



## Technology Solutions for Residential Real Estate

**Product Overview**  
SiMS & Sales Map & Leads Management System



# SiMS

## Sales Administration & Management

Administer, Manage, Track & Report in Real-time | OTP to Transfer

# SiMS | Sales Information Management System

Sales administration, management and communication | Primary & Secondary Sales



## Integrated online system

Track, manage and administer property sales transactions online from OTP to Transfer



## One source of truth

One central database of property and ownership information, including transaction histories



## Configurable workflow

Configure business rules, process-flows, automated notifications and user rights



## Communicate with everyone

Collaborate and exchange information with all members of the project and sales teams



## Accurate real-time reporting

Access to data and comprehensive real-time reports for 24/7/365 decision making

# SiMS | Sales Information Management System

Administer, manage and communicate in real-time 24/7/365

The screenshots illustrate the SiMS software's capabilities in managing sales data and property estates:

- Unit Detail Page:** Shows a summary for **UNIT 515** (Status: **SOLD**, Lapse Date: **15 Nov 2017**, % Paid: **29%**). It includes sections for **Contract** (Agent: Brookes, Kim, Purchaser: THEMBALETHUABLE TRADING, Payment Plan Addendum: Not Signed, Sale Agreement: Signed 1 Nov 2017), **Payment Plan** (R 600,000, R 500,000, R 400,000, R 300,000, R 200,000, R 100,000, R 50,000, R 10 Nov 2017, 30 Nov 2017, 30 Dec 2017, 15 Jan 2018), **Deposit** (Required: R 1,120,000, Paid: R 620,000, Outstanding: R 500,000), **Mortgage / Finance** (Guarantees Required: R 2,119,900, Cash Amount: R 620,000), **Purchaser Documents** (Received: 0 / 12), and **Commission** (Not Paid).
- Sales Report:** Displays a table of sales data for **Westlake** on **15 November 2017**. The table includes columns for **Unit**, **Phase**, **Purchaser**, **Agent**, **Selling Price**, **Reserved Date**, **Sale Agreement Signed**, **Deposits / Payments**, **Mortgage**, **Guarantees**, **Payment Plan Addendum Signed**, **Shortfall**, and **% Paid**. The data shows 4 units sold, with amounts ranging from R 1,079,920 to R 1,199,920 and dates from 20 Apr 15 to 23 Jul 15.
- Choose a Development:** A grid of property estates with interactive sales maps. The estates listed are: **AMSTERDAM**, **BALBOA PARK**, **BALLITO HILLS**, **DE ZICHT**, **KIKUYU**, **MALAKITE**, **PAARDEVLEI**, **PAARDEVLEI SQUARE**, **THE BLYDE**, **THE CAMBRIDGE**, **THE jade**, **THE POLOFIELDS**, **THE SANDOWN**, **THE WHISKEN**, **Westlake**, **DE VELDE**, **GREENSTONE**, **GREENLAND**, **KAMASI**, **THE BLYDE**, and **THE BLYDE**.

# SiMS | Sales Information Management System

Track, analyze and report in real-time 24/7/365

**Waterfall Demo** | Welcome, Dean | Change Password | Logout

**UNIT CE834** **SOLD**  
Phase: 1  
Price: R 2,560,000  
Plan: Plot Only  
Unit Size: 1,458m<sup>2</sup>

Lapse Date: 6 Mar 2014  
% Paid: 3%

**Contract**

**Purchaser (1)** Buyer, Keen +  
**Purchaser (2)** Add

**Agent (1)** Kumm, Andrew +  
**Agency** Imagine Developments

**Agent (2)** Add +  
**Purchaser** Mortgage Originator  
Holder, Imagine  
Transfer Attorney

**Transfer Attorney Company** Cliffe Dekker Hofmeyr Inc. +  
**Sale Agreement Signed by Purchaser** 4 Feb 2014  
**Sale Agreement Received by Administrators** 5 Feb 2014  
**Sale Agreement Signed by Seller**

**Save Changes** **Close**

**Deposit** Required: R100,000 Paid: R100,000 **Deposit Paid** Not Verified

**Mortgage / Finance** Originator: Standard Bank Mortgage Required: R2,460,000 **New** Due 6 Mar 2014

**Contact**

Agent Andrew Kumm andrew@imagine-group.com 0829703465 0832755256 0217022302

Agency Imagine Developments 021-234567 Contact Person: Deon Basson andrew@imagine-group.com 0832755256 0217022302

