

PREPSEED FOR REAL ESTATE

The CRM built for how real estate teams actually sell.

A single, white-labeled sales platform for developers & brokerages —
from the first lead to the signed booking. Sold under **your** brand.

[Company Overview →](#)

Real Estate CRM & Sales Automation · 2026 Edition

THE PROBLEM

Great real estate teams still **lose deals** to bad process.



Leads scattered everywhere

Meta, Google, WhatsApp, walk-ins and brokers — none of it lands in one place.



Site visits tracked on Excel

No calendar, no reminders, no record of what happened after the visit.



Owners fly blind

No real-time view of funnel health, source ROI or team performance.



Marketing spend, wasted

No way to tell which campaign or channel is actually producing bookings.



Follow-ups slip through

No SLA, no reminders — hot leads go cold before anyone calls back.



Brokers managed by memory

No visibility into who referred what, and no easy way to pay them right.



Generic software, generic look

Off-the-shelf CRMs show someone else's brand to your own customers.



Data walks out the door

When a tele-caller leaves, their leads and chat history leave with them.

INTRODUCING

One platform. Every lead, every visit, every deal.

Prepseed brings lead capture, follow-up, site visits, brokers and reporting into a single sales workspace — built specifically for real estate.



Dashboard

Real-time view of the entire funnel



Action Center

Today's priorities, auto-sorted



Lead Manager

Full sales funnel, per lead



Hot Lead

AI flags high-intent leads first



Site Visits

Calendar & reminders built-in



Broker Management

Channel partners & payouts



Integrations

Meta, Google & WhatsApp, native



Reports & Analytics

Source-to-booking funnel



AI Based Reporting

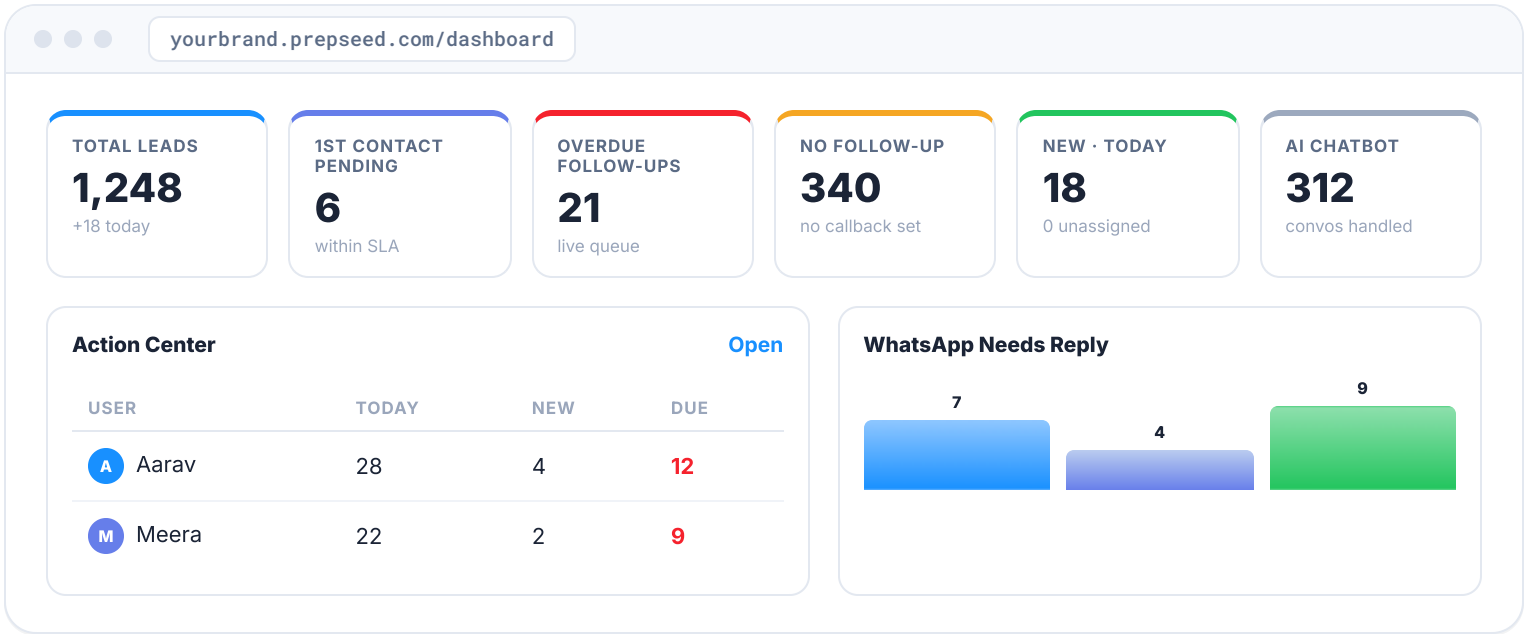
Auto-generated insights, plain English



Mobile & Web App

Any platform — iPad, laptop, desktop

See your entire sales floor in **one glance**.



