

• PRODUCT PROFILE • OPTIMA CRM • PROPERTY MANAGEMENT PLATFORM

Collect Rent. Fill Units. Run The Portfolio.

Optima CRM is built for UAE property management companies that want to stop chasing tenants, missing renewals, and managing portfolios from spreadsheets and WhatsApp.

65%

Leases at risk due to missed renewal alerts

3x

More time spent on manual maintenance follow-up

100%

Payments and invoices generated automatically

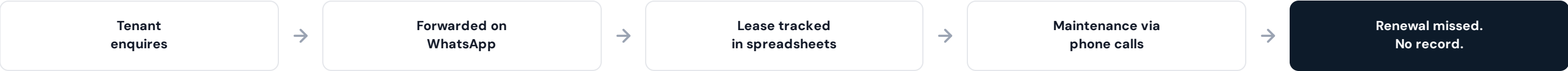
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Powered by OptimaVentures

• THE PROBLEM

Property Management Runs On A Broken Process.

Every PMC says they stay on top of leases and maintenance. The data says otherwise.



Hours

Average delay before maintenance is logged

In a portfolio where tenants expect a same-day response. Every hour of silence erodes trust in the management company.

None

Visibility into occupancy and renewals

No live view of vacant units, expiring leases, or outstanding rent. Every decision is made from a spreadsheet that is already out of date.

Daily

Renewals missed this way

Not because managers are careless. Because the system lets it happen, and nobody finds out until the tenant has already left.

Property managers with better systems retain more tenants, collect rent on time, and scale their portfolios faster.

WHAT THIS COSTS YOU

- ✗ Vacant units that sit empty longer than necessary
- ✗ Tenants who do not renew because nobody followed up
- ✗ Owners who lose confidence in your reporting

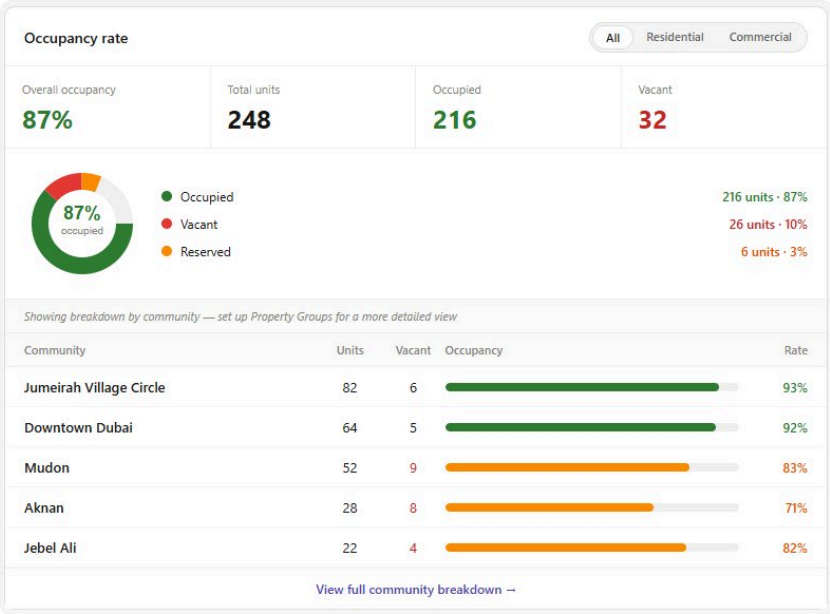
WHAT GOOD LOOKS LIKE

- ✓ Every lease tracked with automatic renewal alerts
- ✓ Every maintenance request logged, assigned and resolved
- ✓ Every owner statement generated in one click

• THE PLATFORM

This Is What Your Portfolio Looks Like **Inside Optima.**

One live view for management. Real data, real visibility, no spreadsheets.



01 PROPERTY & PORTFOLIO

Every Property And Unit. Structured And Searchable.

Centralise all your properties, units, documents and ownership in one structured database.



Structured Property Database

Every unit has its own profile: type, location, owner and status, fully organised and searchable.



Photos, Documents & Media

Attach photos, floor plans, title deeds and NOC documents directly to each property profile.



Owner & Landlord Profiles

Link every property to its owner with contact history, communication logs and ownership records.



Map View & Location Grouping

Visualise your entire portfolio on an interactive map. Group by building, zone or community.