**Integrations**

Koritec GhostConvey Not yet submitted. Sale Agreement must be uploaded. Submit ETI

**File Uploads**

1 Sale Agreement (0)  
1 Deposit 1 Proof (0)  
1 Deposit 2 Proof (0)  
1 FICA (0)  
1 Miscellaneous (0)

**Bank**

Bank	Submitted Count	Value	Approval in Principle Count	%	Value	Granted Count	%	Value	Granted and Accepted Count	%	Value
ABSA	240	265,719,025	120	50.00	130,179,930	87	36.25	89,745,250	49	20.43	51,937,320
ABSA Private Wealth	4	5,044,800	2	50.00	3,439,800	2	50.00	3,439,800	2	50.00	3,439,800
ABSA Staff	4	4,874,800	1	25.00	729,900	3	75.00	4,144,700	3	75.00	4,144,700
Albaraka Bank	1	1,707,400	0	0.00	0	0	0.00	0	0	0.00	0
Ekorn	2	2,634,800	0	0.00	0	1	50.00	919,900	1	50.00	919,900
FNB	243	267,598,236	127	51.26	139,022,785	120	49.38	129,722,649	73	30.04	76,850,035
FNB Islamic	2	2,407,300	0	0.00	0	0	0.00	0	0	0.00	0
FNB Private Wealth	59	41,749,084	6	12.00	6,721,910	10	20.00	10,081,510	10	20.00	10,081,510
			7	87,50	7,134,300	6	75.00	7,134,300	6	75.00	6,124,400
			24	46.15	27,103,270	42	80.77	46,436,395	41	78.85	44,506,495
			0	0.00	0	1	33.33	809,910	1	33.33	809,910
			0	0.00	0	0	0.00	0	0	0.00	0
			128	55.64	139,851,615	123	54.43	136,060,625	55	24.34	59,940,285
			4	80.00	3,818,800	5	100.00	5,086,460	5	100.00	5,086,460
			1	15.67	1,707,400	4	66.67	5,622,100	4	66.67	5,622,100
			0	0.00	0	0	0.00	0	0	0.00	0
			4	44.44	5,124,140	7	77.78	8,086,440	7	77.78	8,086,440
			0	0.00	0	0	0.00	0	0	0.00	0
			44	15.24	46,336,190	137	50.55	141,475,446	93	34.32	95,622,006
			0	0.00	0	3	75.00	3,259,700	3	75.00	3,259,700
			0	0.00	0	12	66.67	9,615,674	12	66.67	9,615,674

**The Jade**

	Units	Value	Size			
Available	53	R 73,574,700	13%	4,033.8 m <sup>2</sup>	13%	
Received	76	R 18,208,419	19%	6,224.9 m <sup>2</sup>	20%	
Sold	24	R 7,712,000	1%	1,620.0 m <sup>2</sup>	1%	
Bankable	145	R 175,285,015	31%	10,016.4 m <sup>2</sup>	32%	
Transferred	60	R 71,276,699	13%	4,357.3 m <sup>2</sup>	14%	
Unreleased	91	R 121,830,900	22%	6,288.2 m <sup>2</sup>	20%	
<b>Total</b>	<b>432</b>	<b>100%</b>	<b>R 558,157,434</b>	<b>100%</b>	<b>31,370.4 m<sup>2</sup></b>	<b>100%</b>

**The Polofields**

	Units	Value	Size			
Received	134	R 236,412,890	6%	15,488.0 m <sup>2</sup>	6%	
Sold	76	R 1,989,300	0%	114.0 m <sup>2</sup>	0%	
Bankable	24	R 54,997,800	1%	2,812.0 m <sup>2</sup>	2%	
Transferred	399	R 843,459,447	22%	46,352.4 m <sup>2</sup>	26%	
Unreleased	954	R 2,700,664,800	70%	110,884.0 m <sup>2</sup>	63%	
<b>Total</b>	<b>1512</b>	<b>100%</b>	<b>R 9,837,597,507</b>	<b>100%</b>	<b>175,392 m<sup>2</sup></b>	<b>100%</b>

