and engagement activities.

# Calendar Management



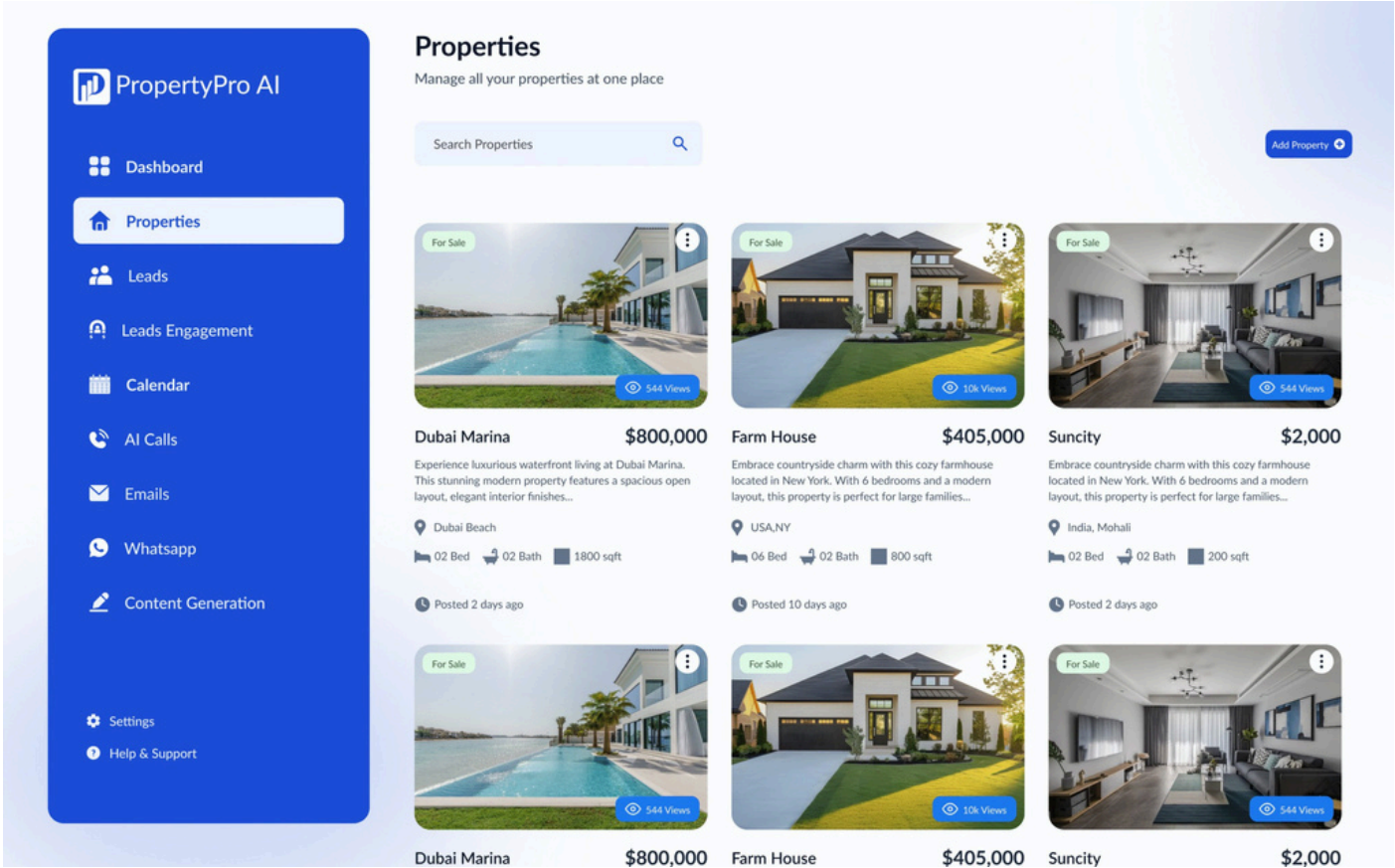
The Calendar Management feature in Property Pro helps agents organize their daily schedules with clarity and ease.

Users can view, add, and manage property visits, client meetings, and follow-ups—all in one place. With automated reminders and integration across devices, it ensures agents never miss an appointment or opportunity.