- ✓ **Live funnel health**
New, contacted, overdue and unassigned counts — refreshed in real time, not end-of-day.
- ✓ **SLA-driven alerts**
First-contact and follow-up SLAs are tracked automatically and surfaced the moment they slip.
- ✓ **Channel-wise pulse**
WhatsApp, call and source performance in one view — no exports, no spreadsheets.
- ✓ **Role-aware**
Owners see everything; managers and executives see exactly their queue.

Today's work, decided for you.

- ✓ **One prioritised queue**
Every executive opens the app to a single, ranked list — no deciding what to work on next.
- ✓ **WhatsApp replies surfaced**
Customer messages waiting for a reply are pulled to the top automatically.
- ✓ **Overdue, never hidden**
Follow-ups past their due date stay visible until they're actioned or reassigned.
- ✓ **One click to Leads**
Jump from any task straight into the full lead record and history.

yourbrand.prepseed.com/action-center

TODAY'S WORK	WHATSAPP REPLY	NEW LEADS	OVERDUE	COMPLETED
42	5	3	21	9
CUSTOMER	MOBILE	SOURCE	ASSIGNED	STATUS
Priya Nair	+91 98••• 41209		Aarav	Site Visit Planned
Karan Mehta	+91 97••• 88231		Aarav	New
Sneha Iyer Hot	+91 63••• 50104		Meera	Site Visit Done
Rohit Verma	+91 90••• 17742		Aarav	Contacted

Every lead, one funnel, zero leakage.

