

# ■ Future-Ready Addons – Real Estate CRM ■■

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### ■ *AI Sales Assistant*

Real-Time Smart Suggestions

- Lead 3 din se silent hai. Send this message to re-engage.
- Based on location, suggest Property A to this lead.

Use: Lead nurturing, better follow-ups

Tech: OpenAI, Langchain

### ■ *Lead Exchange Network*

CRM users apne stale leads ko dusre verified partners se swap/sell kar sakein.

Boosts: Lead ROI & ecosystem collaboration

Monetizable feature

### ■ *Channel Partner Dashboard*

CRM users apne channel partners ko custom portal de sakte hain

Example: "yourcrm.partnerportal.com"

Track shared leads, commissions

Fully white-labeled for brand resellers

### ■ *Call Integration (CTI Add-on)*

Agents directly CRM se call karein – call logs auto-store ho jayein

Exotel / Twilio integration

Improve: Follow-up accuracy, call recording

Alert missed calls

### ■ *Hyperlocal Marketing Toolkit*

CRM me built-in feature:

SMS/WhatsApp/email targeting by pin code, property type, budget bracket

Use: Localized campaigns, lead reactivation

### ■■ *Offer / Coupon Engine*

CRM admin create kare:

"■1L discount if booked before Sunday" → Auto-sent to hot leads

Scarcity triggers = higher conversion

Auto tracking of offer performance

### ■ *Investor Dashboard / Buyer Portal*

Buyers login karke dekh sakein:

- Property status
- Payment progress
- Booking docs

- Construction photos  
Improves transparency, buyer experience

### ■ **Automation Builder**

No-code Flow Designer  
Drag-n-drop logic:  
If Lead Status = "Hot" → Send WhatsApp + Assign to Senior Agent + Create follow-up task  
Like: Zapier for Real Estate CRM  
Great for advanced users

### ■ **Multilingual Interface**

Hindi, Marathi, Gujarati, Tamil, Kannada, etc.  
Agent aur client dono ke liye  
Wider adoption in Tier 2/3 cities  
Competitive edge

### ■ **Project Inventory Management**

Builders ke liye unit-level inventory tracking:  
2BHK Tower A – Booked  
3BHK Tower B – Available  
CRM auto-assign kare units to leads

### ■ **Bonus: Revenue-Based Addons (Monetization Ideas)**

Add-on	Sell As
WhatsApp Credit Packs	Per message volume
Voice Call Minutes	Per agent bundle
Custom Branding	Paid white-labeling
Premium Analytics	Pro user-only
Lead API Access	Paid integrations

### ■ **Future-Addons Rollout Plan (Sample)**

Phase	Add-ons Focus
Month 1–3	AI Assistant, Offer Engine
Month 4–6	Channel Partner + Buyer Portal
Month 7–9	CTI Call Logs, No-code Builder
Month 10–12	Lead Exchange, Inventory Mgt

■ Wireframe, Tech roadmap, Pricing strategy, Modular folder/file design for devs bhi prepare kiya ja sakta hai.

Next step ke liye bataayein: Wireframe, flowchart ya feature priority list?