## Property Management

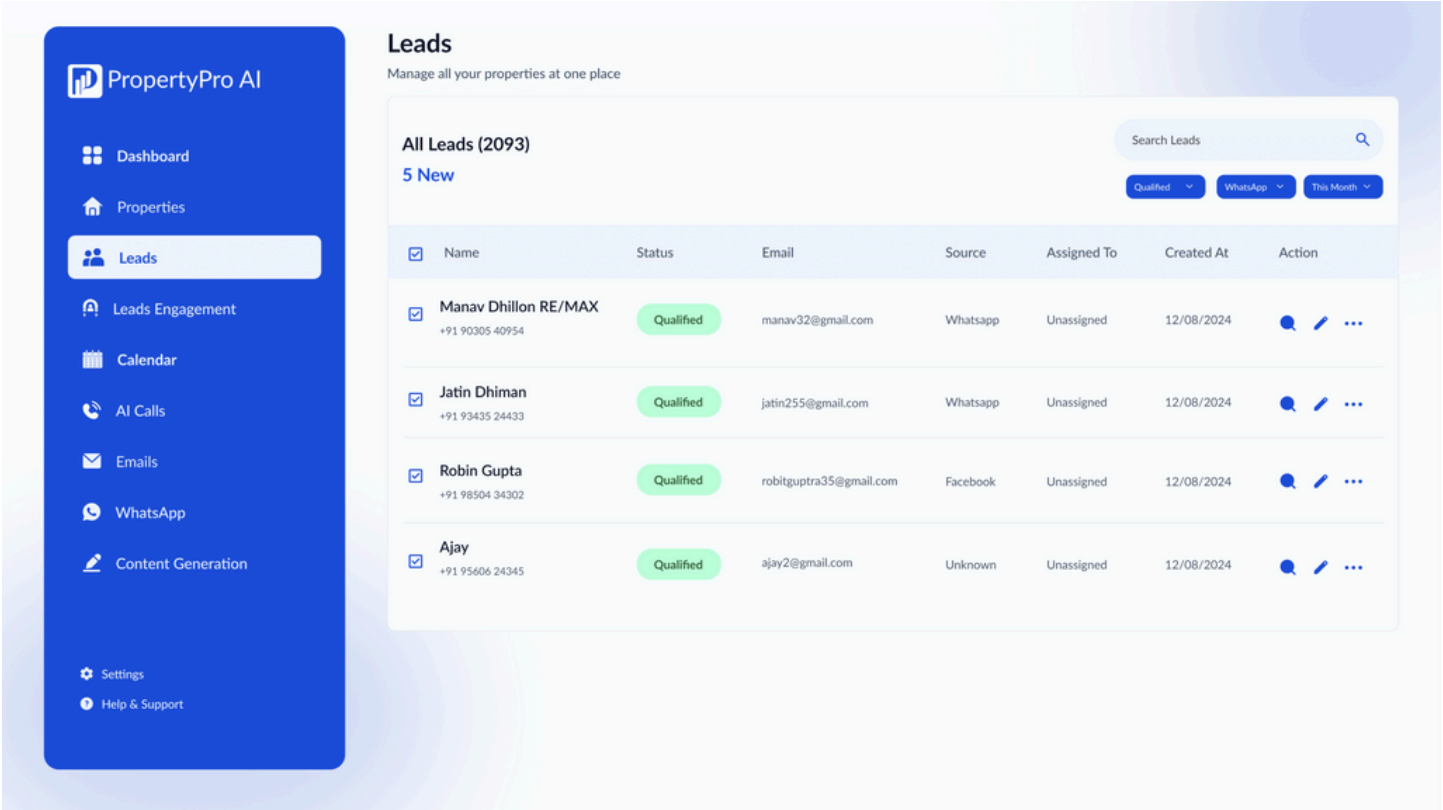
The Property Management section allows agents to seamlessly manage and showcase all their property listings in one place. Each listing displays key details like price, location, property type, and availability status. With quick edit options and filters, agents can update listings, add new properties, or mark them as sold or rented with just a few clicks.





# Leads Management

The Leads Management section helps agents track, organize, and engage with potential buyers and renters effectively. Each lead entry displays contact details, inquiry source, property interest, and current status in the sales funnel. With smart filters, follow-up reminders, and communication history, agents can prioritize hot leads and convert them faster.

