



CUECENT REACH

REAL ESTATE AUTOMATION FOR CUSTOMER HANDLING

A CUSTOMER RELATIONSHIP LIFECYCLE MANAGEMENT SOLUTION FOR REAL- ESTATE DEVELOPERS

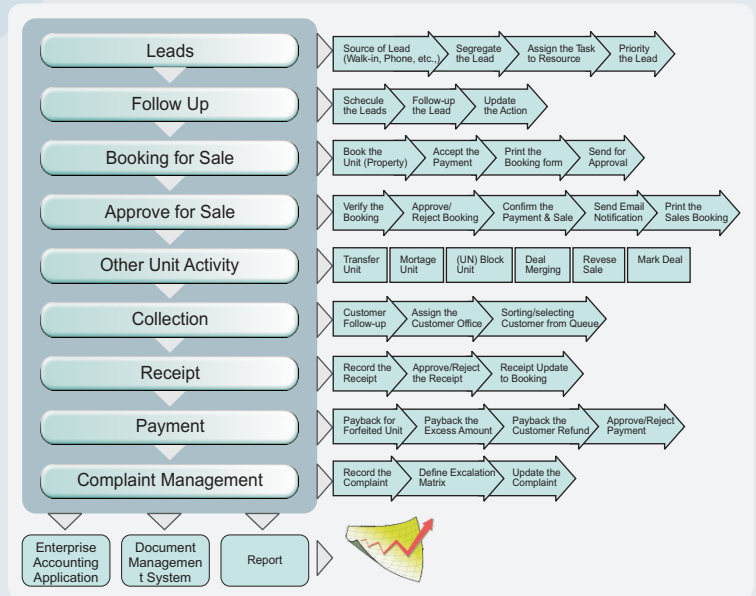
In these times of tight competition and tighter cash flows acquiring and retaining profitable customer relationships is paramount especially in the real estate industry where the supply and demand equation is favoring the buyer. In addition to building market driven products, it is essential for real estate developers to create a sustainable competitive advantage by ameliorating their business specific sales, marketing, & service processes. The Cuecent REACH helps developers build that advantage & grow their business by streamlining the entire customer relationship lifecycle right from the first inquiry through to the end of their association with the home-owner.

Introduction

Today, three important factors determine the financial success of any organization: profitability, satisfied customers and market driven products. In the real estate industry, where the availability of homes far exceeds the demand, it is the customers that reign supreme. Real Estate organizations are fast realizing that prospective property buyers and property owners are their most valuable asset and are defining new customer-driven business strategies to become more competitive in selling, and providing service to them. While creating loyal customers, these strategies would also help real estate developers, brokers and builders reduce costs, shorten sales cycles, and increase productivity.

The promise of customer-driven innovation is quite compelling and the management of relationships with prospective buyers and existing customers warrants a solution to:

- Maintain the client database with a 360 degree view of each customer
- Keep track of reservations and inventory availability in real time
- Keep the property portfolio up to date with data on new developments
- Get relevant, accurate and timely information at a moments notice
- Easily create & issue property transaction related documents
- Automatically manage all communications with the customer from inquiry to possession and beyond



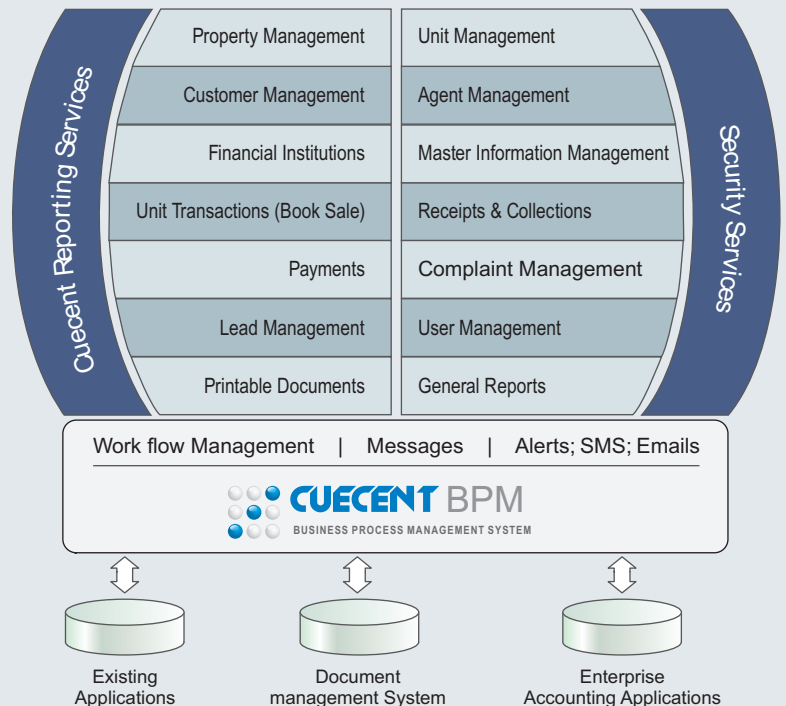
Industry Real Estate

Power Positions

- Engage more prospects in less time
- Improve your sales conversion rates by up to 150%
- Effectively control your marketing, sales and service processes
- Ensure every customer interest is explored
- Enhance your brand value through better service