yourbrand.prepseed.com/leads

1,248 leads · filters: status · executive · source · project · time

New48

Priya Nair

WhatsApp · 2h ago

Rohit Verma

Facebook · 5h ago

Devika Shah

Instagram · 1d ago

Contacted132

Karan Mehta

Call · Follow-up Fri

Ansh Patel

WhatsApp · replied

Ritika Rao

Call · Follow-up Mon

Site Visit64

Sneha Iyer

Tower A · Sat 11 AM

Manav Joshi

Tower B · Sun 4 PM

Negotiation22

Ishaan Kapoor

2 BHK · Tower A

Payal Desai

3 BHK · Tower C

Booked9

Yash Trivedi

Unit A-1204

Neha Kulkarni

Unit B-0803

- +

Add leads, fast

Manual, bulk import or auto-captured.
- ≡

Deep filters

Status, executive, source, project, date.
- ↓

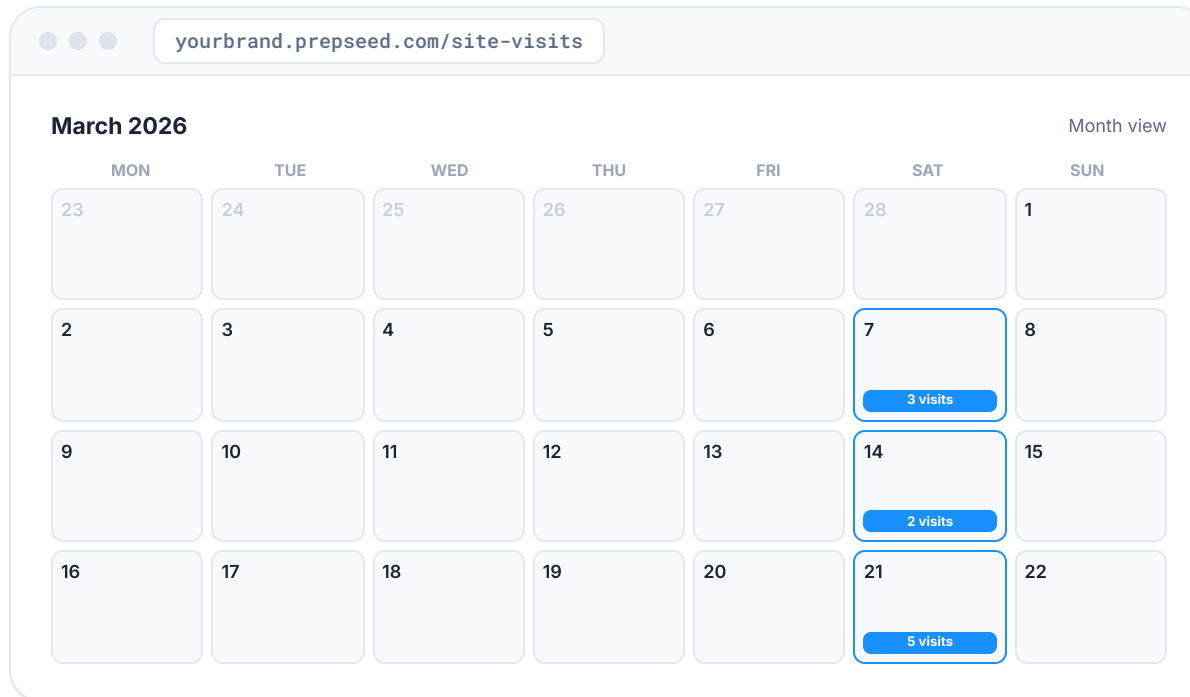
Export anytime

One click to CSV for offline review.
- 🕒

Full activity trail

Every call, message and status change logged.

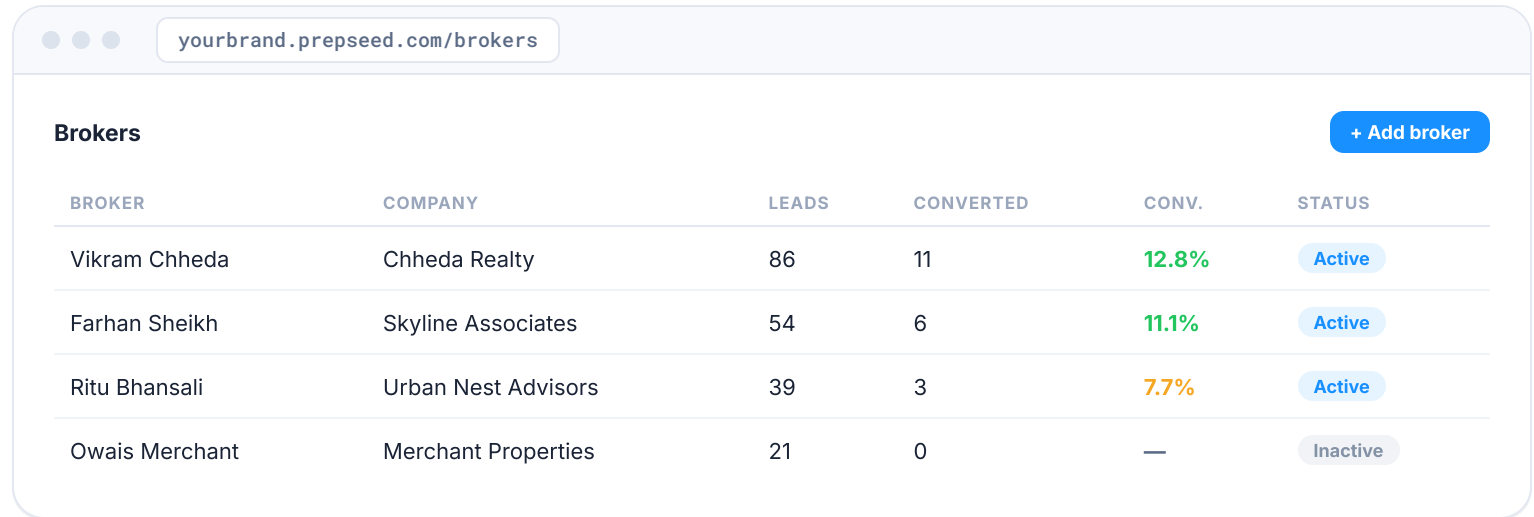
Turn scheduled visits into **booked units**.



- ✓ **Calendar built for site visits**
Every scheduled visit in one month view, filterable by project, executive or status.
- ✓ **Automated reminders**
Customer and executive both get a WhatsApp reminder ahead of the visit — fewer no-shows.
- ✓ **Outcome capture**
Log the visit outcome on the spot — feeds straight into the funnel and reports.
- ✓ **Project & unit linked**
Every visit is tied to the exact tower and unit shown — full traceability to booking.

Your channel partners, organized and incentivized.