**The Reid**

	Units	Value	Size			
Available	72	R 107,736,800	7%	7,648.0 m <sup>2</sup>	6%	
Received	34	R 36,976,610	3%	2,693.2 m <sup>2</sup>	3%	
Sold	4	R 3,738,605	0%	257.7 m <sup>2</sup>	0%	
Bankable	130	R 107,916,577	7%	7,652.0 m <sup>2</sup>	6%	
Transferred	1084	R 1,215,404,800	83%	77,851.1 m <sup>2</sup>	81%	
<b>Total</b>	<b>1294</b>	<b>100%</b>	<b>R 1,471,774,192</b>	<b>100%</b>	<b>96,019.1 m<sup>2</sup></b>	<b>100%</b>

**Bank**

- Development: Amsterdam (21 items)
- Development: Balboa Park (21 items)
- Development: Ballito Hills (11 items)
- Development: De Zicht (12 items)
- Development: Kamasi (4 items)
- Development: Kikuyu (21 items)



# Sales Map & LiveListings

Display Real-time Data | Digital Marketing | Leads Generation

# iSM | Interactive Sales Map

Display Real-time Data | Digital Marketing | Leads Generation



Web-based, digital visual platform  
View accurate development-wide information, detailed real-time property data and availability



Branding and promotion  
Online marketing and promotion of the estates unique brand and lifestyle message



Generate, track and analyze leads  
Generate leads directly to agents. Store user activity, profile leads and analyze trends



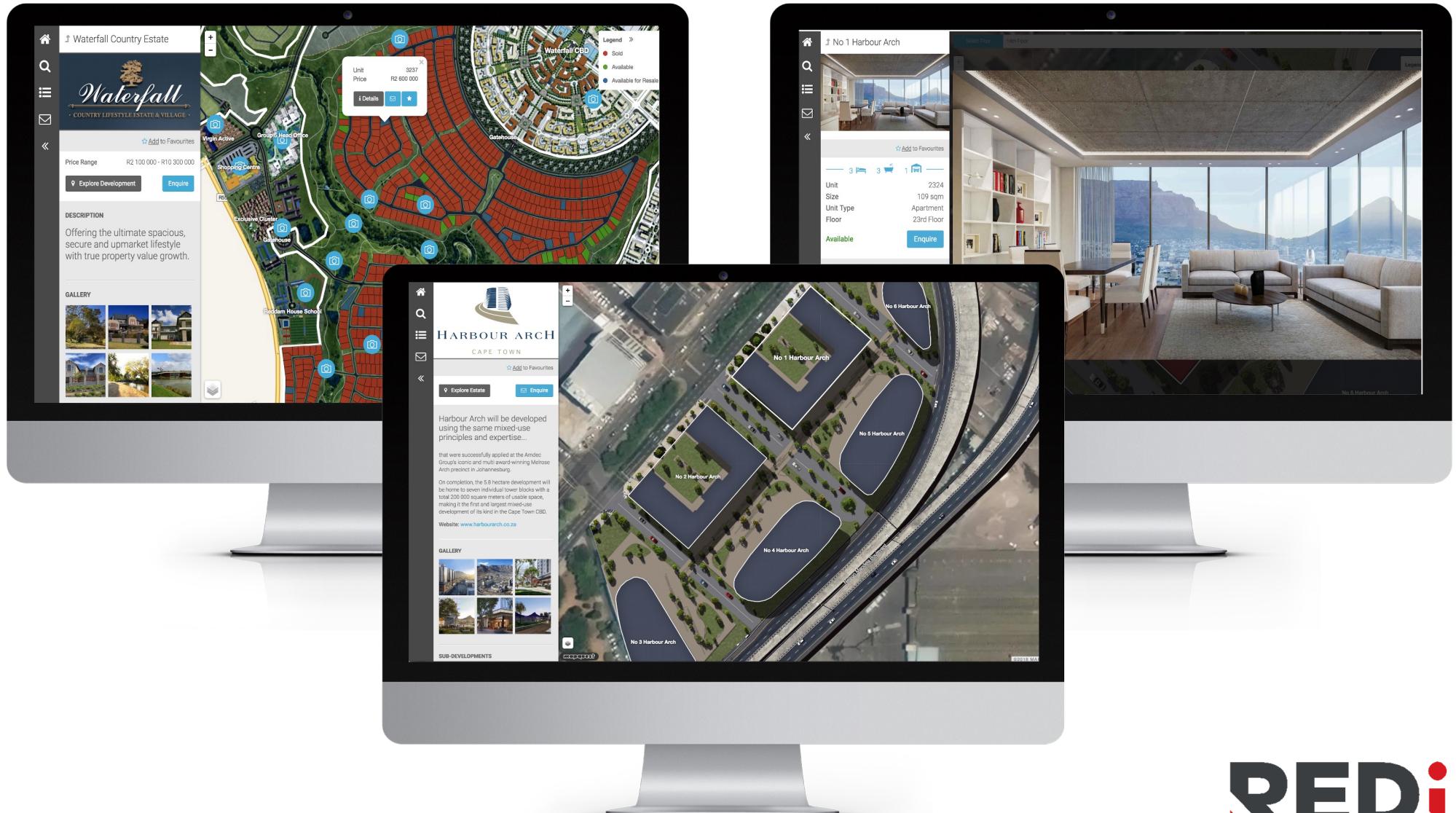
Online sales and marketing  
Showcase and market individual properties for sale or rent within the development or estate