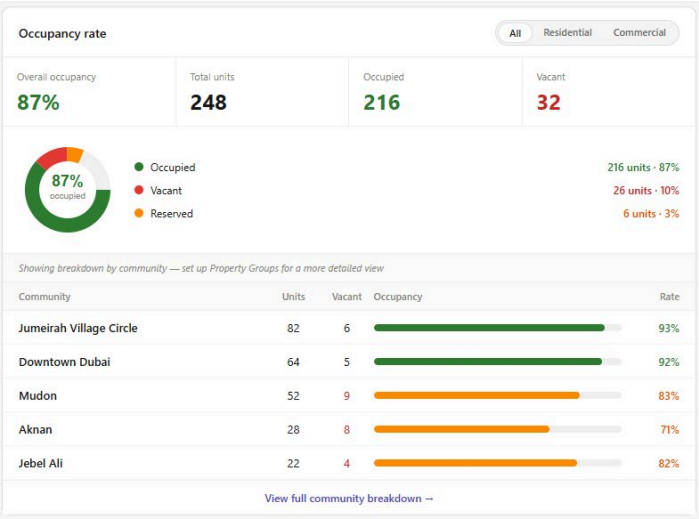
WHO IT IS FOR

Property management companies and landlords managing multiple units.

PMCs

Landlords

Building Managers



Portfolio Occupancy, Live

See occupancy by community at a glance, then drill into any building to find the exact vacant units.

248

UNITS TRACKED LIVE

5

COMMUNITIES IN ONE VIEW

100%

DOCUMENTS CENTRALISED

02 **TENANT & LEASE LIFECYCLE**

From Onboarding To Renewal. Every Stage **Tracked Automatically.**

From tenant onboarding to lease renewal, every stage tracked, automated and visible in one place.



Lease Contract Management
Create and manage lease agreements with start/end dates, billing schedules and deposit tracking.



Tenant Onboarding & Profiles
Centralised tenant database with contact history, ID documents and linked properties.



Payment Period Tracking
Track rent payments by period: paid, partially paid, outstanding, with invoice references.



Renewal & Expiry Reminders
Automated alerts for leases expiring in 60 or 90 days. Never miss a renewal opportunity.

WHO IT IS FOR

PMCs and building managers tracking active and expiring leases.

Property Managers

Lease Admins

Lease expiry timeline

All buildings ▾

Expiring in 30 days

7

Action required now

Expiring in 60 days

14

Start conversations

Expiring in 90 days

23

Plan ahead

Renewal in progress

9

Being handled

LEASES EXPIRING — NEXT 6 MONTHS

Apr	7	7 leases
May	11	11 leases
Jun	9	9 leases
Jul	15	15 leases
Aug	12	12 leases
Sep	6	6 leases

Tenant / unit	Annual rent	Expiry date	Days left	Renewal
Mohammed Al Rashidi ISM-JEBEL-3B · Jebel Ali	AED 95,000	08 Apr 2026	5 days	Not started

Lease Expiry Timeline
Every lease expiring in 30, 60 or 90 days, ranked by urgency, with renewal status tracked per tenant.

44

LEASES EXPIRING NEXT 6 MONTHS

60 / 90

DAY RENEWAL ALERTS

0

MISSED RENEWALS, TRACKED

03 **PAYMENTS & INVOICING**

Automated Invoicing.

Zero Manual Follow-Up.

Automated invoicing, payment tracking and financial visibility, no manual follow-up needed.



Automated Invoice Generation

Invoices are created automatically per billing period, linked to the lease, tenant and property.



Billing Schedule Management

Set monthly, bi-annual or annual billing schedules. The system calculates invoices automatically.



Payment Status Tracking

Every invoice shows its status: Paid, Partially Paid or Pending, with amounts and tenant details.



Automated Payment Reminders

Tenants are notified automatically when payments are due or overdue.

WHO IT IS FOR

Finance teams and property managers tracking rent collection.

Finance Teams

Owners

Outstanding payments summary

All property groups ▾

This month ▾

Collected this month

AED 487,500

Outstanding / overdue

AED 134,000

Overdue invoices

9

Tenant / unit	Amount (AED)	Property group	Days overdue	Status
Mohammed Al Rashidi ISM-JEBEL-3B · Jebel Ali LSE-2024-0041	55,000	Al Thamam Bldg 1	47 days	Overdue
Priya Nair ANG-ZINNIA-5B · Zinnia LSE-2024-0078	38,000	Zinnia Block A	31 days	Overdue
Carlos Mendoza ANGE-VICT-2B · Aknan Villas LSE-2025-0012	22,500	Aknan Compound	18 days	Partial
Fatima Al Zaabi VIN-MUDON-1B · Mudon LSE-2025-0033	18,500	Mudon Villas	12 days	Overdue

View all 9 overdue invoices →

Outstanding Payments, Tracked

Collected versus overdue rent by tenant and property group, so nothing slips through unnoticed.

AED 487,500

COLLECTED, EXAMPLE MONTH

9

OVERDUE INVOICES FLAGGED

100%

INVOICES AUTO-GENERATED

04 MAINTENANCE MANAGEMENT

Every Work Order Created, Assigned And Tracked.