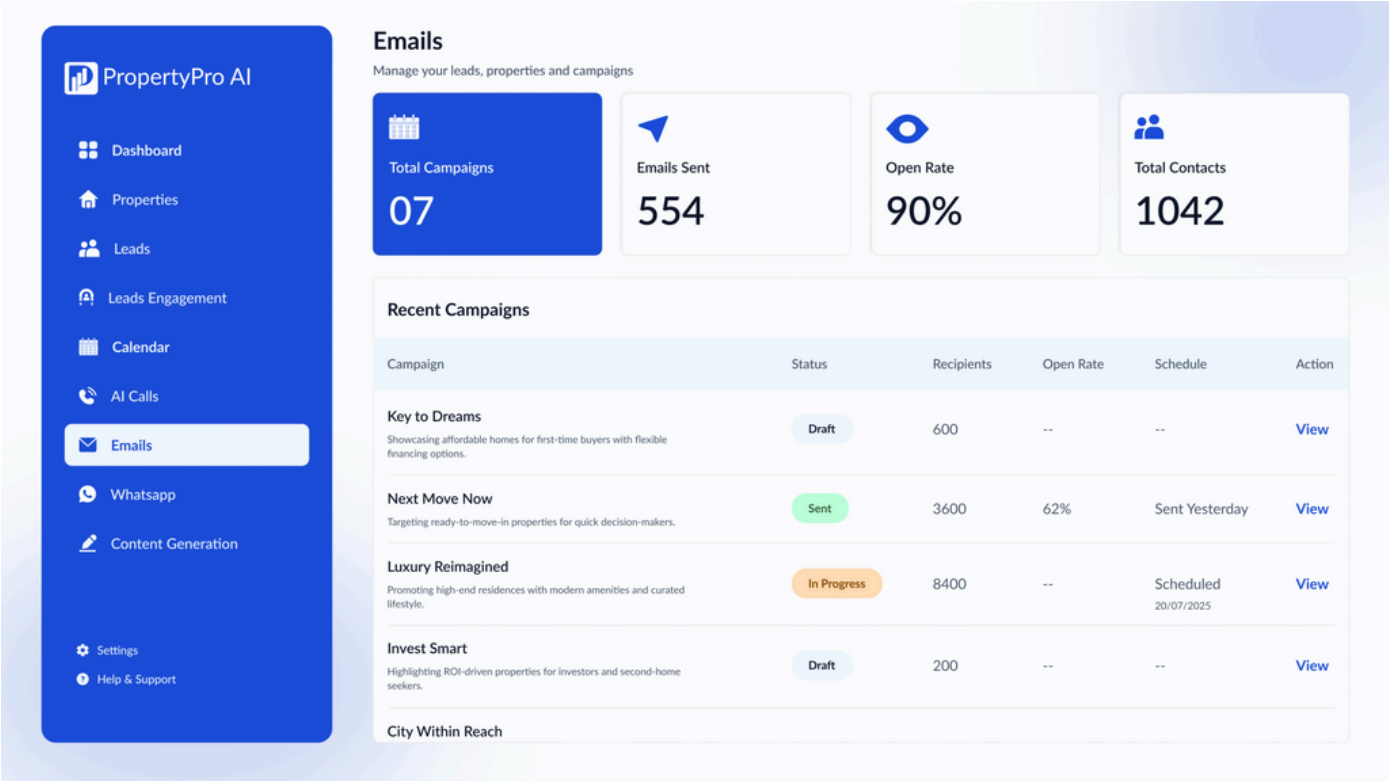


## Communication Screens Designs

within the platform. It syncs with your existing email accounts and ties conversations to specific leads or properties.

