

COMPANY PROFILE

Real Estate Technology. **Proven** Across Three Continents.

Brokerage, property management, developer and sales CRM platforms
used daily by real estate businesses across the Middle East and Europe.

200+ Agencies

3 Global Offices

**Active In Europe
& Middle East**

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• WHO WE ARE

A Real Estate Technology Group With Global Roots

OptimaVentures is part of the Optima group of companies — a technology group headquartered in Spain, with regional engineering, sales and operations spanning Europe, the UAE and Pakistan. We build cloud-based CRM and real estate technology platforms used daily by brokerages, developers and property managers across the Middle East and Europe.

Optima is a member of **CEPI**, the European Association of Real Estate Professions, representing estate agents and property managers across 24 countries and around 40 real estate associations.



Cloud-First, Always On

No servers, no IT overhead — your team works from the office, a site visit, or a client meeting.



European Engineering Standards

Core platform architecture and security are built and maintained from our Spain headquarters.

200+

AGENCIES

4000+

ACTIVE USERS

3

GLOBAL OFFICES

**Active In Europe
& Middle East**

● OUR FOOTPRINT

Global Engineering. Local Expertise.

Three specialist teams across three continents, working together to deliver one seamless platform experience.



BARCELONA, SPAIN

OptimaSYS — Global Engineering

Core product team responsible for platform architecture, security and major releases.

Core Engineering

Data Security



DUBAI SILICON OASIS, UAE

OptimaVentures — Regional HQ

Manages sales, onboarding and support across the UAE and wider MEA region.

UAE Sales

MEA Support



LAHORE, PAKISTAN

OptimaGeeks — South Asia

Leads regional operations in Pakistan, focused on lead management and automation.

Lead Management

Automation



Hundreds Of Customers Across The UAE

From lead capture to deal close, real estate brokerages and developers across the UAE run their business on Optima CRM, backed by our Dubai-based support team. Some of the customers on the platform include:

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

● OUR PLATFORM

One Suite. Four Purpose-Built Solutions.

Each solution is built for a specific role in the real estate business — and all four run on the same underlying system, so data moves between teams instead of living in silos.



01

Brokerage Platform

Capture, distribute and convert leads from every channel — with full visibility into agent activity and performance.



02

Property Management

Manage portfolios, leases, rent collection and maintenance from a single system built for the rental lifecycle.



03

Developer Platform

Run off-plan sales end to end — live inventory, reservations, payment plans and broker channel management.



04

Sales CRM

A flexible lead-to-close pipeline for any high-volume sales team, in real estate or beyond.

• 01 BROKERAGE PLATFORM

Structured Lead Management For Real Estate Brokerages

Leads arrive from WhatsApp, Meta ads, and property portals all at once.

OptimaVentures captures every one of them automatically, routes it to the right agent, and gives management full visibility into what happens next.



Multi-Source Lead Capture

Every lead from every channel lands in one place and is auto-assigned.



Portal Publishing

Direct integration with Bayut, Property Finder and Dubizzle.



WhatsApp, Meta & Email Marketing

Run WhatsApp, Meta ad and Mailchimp email campaigns from inside the same CRM.



Agent App & CEO Control Room

Mobile access for agents; full-team performance visibility for leadership.

WHO IT'S FOR

Real estate brokerages and agencies that want structure, accountability, and full visibility into every lead.

Brokerages

Agencies

Sales Directors

• 02 PROPERTY MANAGEMENT

From Lease To Renewal — One System

Purpose-built for property managers, not a generic CRM with a property module bolted on. Every unit, lease, payment and maintenance request lives in one live, searchable portfolio view.



Portfolio & Unit Management

Live status across every unit — occupied, vacant, or overdue.



Lease & Renewal Tracking

Lease terms, renewal dates and documents managed in one place.



Rent Invoicing & Financials

Automated invoicing, receipts and payment tracking.



Maintenance & Owner Reporting

Work orders, vendor assignment, and one-click owner reports.

WHO IT'S FOR

Companies managing residential, commercial or holiday-rental portfolios with complex tenancy and collections cycles.

Residential

Commercial

Holiday Rentals

• **03** DEVELOPER PLATFORM

End-to-End Off-Plan Sales Management

Built for developers and off-plan sales teams who need a real-time picture of how a project is selling — from first reservation through to final collection.



Live Inventory & Floor Plans

Real-time unit status across the full project grid.



Reservation, SPA & Oqood

End-to-end workflow management for every transaction stage.



Payment Plans & Milestones

Create and track payment schedules against project milestones.



Broker MLS & Channel Management

Manage broker access, allocations and performance reporting.

WHO IT'S FOR

Property developers and off-plan sales teams who need full visibility into inventory, reservations and broker performance.

Developers

Off-Plan Teams

Sales Directors

• 04 SALES CRM

Every Lead Captured. Every Team Accountable.

A flexible lead-to-close pipeline that works for any high-volume sales operation — not only real estate. Built for businesses that receive online leads and need structure around them.



Multi-Source Capture & Auto-Assignment

Leads from every channel routed to the right person instantly.



Pipeline & Follow-Up Automation

Full activity history with reminders so nothing slips through.



Built-In Dialer

Call straight from the CRM with logged outcomes.



Marketing & Performance Reporting

Manager dashboards with full team visibility.

WHO IT'S FOR

Any business receiving high lead volume that needs structure and accountability — across real estate and beyond.

Real Estate

Healthcare

Education

Insurance

• WHY OPTIMAVENTURES

Why Regional Teams Choose Us

We've spent years working directly with brokers, developers and property managers to understand what actually slows real estate teams down.



AI-Assisted, Not Just Automated

Smart lead scoring and follow-up suggestions built into everyday workflows.



Built For How This Market Works

UAE portal integrations, Arabic support, and workflows shaped by local practice.



Cloud-First, Accessible Anywhere

No servers or IT setup — works from the office, a site, or a client meeting.



European Engineering Standards

Core platform built and maintained from our Spain headquarters.



Member of CEPI

Part of Europe's leading real estate professional association, active in 24 countries.



Local UAE Support

A dedicated regional team for onboarding, support and customisation.

● 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 business.



LOCATION

Dubai Silicon Oasis, UAE



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