

• [PRODUCT PROFILE](#) • [OPTIMA CRM](#) • [BROKERAGE PLATFORM](#)

Close More Deals. Lose Fewer Leads. See Everything.

Optima CRM is built for UAE brokerages that want to stop leaking leads, hold agents accountable, and see everything happening across their business in real time.

60%

Leads go cold within hours
of first enquiry

3×

More follow-ups typically
needed to close

100%

Of leads captured and
assigned automatically

me.optima-crm.com · www.optimaventures.ae

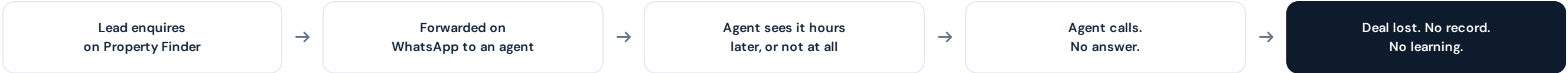
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Powered by OptimaVentures

• THE PROBLEM

Your Leads Are Falling Through A Broken Process.

Every brokerage says they follow up. The data says otherwise.



Hours

Average delay before first contact
In a market where a five minute response wins the deal.

None

Visibility into agent activity
No call logs, no trail, no way to coach or hold a team accountable.

Daily

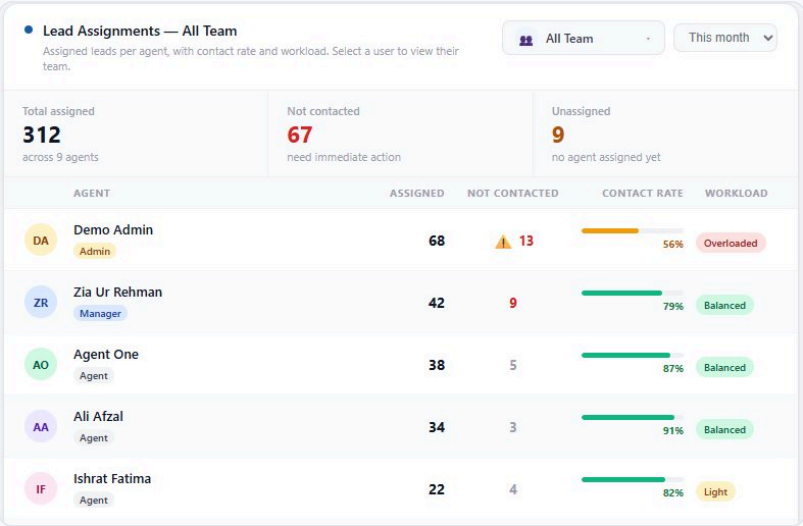
Leads lost this way
Not because agents are bad. Because the system lets it happen.

Brokerages with better systems close more deals, lose fewer leads, and scale faster.

• THE PLATFORM

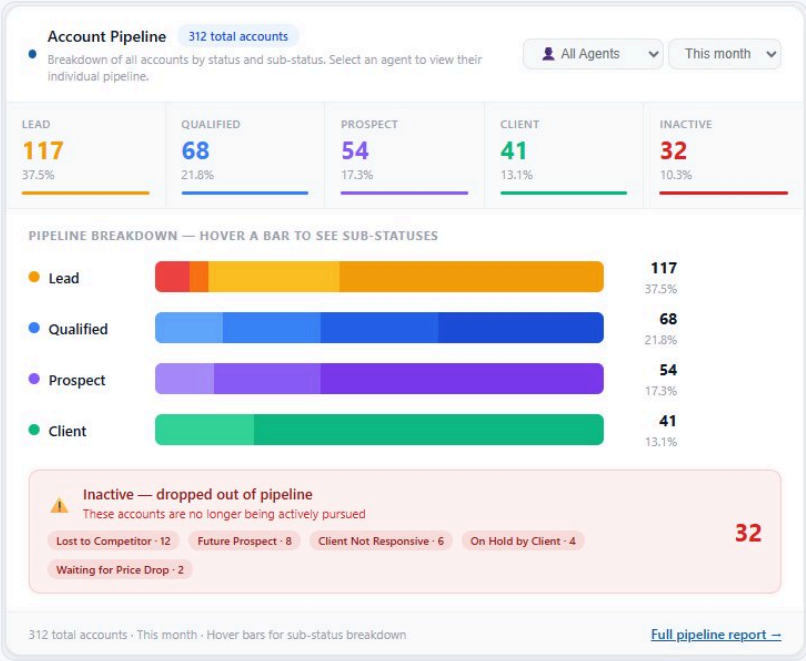
This Is What Your Brokerage Looks Like Inside Optima.