Access anywhere, anytime  
Responsive design ensures an elegant and engaging user experience via any device

# iSM | Display Complex Data Visually

Development-wide view to individual property view



# iSM | Global View

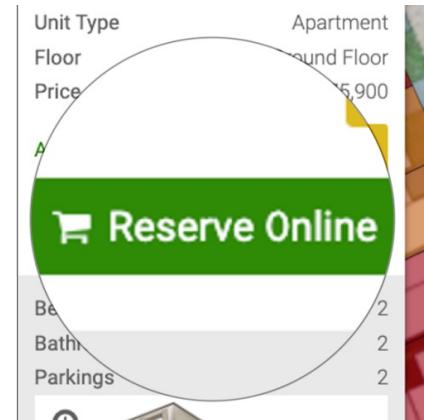
Incorporate and access multiple developments via one digital interface



# Reserve Online

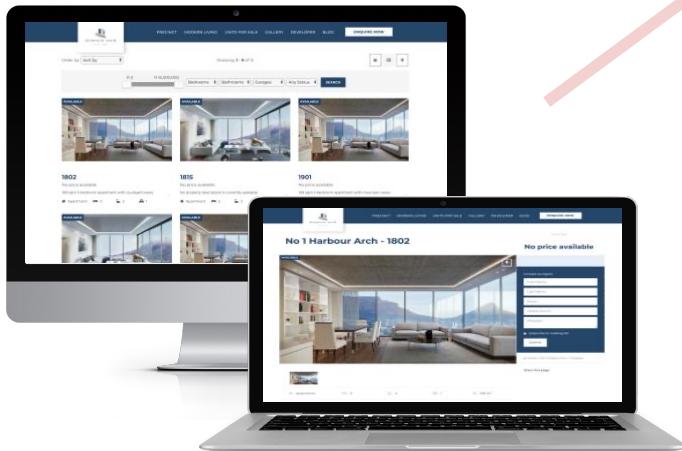
Allow buyers to reserve units on SiMS via digital marketing interfaces

## Sales Map

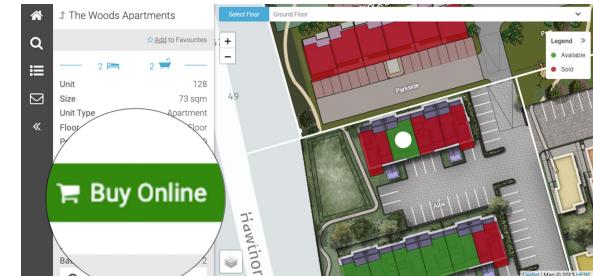


Reserve Online

## LiveListings\*



## Product Development – Buy Online



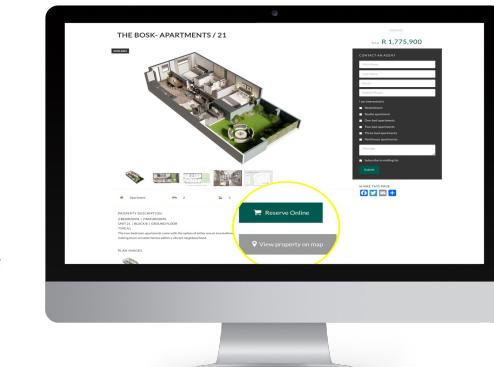
Deposits

Digital OTP

Finance

Full buy Online Process is currently in development

\* Livelistings is an optional extra



Developers Website (s)

