Modules

1. **Lead & Contact Management**

   - Capture (webforms, ads, WhatsApp, manual import)

   - Profiles & enrichment (custom fields, scoring, deduplication)

   - Pipeline & stage-management (Kanban, auto-progression rules)

   - Activity timeline (calls, emails, chats, notes)

2. **Property & Listing Management**

   - Property records (address, specs, pricing, status)

   - Media & documents (photos, floorplans, virtual tours)

   - Search & match engine (advanced filters, auto-match)

3. **Deal & Transaction Tracking**

   - Deal/opportunity records (lead ↔ property linkage)

   - Milestones & workflows (offer, inspection, legal, closure)

   - Commission & invoicing (rules, generation, PDF exports)

4. **Tasks, Calendar & Reminders**

   - Task creation & assignment (calls, visits, docs)

   - Recurring tasks & due-date alerts

   - Calendar sync (Google/Outlook) & visual scheduling

5. **Communications Hub**

   - Email (templates, merges, tracking)

   - WhatsApp & SMS (templated & dynamic messages)

   - VoIP/click-to-call (recording, transcription)

   - Live chat widget (bot + human handoff)

6. **Dashboard & Reporting**

- Prebuilt dashboards (funnels, source performance, agent KPIs)

- Custom report builder & scheduled exports

- Forecasting & health scores (pipeline revenue, churn risk)

7. **AI & Automation**

- Workflow builder (visual "if → then" rules)

- GPT-powered drafting (emails, follow-ups, recommendations)

- Predictive matching & lead scoring

8. **User, Team & Access Control**

- Roles & permissions (admin, manager, agent, read-only)

- Multi-office/tenant support (data partitioning)

- Audit trail & activity logs

9. **Settings & Configuration**

- Custom fields, pipelines & labels

- Notification preferences (channels, thresholds)

- Branding & white-label options (theme, domain)

10. **Integrations & APIs**

- Portals (99acres, Magicbricks, Zillow, etc.)

- Ad platforms & marketing tools (Facebook, Google, Mailchimp)

- Accounting (QuickBooks/Xero), e-sign (DocuSign)

- Public API & webhooks for extensibility

11. **Mobile & Offline Access**

- Responsive PWA for agents on-the-go

- Offline caching & push notifications

- (Optional) Native iOS/Android apps

12. **Platform & Ops**

- Scalability (sharding, partitioning)

- Performance (caching, search indexing)

- Security & compliance (2FA, encryption, GDPR/CCPA)

- Monitoring & reliability (SLA, backups, disaster recovery)