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



Lead Assignments

Every agent, their assigned leads, contact rate and workload status in real time. Know who is overloaded and who has capacity.



01 **CAPTURE & DISTRIBUTION**

Every Lead Captured And Assigned **Automatically.**

No WhatsApp group chats, no unchecked portal inbox. The moment a lead arrives, it is in the system and routed to the right agent.



Real-time capture, zero leakage

A lead at 2am is in the system and assigned before anyone sits at a desk. No manual step.



Performance-based routing

Your best agents get your best leads. High-value enquiries route straight to top closers.



Source tracking on every lead

Know exactly which portal or campaign generated each lead, and make smarter budget decisions.

WHO IT IS FOR

Brokerages and agencies capturing leads from multiple portals, ads and channels at once.

Brokerages

Agencies

Sales Teams

DISTRIBUTION RULES

Round Robin

Rotates equally across active agents

Performance

Top agents get priority leads

Area Match

Matched by location and property type

Instant Alert

Push notification the moment it lands

02 PORTAL PUBLISHING

One Update. Three Portals Stay In Sync.

Change a price in Optima CRM and it reflects on Property Finder, Bayut and Dubizzle instantly. Every lead that comes back lands directly in your agent's queue.



No duplicate entry. Ever.

One input keeps all portals in sync. Your team stops wasting hours on manual updates.



Live website sync via API

Your agency website always shows current listings. Any CRM change reflects live, no developer needed.



Leads flow back automatically

Portal enquiries hit your CRM, get assigned, and the agent is notified instantly.

WHO IT IS FOR

Brokerages and agencies publishing listings across multiple property portals.

Property Finder

Bayut

Dubizzle

Property Finder

Auto sync

Bayut

Photo sync

Dubizzle

Status sync

03 MARKETING SUITE

Generate Leads From Inside Your CRM.

WhatsApp campaigns, Meta ad leads and email all run from the same system your agents already work in.



LIVE

WhatsApp Business API

Create campaigns from your CRM kanban, blast to segmented lead lists, and track sent, read and replied in real time.



LIVE

Meta Ads Integration

Leads are auto-created from Meta and Instagram ad forms, with per-campaign rules pushing them to the right agent team instantly.



ADD-ON

Email via Mailchimp

Mailchimp sync for lists and automations. Segment by budget, area or lead status, all tracked back in the CRM.

All channels connect back to Optima CRM. Every campaign, every lead, every conversion tracked in one place.

04 AGENT EXECUTION

Your Entire Team. Accountable. Moving Fast.

The difference between a brokerage that closes and one that almost closes is execution.

WITHOUT OPTIMA

- ⊗ Lead forwarded on WhatsApp
- ⊗ Agent manually copies the number
- ⊗ No call logged anywhere
- ⊗ Follow-up forgotten
- ⊗ Management has zero visibility

WITH OPTIMA

- ✓ Lead auto-assigned instantly
- ✓ One tap to call or WhatsApp
- ✓ Every call logged automatically
- ✓ Follow-up reminder set in seconds
- ✓ Management sees everything live

KEY DIFFERENTIATOR

Dialer Mode

Built for high-volume campaigns. Agents work through a call list sequentially, one tap at a time.