**REDi**  
PROPERTY TECHNOLOGY

# LMS | LISTINGS & LEADS MANAGEMENT SYSTEM

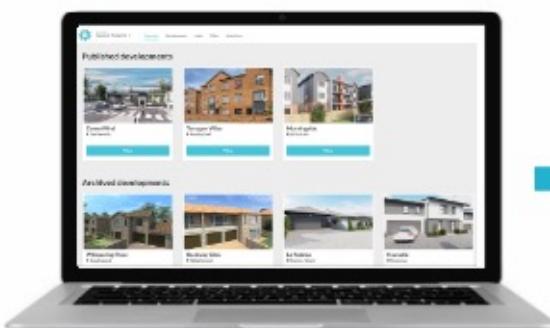


*"The LMS is an online platform for managing leads and prospects from initial receipt to first contact and through the process of a configurable 'Lead Journey' until conversion. The LMS is integrated with the SiMS system"*

# Development Listings



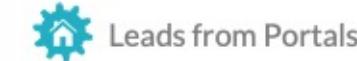
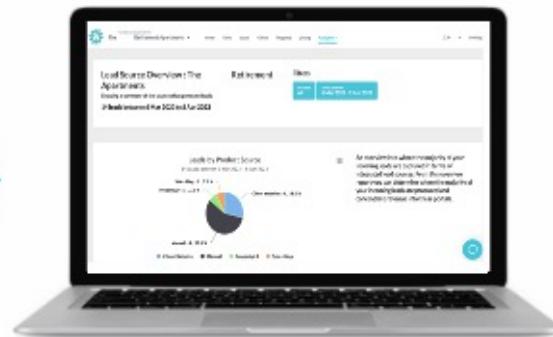
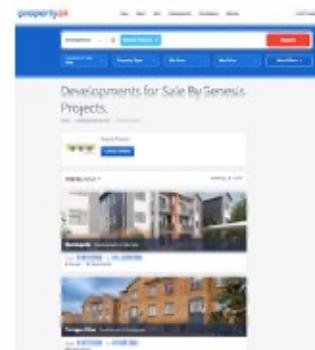
PropertyEngine provides Developers the ability to syndicate listings onto the Property Portals.



## Development Listings

Capture your development listing on PropertyEngine and syndicate to the top South African Development Portals.

\* As of first quarter 2024 we will be able to syndicate your listings to Private Property