- ✓ **Centralised broker directory**
Every channel partner, their company and contact details in one searchable list.
- ✓ **Referral tracking**
Every lead a broker sends is tagged automatically — full attribution, no disputes.
- ✓ **Conversion performance**
See leads-to-booking conversion per broker to identify your best channel partners.
- ✓ **Bulk broadcast**
Push new inventory or offers to your entire broker network in one message.

A screenshot of a web application interface for managing brokers. The browser address bar shows 'yourbrand.prepseed.com/brokers'. The page title is 'Brokers'. There is a '+ Add broker' button in the top right corner. Below the title is a table with columns: BROKER, COMPANY, LEADS, CONVERTED, CONV., and STATUS. The table contains five rows of broker data. The first three rows are marked as 'Active' and the last one as 'Inactive'.

BROKER	COMPANY	LEADS	CONVERTED	CONV.	STATUS
Vikram Chheda	Chheda Realty	86	11	12.8%	Active
Farhan Sheikh	Skyline Associates	54	6	11.1%	Active
Ritu Bhansali	Urban Nest Advisors	39	3	7.7%	Active
Owais Merchant	Merchant Properties	21	0	—	Inactive

INTEGRATIONS

Leads arrive **automatically**. Nobody copy-pastes.

Native connections to the channels real estate teams already spend on — every form fill lands directly in the funnel.



Meta Lead Ads

• Connected · synced just now

Facebook & Instagram lead forms sync straight into Lead Manager with full ad, campaign and creative attribution — no manual export/import.



Google Ads

• Connected · lead form extensions

Google Ads lead form extensions and Search campaigns feed directly into the same funnel — one source of truth for every rupee spent.



WhatsApp Bot

• Prepseed WhatsApp Management Service

Every WhatsApp enquiry is auto-replied, qualified and logged by the Prepseed WhatsApp bot before it ever reaches a human — see next page.



Set up in a day

Connect ad accounts once — no developer needed.



Zero missed leads

Every form fill and message is captured, instantly.



Full spend attribution

See exactly which campaign and ad drove each booking.



Always in sync

Leads and campaign data refresh automatically, 24/7.