📞 Tap to call



📝 Log result



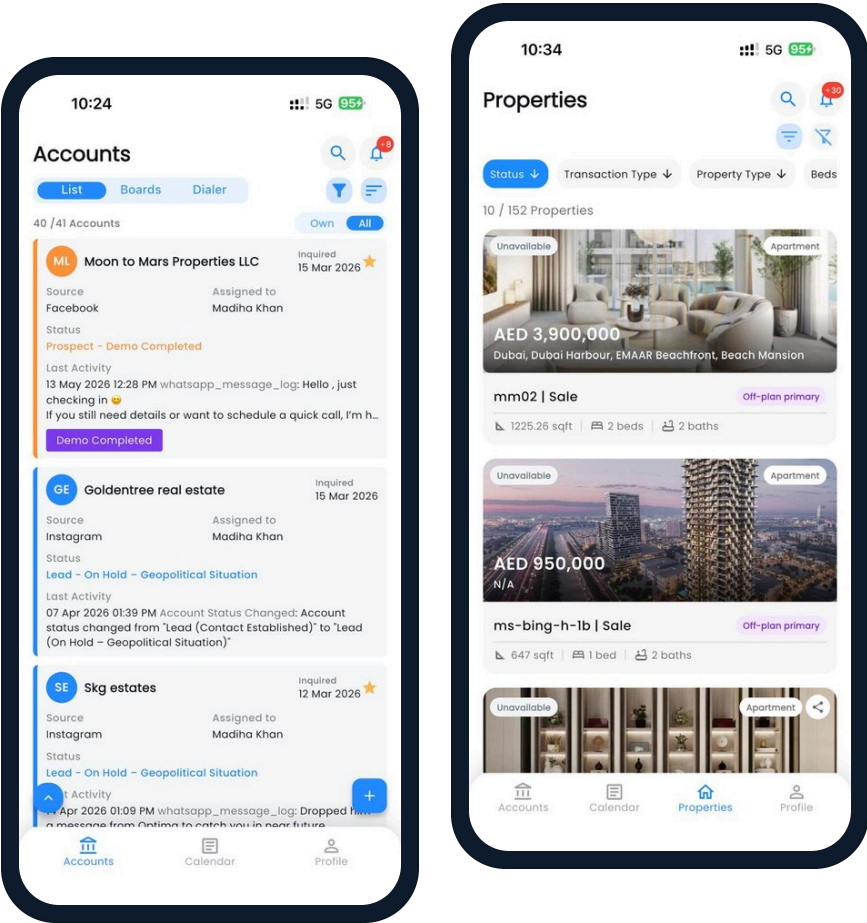
🕒 Set follow-up



➡ Next lead

05 MOBILE APP

Your Agents Live On Their Phones. So Does Optima.



Everything in one tap

Call, WhatsApp, log a result or set a follow-up, all from the lead card. No switching apps.



Full property database on the go

Browse the full listing set, filter by type, area and beds, and share a property as a link or PDF.



Manager visibility from anywhere

Review any agent's activity and pipeline status from your own phone, at any time.

iOS

Android

No extra cost

Real-time sync

06 **MANAGEMENT CONTROL ROOM**

Everything You Need To Know. Without Asking Anyone.

Live dashboards built for management. Know who is working, which deals are stalling, and what commission is owed, from anywhere.



Who is actually working?

See call counts, follow-ups completed, leads contacted and deals moved, per agent, live.



Which deals are stalling?

A pipeline view across the entire team. Click into any stalled deal and see the full activity history.



Which channel gives the best leads?

Conversion by portal, campaign and agent, so you know exactly where to invest.

KEY DIFFERENTIATOR

Commission Auto-Calculation

No spreadsheets, no disputes. Commission is calculated per deal the moment it closes, including split commissions, incentive tiers and full payout history.

- Deal-linked commission calculation
- Split commissions between agents
- Incentive tiers and bonuses

12+ REPORT TYPES

Agent performance

Sales report

Pipeline analytics

WhatsApp activity

Source conversion

Account lifecycle

• 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 Brokerages Across The UAE And Europe.

Purpose-built for UAE brokerages, 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 Brokerage Platform.

HUNDREDS OF CUSTOMERS ACROSS THE UAE

Smart Cube Real Estate

Al Falah Real Estate

Silver Key Real Estate

ANQA Real Estate Brokers

Beacon Capital Real Estate

Al Sayeb Real Estate

Hirat Developer

+ 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 brokerage. Pricing is tailored to your team size, just ask.



LOCATION

Dubai Silicon Oasis, UAE



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