## Direct leads from property portals

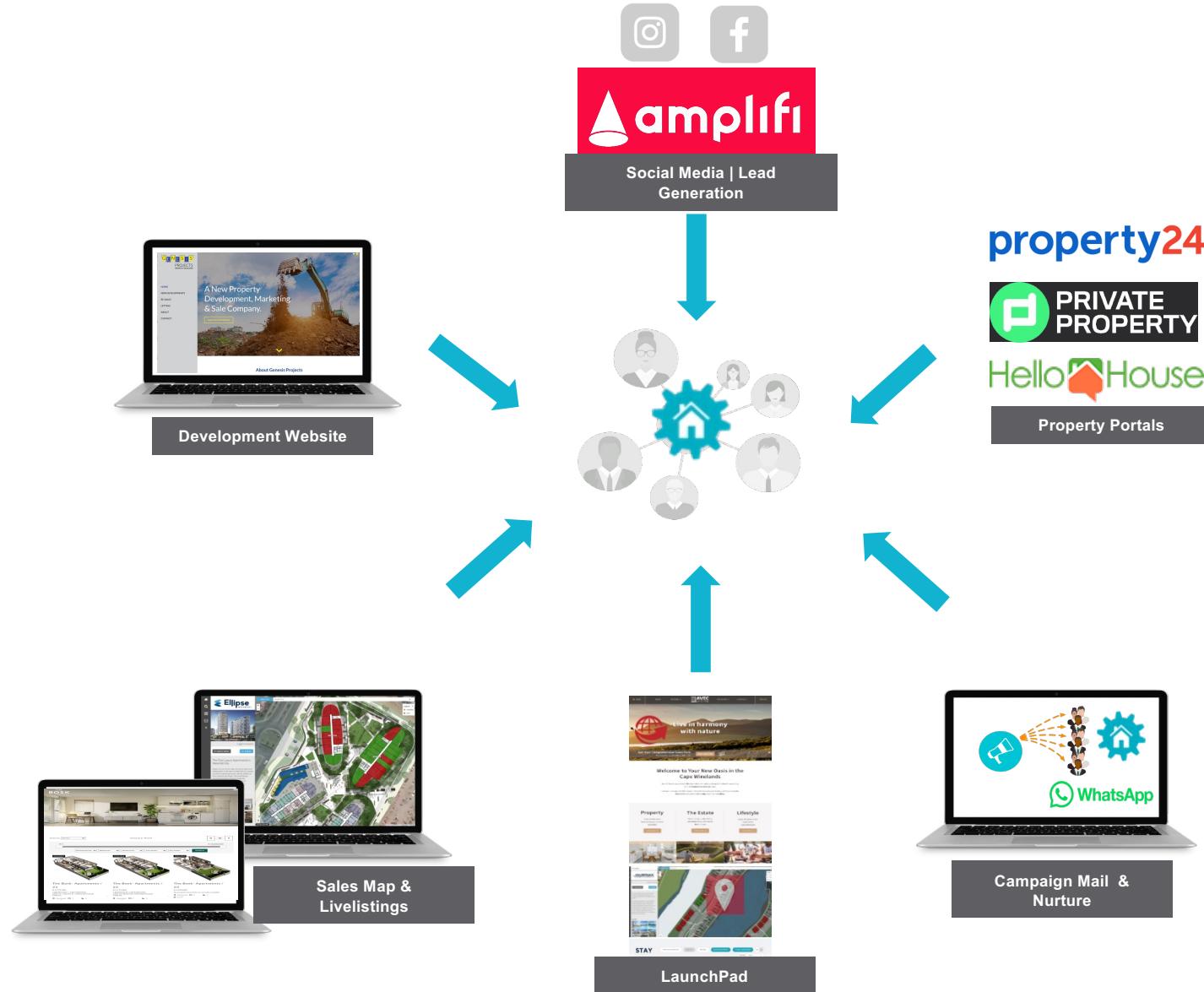
PropertyEngine receives leads directly from Property24's New Development Section and HelloHouse, providing leads without the need to manually capture them.

Note: \*PropertyEngine enabled to list on Private Property Developments from Q2 2024



# Leads Aggregation & Management (CRM)

PropertyEngine gathers leads from digital sources in one place to help streamline the sales process.



# CRM Features | Acquire & Consolidate



PropertyEngine provides a whole host of ways to receive leads automatically without the need for humans to get involved.

## Direct leads from property portals

PropertyEngine receives leads directly from Property24's New Development Section and HelloHouse, providing leads without the need to manually capture them.



## Record leads during launches with CapturePoint

Don't use a paper form to record walk-ins or interested people on a launch or promotional day. CapturePoint records leads (even out of reception areas) digitally and sends them to PropertyEngine the moment they can connect. Never lose a lead again.

## Website integration

Regardless as to whether you have one website for all your developments or a website for each one you can send the leads directly from them to us without the need for manual data entry.



## Email to lead conversion with LeadFwd

Receive an email from a source that we don't integrate directly with? Don't worry, PropertyEngine has a bespoke mail processing service called LeadFwd which is able to process all the relevant lead information from the email and add it to PropertyEngine.

## Email advertising forms

Need a custom form setup for a banner advert? PropertyEngine forms can set that up and allow the lead information to be added directly to PropertyEngine when the form is completed.





# CRM Features | Profile & Engage

Engage your leads in a journey that helps qualifies them and takes them through process from enquiry to the point of sale.

## Property specific profiling fields

PropertyEngine is designed from the ground up for the property industry and specifically for the management of leads in the new development and estate space.

Keep track of which developments, plans and even units a lead is interested from the very start of their enquiry.



## Dedicated Smart Forms to let the leads profile themselves

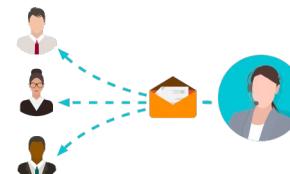
PropertyEngines Smart Forms allow the lead to provide the agent required profiling information (e.g price range, number of bedrooms, etc) through a set of dedicated forms.

This gets recorded directly against the lead without the agent having to capture it themselves which means it actually happens.