MORE INTEGRATIONS AVAILABLE ON REQUEST

99acres / MagicBricks feeds

Call Tracking

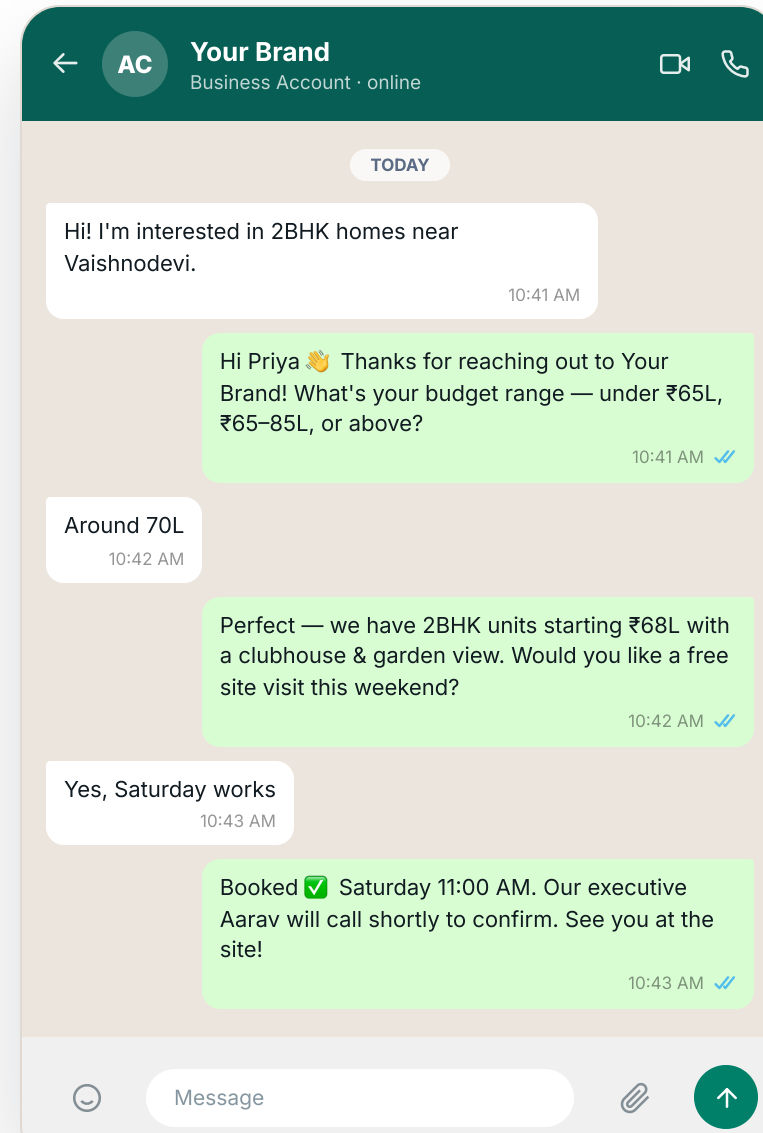
Email & SMS

Payment Gateway

Accounting / ERP export

A tireless first responder, on WhatsApp.

- ✓ **Instant auto-reply**
Every new enquiry gets a response in seconds, any time of day — zero missed first contact.
- ✓ **Automated qualification**
Budget, configuration and timeline captured by the bot before a human ever joins the chat.
- ✓ **Smart handoff**
Hot leads are routed straight to the right executive with full context — no re-asking the customer.
- ✓ **Broadcast campaigns**
Send project updates, offers and site-visit reminders to segments of your database, compliantly.



MULTI-USER MANAGEMENT

Built for **teams** — owners, managers, tele-callers, field executives.



Owner / Admin
Full visibility across every project, team and report. Controls users, roles & integrations.



Sales Manager
Team-level dashboards, lead reassignment, SLA monitoring and broker oversight.



Tele-caller
Sees only their assigned queue — Action Center, calls and follow-ups. Nothing else.



Field Executive
Mobile-first access to site visits, directions and instant outcome logging.

**No one sees the whole database except you.**
Every other role is scoped to their own leads and queue by default — full visibility stays with the Owner/Admin.

yourbrand.prepseed.com/team

NAME	ROLE	ASSIGNED LEADS	ACCESS	STATUS
 Aarav Shah	Sales Manager	All (1,248)	Dashboard · Leads · Reports	Active
 Meera Joshi	Tele-caller	312	Action Center · Leads	Active
 Rohan Iyer	Field Executive	64 (site visits)	Site Visits · Mobile app	Active

Assign it, track it, done — **nothing falls through the cracks.**

- Assign in one click**
 Owners and managers assign tasks to any team member — with a due date, priority and linked lead — straight from the record.
- Instant push notifications**
 Assignees are notified the moment a task lands, changes or is due — on mobile and web, no checking in required.
- Automatic overdue reminders**
 Incomplete tasks keep nudging the assignee and escalate to the manager the longer they sit open.
- One view for owners**
 Every task across every team member, project and status — filterable, exportable, always current.

yourbrand.prepseed.com/tasks

OPEN TASKS
34

OVERDUE
6

DUE TODAY
9

COMPLETED
128
this month

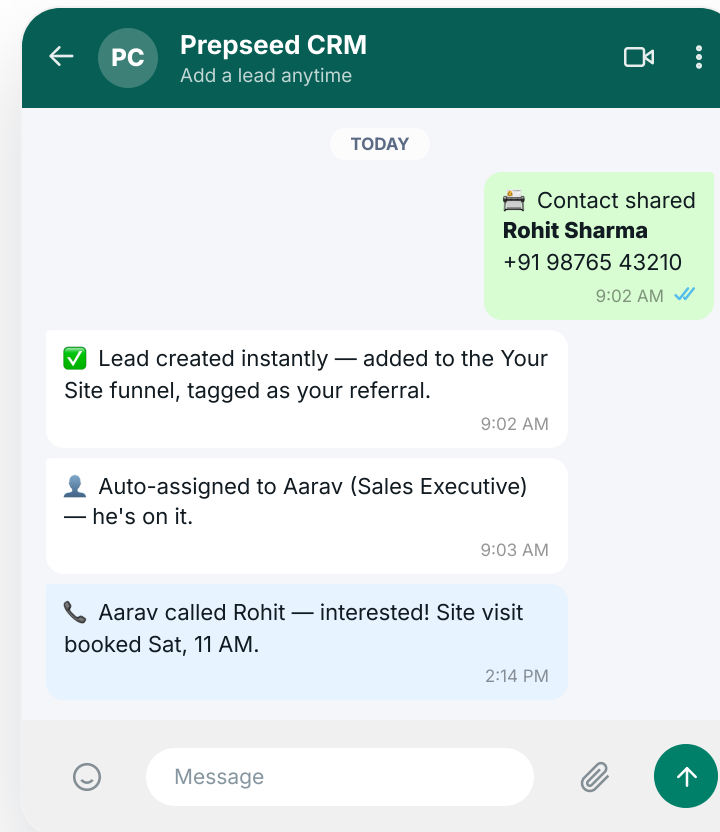
TASK	ASSIGNED	PROJECT	DUE	STATUS
Follow up — Priya Nair	A Aarav	Your Site	Today, 5 PM	In Progress
Site visit prep — Tower C	M Meera	Tower C — Riverfront	Tomorrow	Not Started
Send brochure — Karan Mehta	R Rohan	Your Business Park	Yesterday	Overdue
Broker payout review	A Aarav	—	Fri	Done

