



Blanca Calida: The Universal Real Estate Master Template

A scalable digital ecosystem for international agencies and property developers.

Blanca Calida is a high-end SaaS (Software as a Service) solution designed to bridge the gap between international real estate agencies, local developers, and foreign investors. While initially optimized for the Spanish market, the system is **fully transposable and scalable**, allowing agencies to sell properties worldwide by integrating various data sources.



Global Scalability via XML Integration

The core of the system is its ability to ingest massive real estate databases and transform them into a sleek, user-friendly sales interface.

- **Spain Integration:** Powered by a native connection to the **Habihub** XML feed, providing real-time access to the entire inventory of available new builds in Spain (including technical details, GPS coordinates, and media).
- **International Expansion:** The architecture is "Plug & Play." By simply providing a new XML feed (USA, Dubai, Portugal, etc.), an agency can instantly open new markets and offer global properties on the same platform.



The 3-Tier Dashboard Ecosystem

The system manages the entire lifecycle of a sale, from agency onboarding to the final delivery of the property.

1. The "Master Admin" Dashboard (System Management)

The control center for the platform owners to manage the network.

- **Agency Deployment:** Instant creation and activation of accounts for new partner agencies.
- **Role Management:** Assignment of "Agency Administrator" roles and license control.

2. The "Agency" Dashboard (CRM & Operations)

The daily workspace for the real estate agent to manage sales and client relationships.

- **Portfolio Navigation:** Browse and select properties directly from the **Habihub** feed (or any other global XML source).
- **Client Onboarding:** Create comprehensive client profiles including purchase data, specific construction phases, and **Cashback** tracking.

- **Digital Vault:** Secure upload and storage of contracts, floor plans, and legal documents.
- **PIN Security:** Generation of secure PIN codes for clients and field technicians, ensuring easy access without complex passwords.

3. The "Client" Dashboard & Field App (Real-Time Follow-up)

The unique selling point that builds trust and justifies remote investment.

- **Client Portal:** A dedicated personal space where the buyer watches their project come to life. They can track construction progress, access documents, and visualize their future home.
- **Field Mobile App:** The "feeder" application. This allows on-site inspectors or technicians to upload photos and validate construction phases directly from the site. This data instantly populates the Client Dashboard, creating a transparent link between the construction site and the buyer, anywhere in the world.



Why Blanca Calida is a Game Changer

1. **Geographical Independence:** Sell in Spain with Habihub today, and anywhere else tomorrow.
2. **Reduced Buyer Anxiety:** Buying abroad is stressful. Real-time follow-up via the dashboard and live construction photos remove the "distance barrier."
3. **Digital Cashback Tracking:** Transparent management of financial incentives promised to the client, increasing loyalty and conversion.
4. **Mobile-First Simplicity:** No more forgotten passwords. The PIN-based system ensures a seamless experience for both clients and field workers on their