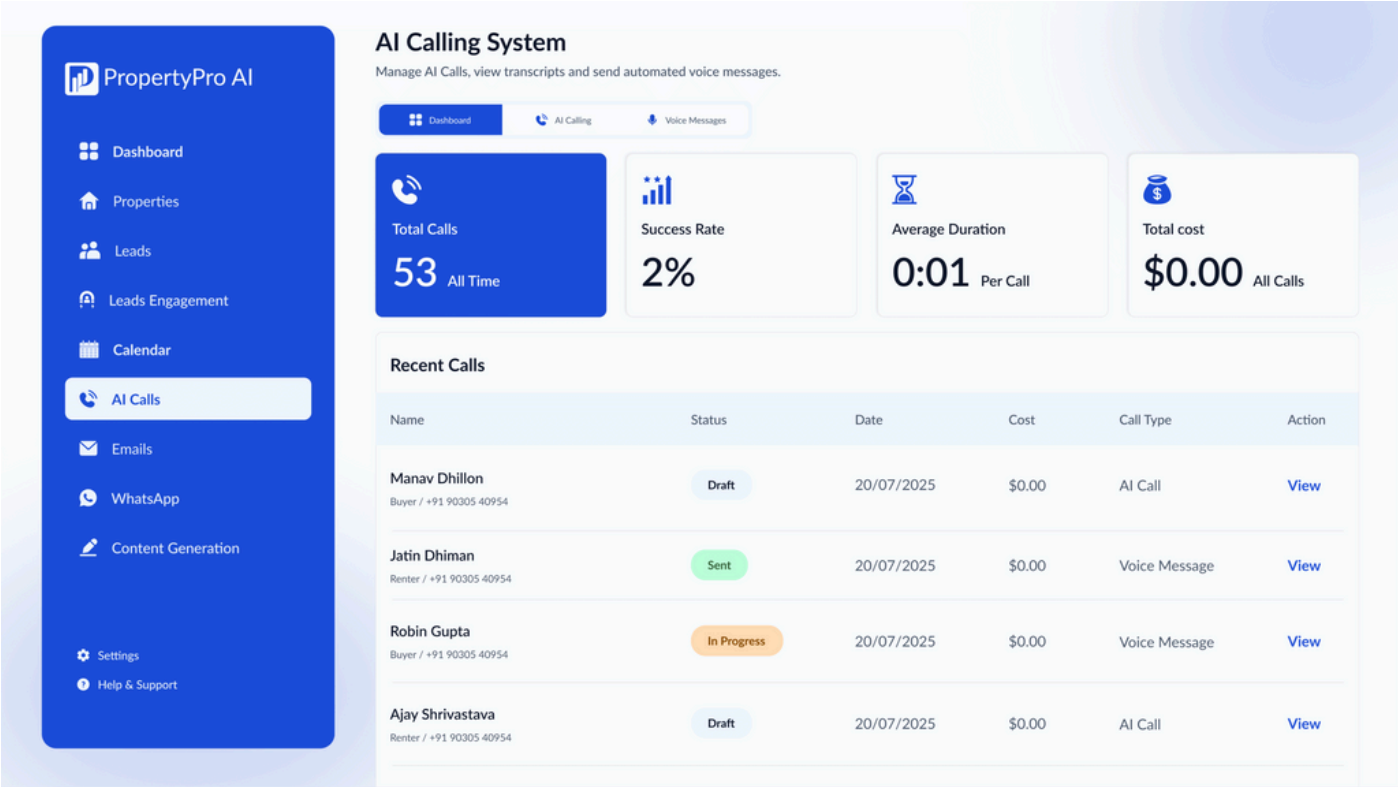
## Email Leads

The Emails section in Property Pro centralizes all communication, allowing agents to send, receive, and track emails directly



AI Calling System

The AI Calling System in Property Pro automates follow-ups and initial outreach, saving agents valuable time. It can place scheduled calls, share property details, and even answer basic queries using voice AI.



# WhatsApp Leads

The WhatsApp Leads feature in PropertyPro captures and organizes inquiries received through WhatsApp, turning chats into actionable leads. Agents can view conversation history, assign follow-ups, and respond promptly.

PropertyPro AI

Dashboard

Properties

Leads

Leads Engagement

Calendar

AI Calls

Emails

WhatsApp

Content Generation

Settings

Help & Support

WhatsApp Leads

Manage all your properties at one place

This Month

All Leads

Search Leads

| Name                                    | Status    | Last Contact | Assigned To | Action |
|-----------------------------------------|-----------|--------------|-------------|--------|
| Manav Dhillon RE/MAX<br>+91 90305 40954 | Qualified | No Record    | Unassigned  |        |
| Jatin Dhiman<br>+91 93435 24433         | Qualified | No Record    | Unassigned  |        |
| Robin Gupta<br>+91 98504 34302          | Qualified | No Record    | Unassigned  |        |
| Ajay<br>+91 95606 24345                 | Qualified | No Record    | Unassigned  |        |

Phase #5

Test

Duration: 26 Jun 2025 - 04 Jul 2025 (1 Week)

Phase #5

# Usability Testing

Usability Testing in Property Pro ensures the platform is intuitive, efficient, and user-friendly for real estate agents and teams. By observing real users navigate features like lead management, property listings, and communication tools, the team identifies pain points and areas for improvement. Feedback from usability testing helps refine the interface, reduce friction, and enhance overall user experience.

## Client's Feedback



### Leslie Alexander

The dashboard feels clean and easy to navigate, but it would help to have quick action buttons on each lead card.



### Alex Martin

I love the integrated WhatsApp feature—it saves a lot of switching, but real-time sync can be a bit faster.