Push · Rohan Iyer
 "Send brochure — Karan Mehta" is 1 day overdue

Just **share the number**. Your sales team runs the rest.

Got a referral or a contact from your own network? Add or forward the number and Prepseed instantly creates the lead, assigns it to the right salesperson, and your team takes it from there.

- ✓ **Add a number, get a lead**
Type it in or forward a contact on WhatsApp — a fully tagged lead is created in seconds, credited to you.
- ✓ **Auto-assigned, instantly**
Routed straight to the right tele-caller or executive by your team's existing rules — no manual handoff.
- ✓ **Your sales team runs it**
Calls, qualification, follow-ups and site visits — handled end-to-end without you lifting a finger.
- ✓ **Full visibility, zero effort**
Every lead you added stays visible to you, from first contact to booking.



Numbers that show exactly where deals are **won** and **lost**.



Custom date ranges

Any period, any project, any team.

One-click export

CSV & PDF, branded with your logo.

Scheduled digests

Daily or weekly summaries, on email.

Drill down anywhere

From a headline number to the exact lead.

Your CRM. Your brand. On any device.

- ✓

Published under your name

Your app icon & name on the stores — Prepseed stays invisible.
- Runs on any platform**

Same app on iPad, laptop, desktop or phone — no separate build.
- ✓

Field-ready

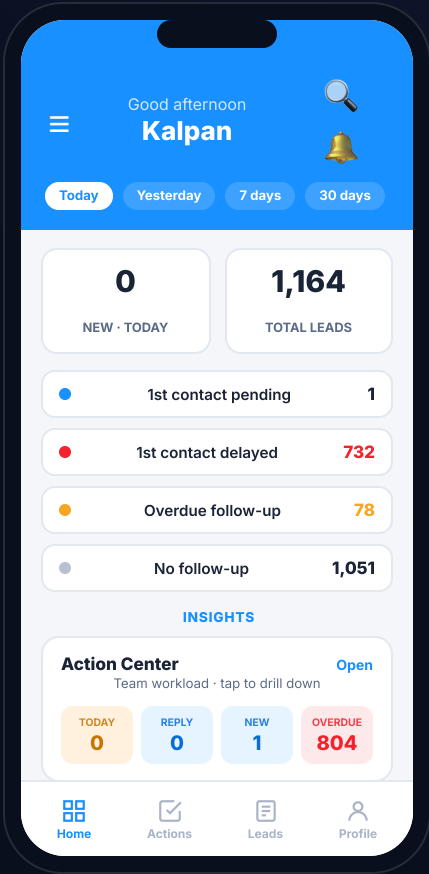
Site visits, leads & Action Center, built for one-handed use.
- ✓

Push notifications

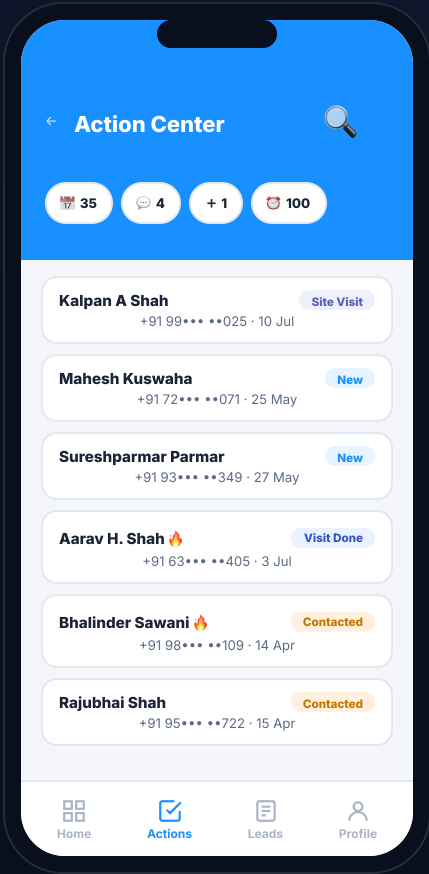
New leads & overdue follow-ups reach reps instantly.
- ✓

