



# Innovation & Artificial Intelligence

for the Real Estate Industry

ZESTOS CASE & VISION

# The Real Estate Paradox

## Data Silos

Listing data is trapped in static CRMs, disconnected from real-time conversations.

## Human Bottleneck

Agents spend 60% of their time on repetitive queries instead of closing deals.

## Manual Service

Customers expect 24/7 responses.



# The Shift in Intelligence

From static data storage to living, intelligent automation.

## THE OLD WAY

- Static CRM Folders
- Manual Lead Entry
- Disconnected Messaging
- Fragmented Customer Profiles

## THE ZESTOS WAY

- Living Data Intelligence
- Autonomous Lead Capture
- Unified WhatsApp AI
- Integrated Client Knowledge

# Growth Roadmap

Three phases to transform your agency with intelligent automation.

**01**

## AI Intelligence

PHASE 1: FOUNDATION

WhatsApp native AI assistant & web widget. 24/7 customer self-service.

**02**

## Smart CRM Lite

PHASE 2: GROWTH

Add agents, manage listings, and gain AI-driven insights into leads.

**03**

## Living Ecosystem

PHASE 3: SCALE

Full Operating System. Portal pushes and API stack.

# Phase 1: The Intelligence Layer

AI-powered assistant deployed across WhatsApp and web empowering your team & customers.

## ZESTOS FOUNDATION

⌚ WhatsApp Assistant for Agents

⌚ Customer WhatsApp Agent

⌚ 24/7 Embeddable Web Chatbot

⌚ Property Listing Integration

# Two Channels, One Brain

Your personal AI assistant works 24/7 for both your team and your customers.



## The Agent Side

Internal WhatsApp bot to query listings, schedule viewings, and manage client data on the go.



## The Customer Side

A dedicated assistant for buyers to browse properties, book viewings, and get instant answers.

# ZestOS Core Architecture

The foundation powering intelligent automation across your agency.



## Listing Sync

Deep integration with your CRM or manual listing manager.



## LLM Engine

Custom trained on your agency context and property specifics.



## Multi-Channel

Seamlessly delivered via WhatsApp, Web, and Mobile.



## Admin Dash

Simple control center to manage brand, context, and leads.

# The WhatsApp Experience

Native, intuitive, and extremely fast.

No additional app to download.



# Intelligent Web Agent

Not just a chatbot. A sales-ready assistant that understands property value and location context.



Custom UI Styling



Deep CRM Integration



Lead Qualification



Instant Scheduling

# The Agency Command Center

Your control hub for managing AI behavior, branding, and lead intelligence.



## Brand Setup

Configure your company identity and tone of voice.



## Embed Codes

One-click widget deployment for your website.



## Context Engine

Upload PDFs and docs to train your personal AI.



## Lead Manager

View all autonomous conversations in one place.

# Built for Scale

Start with Foundation today. Growth and Scale phases coming soon with expanded capabilities.

FOUNDATION

**€999/mo**

AI Intelligence

- AI WhatsApp Agent
- Web Widget
- Listing Sync

GROWTH

**TBC**

CRM Lite

- Phase 2 CRM Features
- Multi-Agent Support
- Advanced Analytics

Next

SCALE

**TBC**

Living Ecosystem

- Full Real Estate OS
- Portal Integrations
- Custom API access

Future

# Founding Partner Opportunity

Join us in shaping the future of real estate intelligence.

- ↗ Influence the product roadmap
- ↗ Special founding member pricing
- ↗ Priority feature deployment
- ↗ Dedicated success manager

INITIAL COMMITMENT

**€6,500**

One-time Setup

+ €299/mo

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***"The next decade of real estate will be  
defined by those who turn static data into  
living intelligence."***

Z E S T O S   V I S I O N

# Transform Your Agency

Embrace Your Data.

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