## Smart Mails to save you time

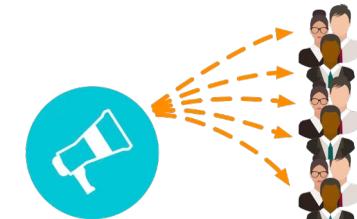
If you are tired of typing the same thing over and over again then Smart Mail functionality is for you and your agents. Configure templates ahead of time and let your team communicate with a consistent brand. Attachments that you send are live updated when you need to so your leads always have the latest information



## Send Email Marketing campaigns like a professional

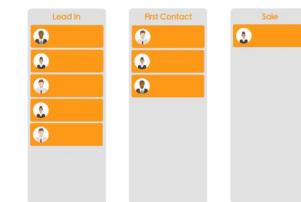
PropertyEngine offers deep integration with industry leaders in email marketing insuring that what you send arrives in the leads inbox.

The shotgun approach of mailing to everyone doesn't work anymore. Use custom segments and lists to make sure you only mail those that really want to hear from you *\*\*3<sup>rd</sup> party costs apply*



## Walk your lead through your custom Pipeline Journey

PropertyEngines Pipeline keeps track of where your lead is in the journey to a sale. Customisable to the needs of your sales team this functionality allows your agents to let you know exactly where the leads are at any given time.



## Filtering and searching

Looking for a specific set of leads which match a particular criteria? PropertyEngines filtering will allow you to filter by a large set of property specific fields giving you a way of finding that specific niche of data you need.



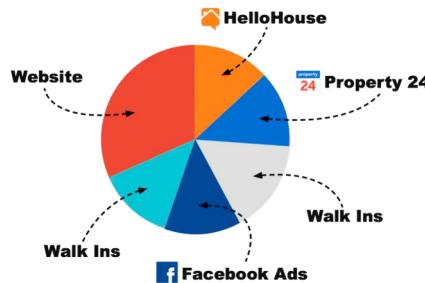
# CRM Features | Report & Analyze



Work out what your best bang for buck is when it comes to finding leads, find out who your ace sales people are.

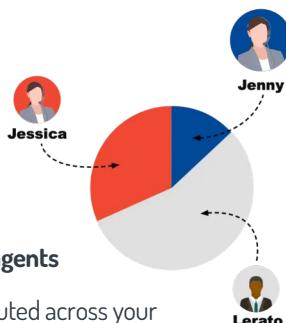
## Find out where your leads are coming from

PropertyEngine gives you detailed product and marketing source breakdowns so that you can establish which sources the leads have originated from helping you understand where your best spend is.



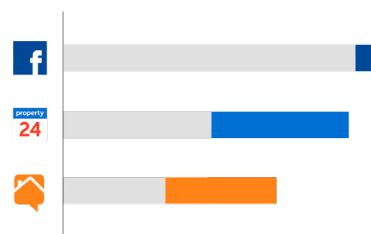
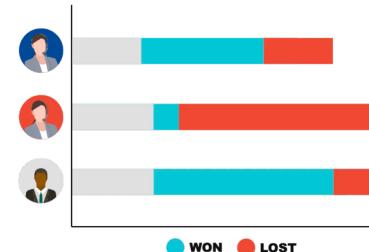
## See how they are allocated to agents

Monitor how the leads are distributed across your agents to see if the work load is being divided fairly and you are maximising your employees efforts.



## Analyse how effective those agents are

Adding leads is one thing but the true test of an agent is how they convert those leads to a sale. Use our conversion reports to keep track on how the agents are performing.