Agency-managed work orders, created, assigned to vendors and tracked through to resolution.

WITHOUT OPTIMA

- ✗ Requests arrive via WhatsApp group
- ✗ No tracking or vendor record
- ✗ No accountability on resolution
- ✗ Owner has zero visibility

WITH OPTIMA

- ✓ Work orders raised inside the platform
- ✓ Vendor assigned and tracked end to end
- ✓ Status moves Booked → In Progress → Resolved
- ✓ Full history per property, always visible

KEY DIFFERENTIATOR

Maintenance History Per Property

Every property holds a complete log of past work orders: vendor used, cost and resolution date.



Average resolution time across the portfolio: 4.2 days, tracked automatically, no spreadsheet required.

05 [WHATSAPP BUSINESS API](#)

Tenants And Owners Informed. Automatically, Via WhatsApp.

Operational messaging triggered by real events inside Optima. Not a campaign tool. Management.



Payment Reminders

Tenants receive automated messages when rent is due or overdue, with invoice reference.



Lease Renewal Alerts

Automated renewal notices sent 60 and 90 days before expiry, triggered from the lease timeline.



Maintenance Status Updates

Tenants are notified the moment a work order is assigned, and again when it is resolved.



Owner Report Notifications

Owners get a WhatsApp alert the moment their monthly statement is ready to view.

WHO IT IS FOR

Property managers and building teams communicating with tenants and owners at scale.

Property Managers

Tenants

Owners

KEY DIFFERENTIATOR

Operational, Not Marketing

Every message is triggered by a real event inside the platform: a due date, a work order, a lease expiry.

- Triggered by platform events, not manual sends
- Full delivery, read and reply tracking in Optima
- Tenant and owner communication in one thread

All communication connects back to Optima CRM. Every message, every response, tracked in one place.

06 [MANAGEMENT CONTROL ROOM](#)

Everything You Need To Know. Without Asking Anyone.

Live dashboards built for management. Know occupancy, revenue and what is expiring, from anywhere.



What is my occupancy, right now?

Live occupancy per building and portfolio-wide, residential and commercial split.



What is collected versus outstanding?

Revenue collected vs overdue rent, by tenant and property group, always current.



Which leases need attention?

All leases expiring in the next 30, 60 and 90 days, so renewals are never missed.



Which units need maintenance?

Every open work order, by property and priority, with average resolution time tracked live.

KEY DIFFERENTIATOR

Owner Statements, One Click

No spreadsheets, no manual reports. Owner statements are generated directly from live ledger data, in PDF and Excel.

- Per-property and portfolio-wide reporting
- Maintenance cost and vendor performance included
- Exportable, owner-ready formats

REPORT TYPES

Occupancy report

Revenue overview

Lease expiry

Maintenance cost

Owner statement

• ENTERPRISE INFRASTRUCTURE

Secure, Scalable Cloud Infrastructure.

Your data is protected at every level. This applies across all Optima solutions.



Data Encryption

Encrypted in transit and at rest. HTTPS and SSL across every connection.



Role-Based Access

User permissions and restricted data viewing, with full access control per role.



Automated Backups

Daily backup and recovery, with data loss protection and no manual intervention.



Cloud Infrastructure

Enterprise grade, with 24/7 monitoring, redundant systems and secure data centres.

OFFICE SERVER

- ✗ Hardware failure risk
- ✗ Manual backups
- ✗ Limited IT security
- ✗ Local risks: fire, theft

OPTIMA CRM CLOUD

- ✓ Redundant systems
- ✓ Automated daily backups
- ✓ Enterprise-grade protection
- ✓ Secure data centres

• WHY OPTIMA

Trusted By Property Managers Across The UAE And Europe.

Purpose-built for UAE property management, on the same platform proven by agencies across two continents.

200+

AGENCIES

4,000+

ACTIVE USERS

3

GLOBAL OFFICES

UAE & Europe

ACTIVE REGIONS

Figures reflect the OptimaVentures platform across all solutions, including Property Management.

HUNDREDS OF PROPERTIES MANAGED ACROSS THE UAE

Al Sayab Real Estate

High Vision Homes

Ibiza Estates

Cumbre Villas

Beacon Capital Real Estate

Silver Key Real Estate

+ many more

ALSO ACTIVE ACROSS EUROPE

Spain

Royal Estates, Cumbre Villas

Germany

Higher Vision Homes

UK

Sun Golf Ski Ltd

Belgium

KT Group

Finland

Zariko

Netherlands

Ibiza Estates

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[• GET STARTED](#)

Ready To See **Optima CRM** In Action?

Our Dubai team will walk you through the platform and show you exactly how it fits your property portfolio. Pricing is tailored to your portfolio size, just ask.



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