Same data, real time

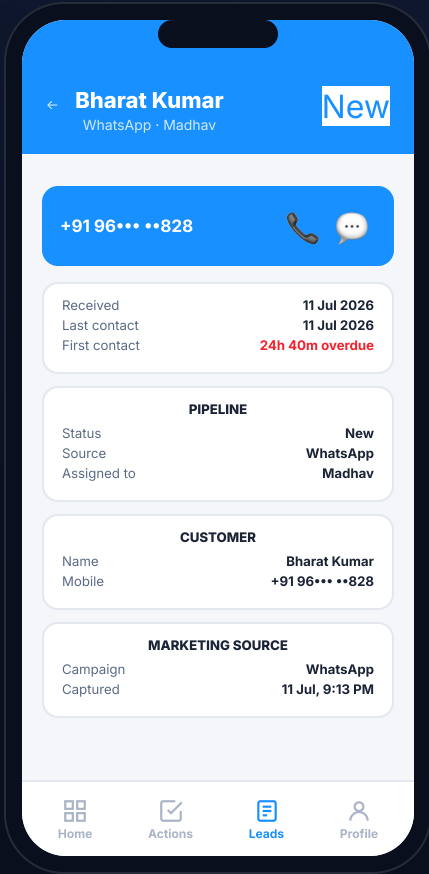
Fully synced across web and mobile — no separate system.



Home



Action Center



Lead Detail

Track towers, units and inventory in **real time**.

PROJECTS
3
live in CRM

TOTAL UNITS
454
across all towers

UNITS SOLD
169
37% overall

AVAILABLE
285
ready to sell

INVENTORY VALUE
₹210 Cr
live valuation

Your Site

62% sold

148 units92 sold · 56 available

Your Business Park

41% sold

96 units39 sold · 57 available

Tower C — Riverfront

18% sold

210 units38 sold · 172 available

yourbrand.prepseed.com/projects

Recent unit activity

UNIT	PROJECT	CONFIGURATION	STATUS	PRICE
A-1204	Your Site	2 BHK	Booked	₹68L
B-0803	Your Site	3 BHK	Booked	₹92L
C-1502	Tower C — Riverfront	2 BHK	Available	₹71L

**Unit-level inventory**
Configuration, floor & price, always current.

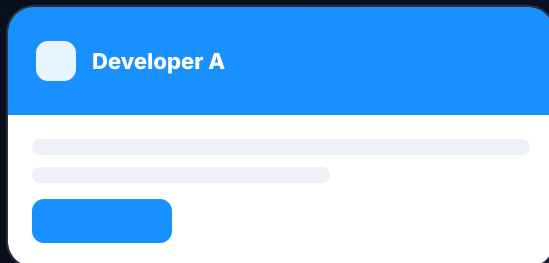
**Multi-project**
Run every launch from one CRM.

**Sales velocity**
See which tower is moving, and which isn't.

**Lead-to-unit link**
Every enquiry tied to the exact unit shown.

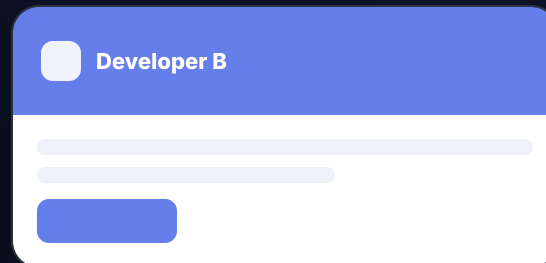
This isn't our product on your desk. It's **your product**, built by us.

Every real estate CRM we deploy ships under the client's own brand — logo, colors, domain and app store listing. Prepseed is the engine underneath, never the name on screen.



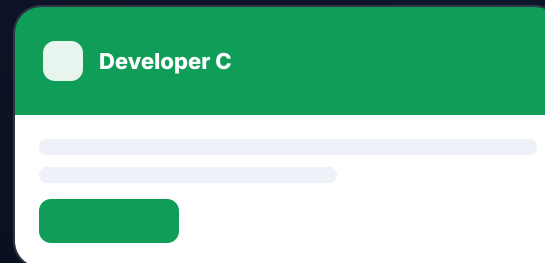
Your logo & brand color

Applied across web, mobile app and customer-facing messages.