The Cuecent Difference

- Proven solutions tailored to the specific needs of real estate developers and brokers
- Built on the industry proven Cuecent BPM platform; offering the facility to instantly respond to changing market and customer requirements
- Integrate and collaborate with organizational IT Systems for streamlining internal operations
- Use of established best practices and repeatable methodologies helping ensure project success
- A global delivery model that brings together high value industry proficiency, technology expertise & successful implementation experience



Bahwan CyberTek understands the complexities in the real estate industry and has developed Cuecent REACH; a BPM based strategic solution for streamlining the entire customer relationship lifecycle right from the first inquiry through to the end of the association with the customer. The solution not only enables sales agents to nurture relationships with their customers and sell more homes but also helps real estate developers augment productivity by allowing them to:

- Closely manage sales activity across multiple sites
- Scrutinize the performance of their sales teams
- Regulate property prices based on market conditions to increase gross revenues
- Integrate sales activities with back-end operations
- Access status of inquiries, bookings, payments, and other critical factors needed to monitor and analyze the progress of sales

Automate lead and campaign management with Cuecent REACH

The Yankee Group, a global technology and research consulting firm, estimates that up to 80 percent of sales leads either go stale, are lost, or simply never followed up upon. The Cuecent REACH provides sales agents with an ideal mechanism for tracking, managing and effectively following up on the generated customer leads thereby eliminating sales lead neglect. Using Cuecent REACH, organizations can capture prospect data through any one of the integrated sales channels and execute relevant and personalized marketing activities building on previous customer interactions and a consolidated view of all relevant enterprise customer data.

Manage property portfolio with Cuecent REACH

To proficiently sell real estate, sales agents need instant access to the up-to-date property portfolio and real time inventory information to be able to present all available options to the prospective property buyer and help them make informed decisions and also avoid double bookings. Cuecent REACH provides real estate developers the facility to efficiently manage each property in their portfolio – from the most basic data to details about floor plans, price history, listing information, and sales status. Cuecent REACH also allows builders to control the scheduled release of for-sale inventory based on market

response thereby helping them increase profitability.

Regulate property prices with Cuecent REACH

To maximize revenue opportunity and augment sales, real estate developers offer a variety of flexible pricing options based on market response, demand growth and competitive conditions. And they need to be able to instantly create and change these pricing strategies and deliver them to their sales agents. The Cuecent REACH gives builders the provision to define these pricing strategies for not only individual units, but also neighborhood phases, or the entire project. The solution also allows them to also alter property prices during peak selling and slack periods, to take advantage of customer buying behavior.

Build long-term customer service strategies with Cuecent REACH

Buying and holding property can be a complicated process and to build long-term customers real estate developers have to enhance the customer buying experience not only before the sale but also during and after the sales process. Cuecent REACH drives collaboration between the front-end sales force and the back-end staff allowing organizations to streamline the entire customer service process. Apart from helping property purchasers make buying decisions, developers will be able to provide them with financing options, seamlessly generate and deliver transaction documents and agreements, update them on the status of development of their property, send them payment reminders & perform maintenance of the property after sales.

Administer business performance with Cuecent REACH

Monitoring business performance in real time is a critical requirement for maximizing business profitability, executing growth plans, and returning shareholder value. The management team needs to not only have instant access to the performance of their sales force but also to information about bookings, collections, receipts, refunds, and complaints. The Cuecent REACH has a unique reporting mechanism that provides immediate information on inquiries, bookings, inventory and unit pricing, escrow, deposits, revenue payments, and other critical indicators that are needed to monitor and analyze business operations. Cuecent REACH also facilitates the tracking of commission plans, bonuses & incentives of both internal agents and outside brokers.

Cuecent REACH Features

- Capable of handling Multi-Company/Currency/Location accounts
- Integrates with Document Management Systems for property related documents storage
- Integrates with financial applications like Oracle Apps for transfer of sales and payment information
- Built on the Cuecent BPM platform offering the facility to instantly respond to changing market and customer requirements
- Campaign management facility for executing targeted marketing promotions
- Lead, property portfolio and inventory management
- Provision to manage complaints right from their registration to their closure
- Exposes key functionality as Web Services allowing external processes to push data into or pull data from the system
- Open standards for communication, security and access methods, & data definitions
- Role based access controls
- Built-in reports generator with drill-down capability
- Full payment life cycle of all property transactions
- Assured data accuracy and privacy
- Business operations monitoring services
- Notification and Alert Services
- Around-the-clock availability & rapid response times

A Cuecent Success Deyaar

Deyaar, one of Dubai's leading real estate development companies with a market capital of over AED 5.5 Billion, uses the Cuecent REACH solution to manage the entire customer relationship lifecycle. Deyaar's sales force can now implement customer centric sales promotion strategies and access all the information required to help prospective home buyers make informed purchase decisions. Deyaar utilizes the Cuecent REACH solution to not only manage sales but also to closely monitor their business performance and build long term customer loyalty.

To learn more

For more information on Cuecent's portfolio of solutions and services for real estate developers, contact your local sales representative or visit www.cuecent.com/realestate_management.html



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