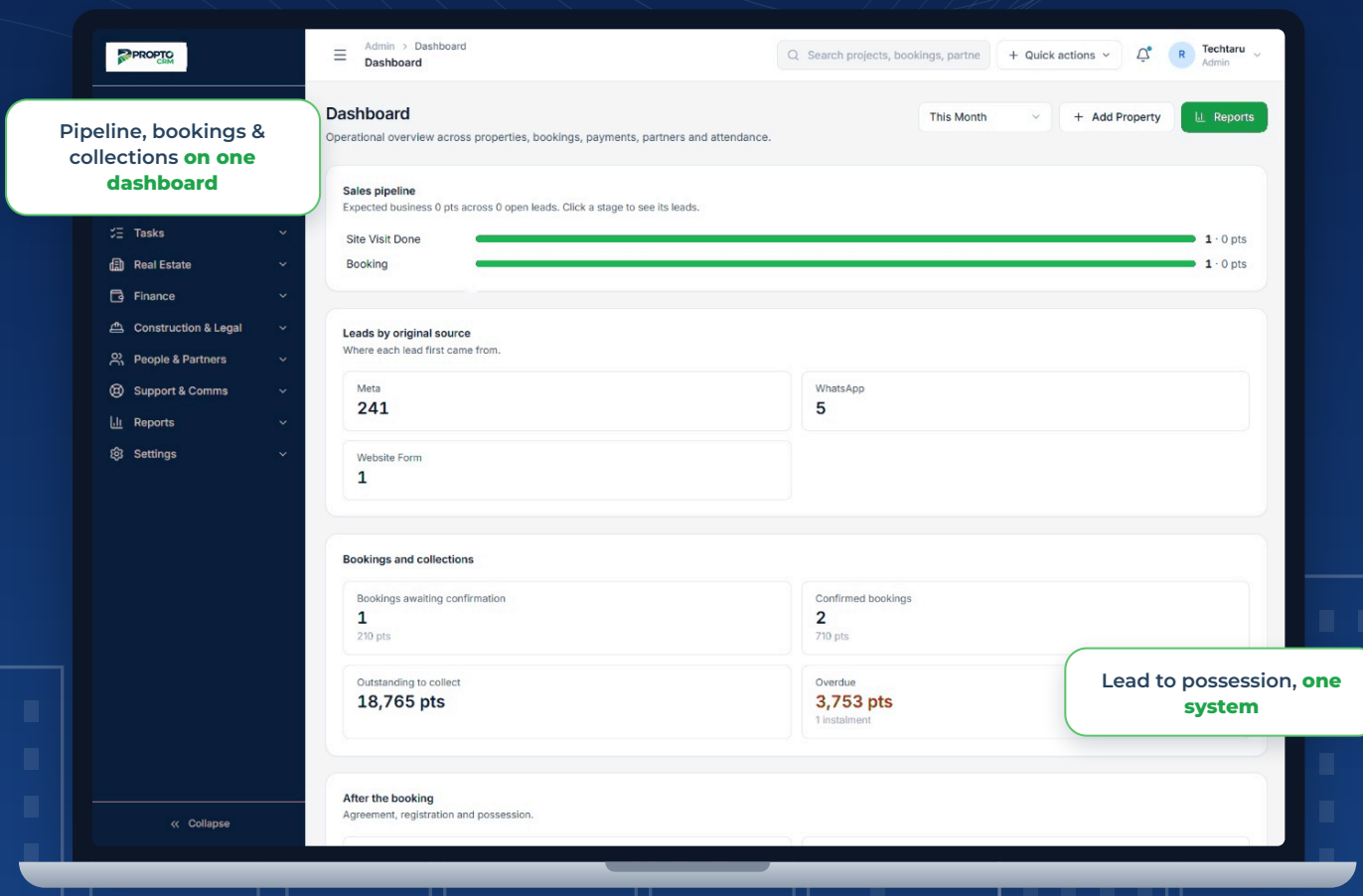
PROPTO CRM

AI-POWERED CRM FOR REAL ESTATE BUSINESSES

> One connected platform from first lead to registry and possession.



With Propto CRM, every lead, booking, agreement and handover sits in one connected system, visible to the people who need it.