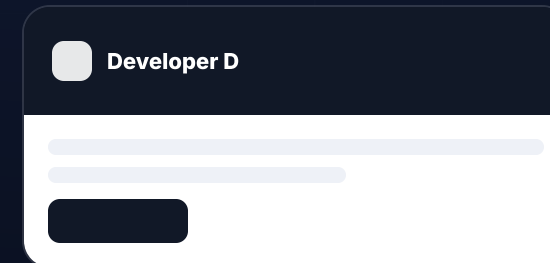
Your domain

crm.yourbrand.prepseed.com — customers never see "Prepseed."



Your app on the stores

Published under your developer account, your name, your icon.



Your workflows

Custom fields, stages & approval flows matched to how you sell.

Your notifications

SMS, email & WhatsApp messages sent from your own number.

Your reports

Every exported PDF and dashboard carries your branding.

Your support line

Your customers and team reach you — never Prepseed.

Your pricing

You decide what to charge your own team or clients.

ONE VENDOR, ONE PLATFORM

No third-party tools. No stitched-together stack.

Most real estate teams pay for — and babysit — five different subscriptions just to run their sales process. With Prepseed there's nothing else to buy, connect or troubleshoot. Prepseed builds, hosts and supports every piece, end to end.

 Zoho CRM / Salesforce → Lead Manager & Dashboard	 DoubleTick / Interakt / WATI → Prepseed WhatsApp Mgmt. Service	 Zapier / Make → Native Meta, Google & WhatsApp sync	 Calendly → Site Visits — calendar & reminders
 Mailchimp / bulk SMS tools → Native WhatsApp, Email & SMS broadcasts	 Exotel / Knowlarity → Native Call Tracking	 Google Sheets / Excel trackers → Live Reports & Analytics	 Typeform / Google Forms → Native lead capture, auto-synced

WHAT THAT MEANS FOR YOU

 One vendor, one bill No juggling five renewals and five support tickets.	 Nothing breaks in between No API limits, sync failures or automation glue to babysit.	 Your data stays in one place Never scattered across five vendors' servers.	 One team accountable Prepseed builds, hosts and supports all of it — no finger-pointing.
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SWITCHING MADE EASY

Already on another CRM? We **migrate everything** — you just watch it happen.

Switching shouldn't mean starting from zero. Hand us access and our team migrates every lead, contact, call log and file into Prepseed — safely, and without disrupting your team's day-to-day.

1

Share access

Read-only access to your current CRM, Excel sheets or WhatsApp exports. No downtime, no disruption.

2

We migrate everything

Leads, contacts, call logs, site-visit history, documents and broker records — mapped and moved by our team.

3

You watch it happen

Track migration progress in real time — nothing goes live until you've reviewed and approved it.

4

Go live, old tool retired

Your team starts working in Prepseed from day one — zero data loss, zero manual re-entry.

WHY TEAMS TRUST THE MIGRATION



Zero data loss

Every lead and record accounted for, verified before go-live.



Old system stays live

Nothing is switched off until you're fully ready.



Free, done-for-you

No extra cost, no work for your team beyond granting access.



Dedicated migration team

A real person owns your switch-over, start to finish.

WHY PREPSEED

Proven at scale, built to be yours.

Prepseed is an AI-first, whitelabel software studio based in Ahmedabad, India — building CRM, ERP and custom platforms for EdTech, Real Estate, Healthcare and Enterprise teams. This real estate CRM runs on the same engine already trusted by 250,000+ users, so you get a mature, battle-tested product from day one — not a first version.



400,000+ users

Powering platforms across EdTech, Enterprise, Healthcare and Real Estate.



Zero-downtime infrastructure

Running on US military-grade servers with automatic failover — always on.



Built for scale

From 500 leads to 5 lakh+ — same platform, no re-platforming later.



Real support, real people

A dedicated team for setup, migration and ongoing customization.



\$1.2M in trusted backing

Investor-backed (2022) engineering team, not a freelance build.



Data secured across two continents

Primary data stored in India; encrypted backups held in the US.



Total data privacy

No one but you sees the full database — every other role stays scoped.



Fast to launch

Whitelabeled & live in weeks, not quarters.





LET'S BUILD YOUR PLATFORM

Your CRM. Your brand. **Live in weeks.**

Book a walkthrough and we'll map Prepseed's real estate CRM to your sales process, your projects and your brand.

CALL

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STUDIO

Ahmedabad, Gujarat