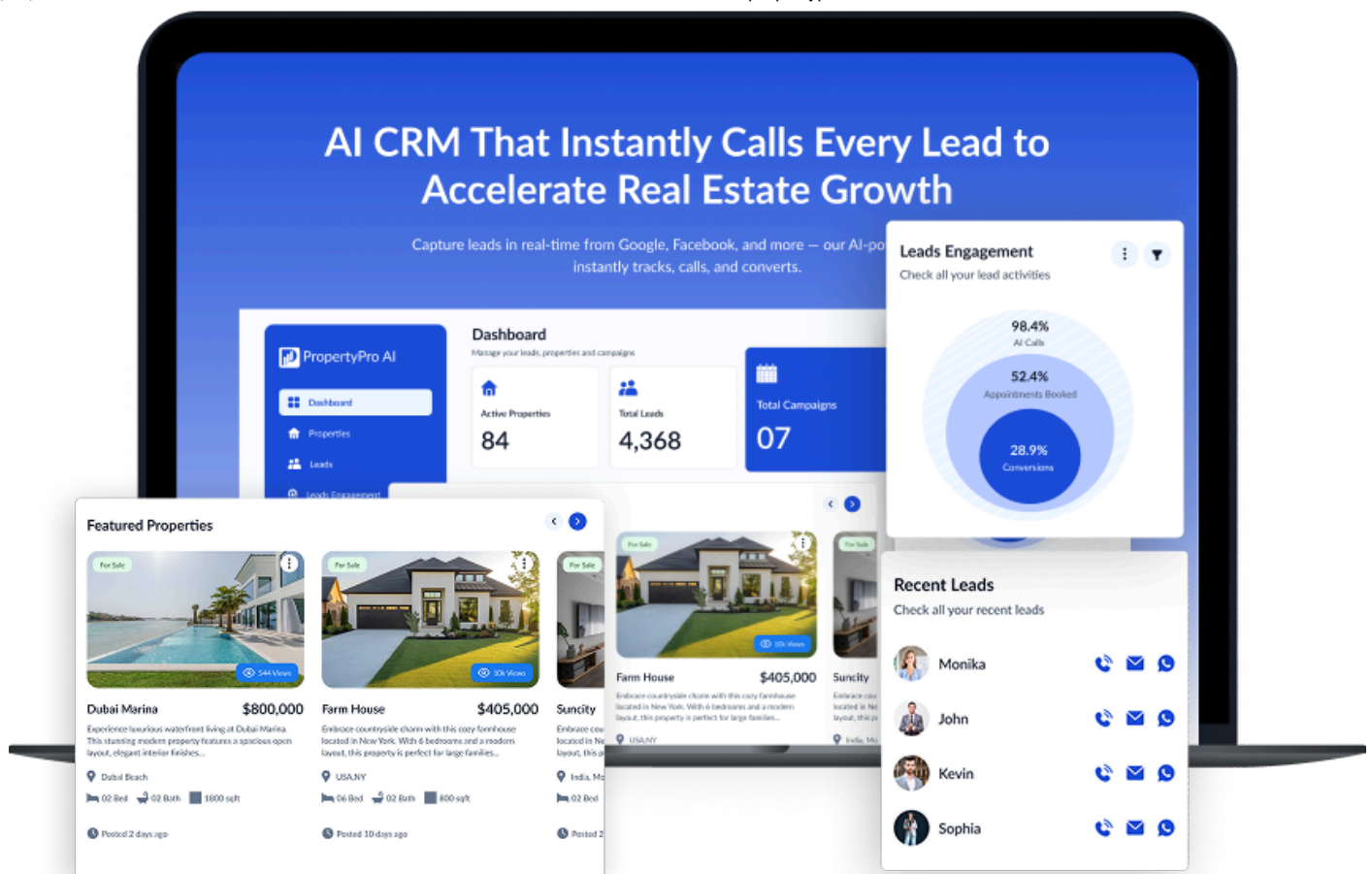
### John Cooper

Scheduling appointments is smooth, though color-coding visits and follow-ups separately would make it more visual.

## Conclusion

In conclusion, Property Pro proves to be a powerful and intuitive platform tailored for real estate professionals, streamlining everything from lead management to communication and scheduling. Usability testing highlights its strengths in simplicity, integration, and workflow efficiency, while also pointing to opportunities for enhanced visual cues and faster syncs. With ongoing improvements based on user feedback, Property Pro is well-positioned to elevate agent productivity and client experience in the property market.





# DON'T MISS A NEW WORK