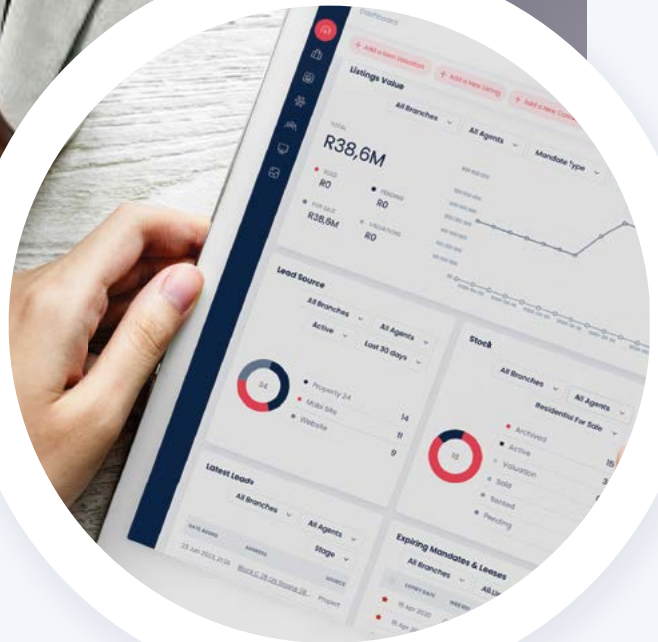




Get to know
Prop Data

One real estate platform.
More ways to grow.

TAKE A LOOK 

Manage:

Bring all your data together in one CRM

Centralise contacts, listings, and lead data with full history, notes, and requirements.

Automate client alerts for listings, price drops, and matched properties via email.

Route and manage leads instantly while tracking activity and performance in real time.

Track mandate performance and share real-time feedback with clients through live reports.

Segment and filter your database to send hyper-targeted, POPIA- and GDPR-compliant campaigns at scale.

Access actionable dashboards and reports across listings, leads, and business performance.

Generate custom reports and insights in Excel or PDF at franchise, branch, or practitioner level.

Marketing:

Enhance lead generation and build your brand

Get a beautiful real estate website designed to convert visitors into clients.

Optimise your visibility on Google and partner networks with advanced SEO tools.

Send targeted email campaigns and newsletters to stay connected with your client base.

Engage and grow your audience on social media with strategic content.

Amplify your reach with paid advertising across search and social platforms.

Create compelling content that positions you as a trusted property expert.

Design distinctive branding and visuals that elevate your agency's identity.



Exchange:

Syndicate your property listings

Publish across 35+ major local and international property portals.

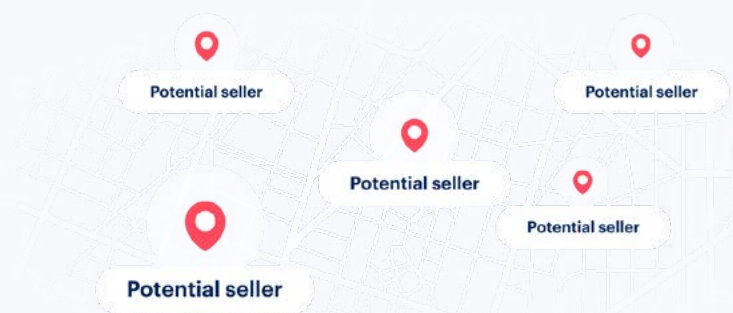
Unify all your leads from multiple sources into a single, easy-to-manage system.

Eliminate manual portal logins by automatically consolidating all enquiries into your CRM.

Follow listing feed performance in real time across all inbound and outbound property portals.

Analyse listing performance and lead sources with insights, engagement, and conversion data.

Optimise marketing spend using clear analytics on views, alerts, clicks, and lead activity.



Add-ons:

Extra tools to supercharge your workflow

Advanced SEO Package:

Show up in even more searches and become a traffic magnet.

Brand Assets Module:

Create professional graphic designs with branded templates in minutes.

Bulk Mailing Module:

Send targeted newsletters and bulk campaigns with smart templates and filters.

CleverCompose:

Put together listing descriptions (and more) with an AI writing assistant.

Collections Module:

Highlight special groups of listings on your website.

Corporate Identity:

Create a consistent real estate brand across your collateral.

Deals Module

Manage deals from offer to purchase through to deeds office registration.

Digital Lease Application & Vetting Module:

Get access to digital leases and TPN credit checks.

Journey Mailers:

Automate email journeys to keep leads warm without constant follow-ups.

Marketing Suite:

Get the Collections Module and Journey Mailers at a discounted bundle price.

Nova Theme Upgrade:

Switch to our new standard template theme, complete with a refreshed design.

Online Directories:

Enjoy an SEO boost by being added to 45 reputable online platforms.

Prop Data Fuel:

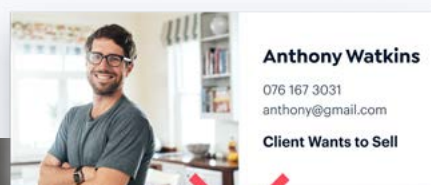
Instantly launch social media campaigns for your property listings.

Referrals Module:

Share lead data, backed by reporting and notification communication.

Valuations Module:

Generate CMA reports using Lightstone data in just a few steps.



Date	Status	Agent	Property Type	Price Range	Various other metrics
21 May 2022	Active	Agent	Residential	House	Household
19 May 2022	Active	Agent	Residential	House	Household
21 May 2022	Active	Agent	Residential	House	Household
21 May 2022	Active	Agent	Residential	House	Household
19 May 2022	Active	Agent	Residential	House	Household
21 May 2022	Active	Agent	Residential	House	Household
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21 May 2022	Active	Agent	Residential	House	Household
21 May 2022	Active	Agent	Residential	House	Household
21 May 2022	Active	Agent	Residential	House	Household

Excellence

that builds trust.

Innovation

that drives results.

Client service

that makes a difference.



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