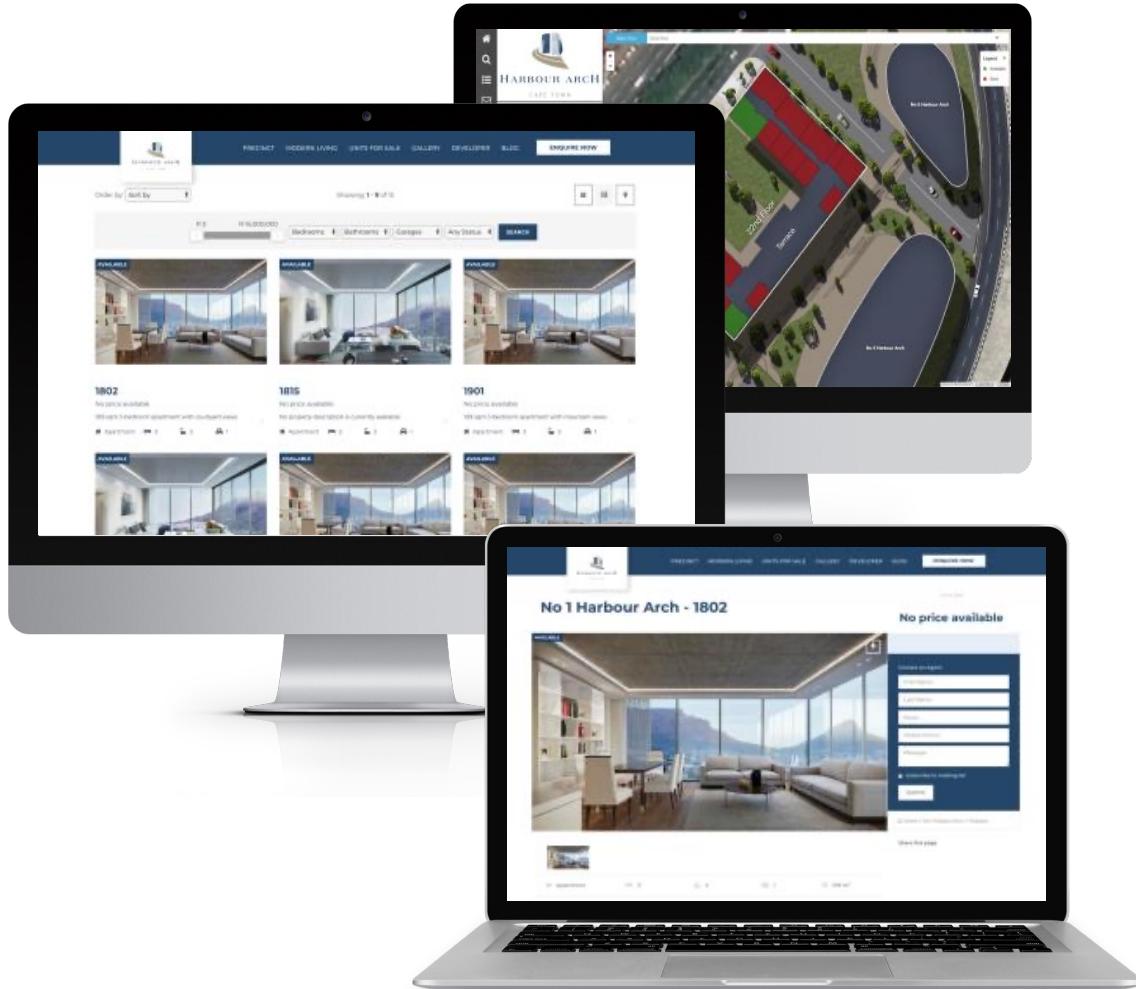
## Understand which sources and actually drive sales

What good are leads if they don't convert? Understanding which sources actually deliver sales is crucial in understanding where to put your marketing budget when selling the next phase of development.

# Additional Services / Functionality

# LiveListings | Realtime Availability

Traditional web-listing view (List & Grid) | Linked to Sales Map



WordPress property listing plugin



Traditional web-listing view of properties for sale or rent within apartment buildings



Display live, real-time property availability, visual info and detailed unit data

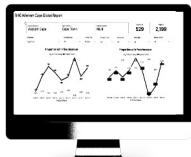


Choose from list view, grid view or map view



Direct lead generation to the mandated selling agent

# Market Data | Property Developer Reports



National or Provincial Reports – Residential and Developments



Area Overview



Suburb Overview



Suburb Details



Recent Listings



Developer Map



Development Projects



“On Market Data Product” entailing the provision of data relating to the real estate market, including information relating to the number of immovable properties for sale, the average prices of immovable properties for sale, the average length of time that immovable properties are on the market for sale, the number of estate agents in the market and other similar information.

# Thank You

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For further information or a full presentation, please contact:

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# REDi | Client Selection

Affordable  
Housing  
Developers



Traditional  
Developers



Luxury  
Property  
Developers



Financial  
Services  
& Funds



Residential  
Estate  
Communities



Sectional  
Title  
Schemes



Apartment  
Buildings &  
Residences



Retirement  
Schemes &  
Communities