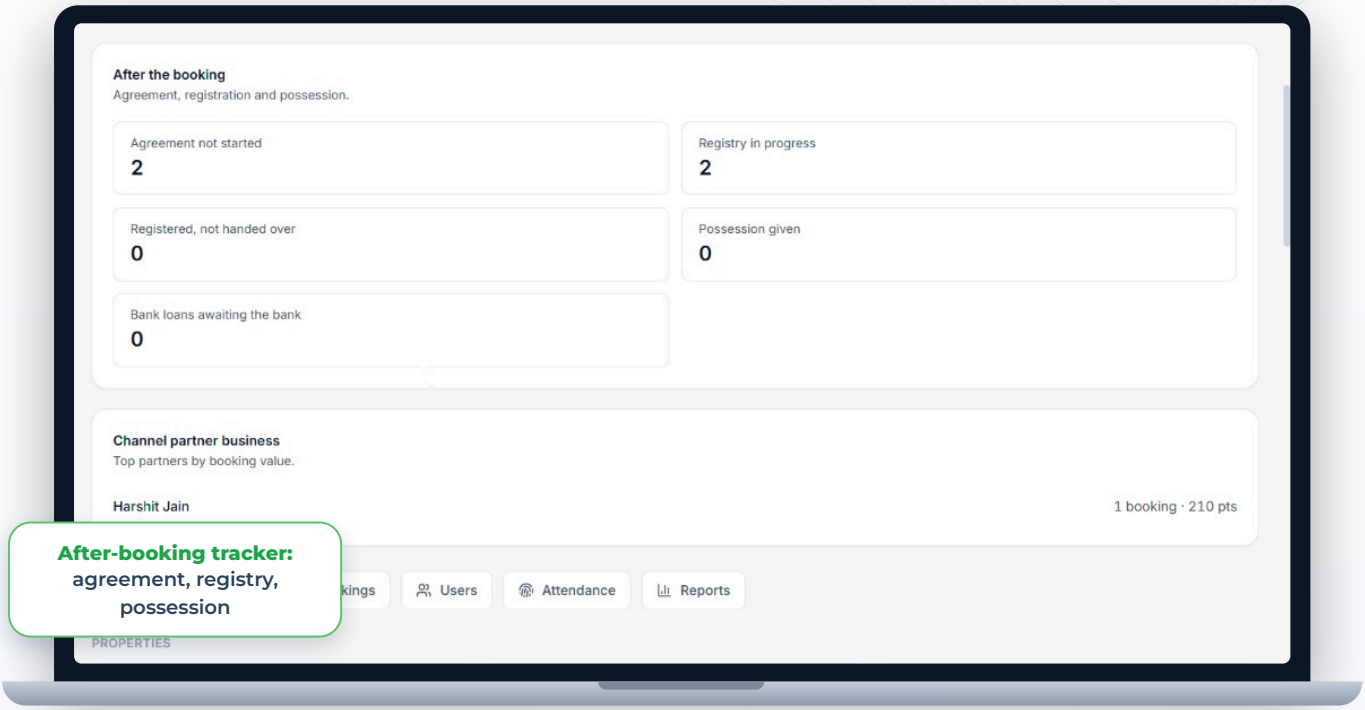
POWERED BY Techtaru

PRODUCT OVERVIEW

ONE PLATFORM FOR THE WHOLE REAL ESTATE JOURNEY

Sales, inventory, legal, construction, finance, partners and people, working from the same live record.

> Real estate businesses rarely lose momentum in one big moment. It happens in the gaps: a lead list nobody updated, a plot status that drifted, an instalment nobody chased, an agreement waiting for a signature. **Propto CRM closes those gaps** by keeping every team on one system, from the first enquiry to possession.



Developers & builders

Run projects, inventory, bookings and delivery from one place.

Sales heads & telecallers

Work leads, follow-ups and site visits with clear ownership.

Channel partners & teams

Track partner leads, brokerage and payouts transparently.

Owners & management

See pipeline, collections and operations without chasing reports.

CONNECTED WORKFLOW

FROM FIRST ENQUIRY TO POSSESSION

Every step of a sale lives in the same system, so the next team sees what the last team did.

01 Capture
Meta Lead Ads, WhatsApp, website and public forms create leads automatically.

02 Qualify
Pipelines, kanban, follow-ups and telecaller tracking keep leads moving.

03 Visit
Site visits scheduled and tracked through to an outcome.

04 Book
Live inventory and plot map, holds, bookings and cost sheets.

05 Collect
Payments, instalments, remaining balances and partner commissions.

06 Agree
Legal files, agreement stages and editable document templates.

07 Register
Registry status and compliance dates tracked per file.

08 Hand over
Possession tracking, construction progress and buyer updates by WhatsApp.

BUSINESS VALUE
Behind every step sit automation rules, role-based access and a system-wide audit log, so work is **visible, controlled and traceable**.

PLATFORM AT A GLANCE

TWELVE AREAS. ONE LOGIN.

Everything below is part of Propto CRM and was reviewed in the live product.

Dashboard
Pipeline, collections and after-booking status

CRM
Leads, pipelines, follow-ups, visits, forms, reports

Real Estate
Projects, plot map, holds, bookings, investments

Legal & Registry
Legal files, compliance, disputes, templates

Construction
Progress, update reviews, blockers, site issues

Vendors & Material
Directory, material stock, vendor bills

Finance
Payments, payouts, commissions, incentives, KYC

HRMS
Attendance, leave, holidays, payroll, employees

Partners & Teams
Channel partners, teams, referrals

Tasks & Reports
Task board and admin reports

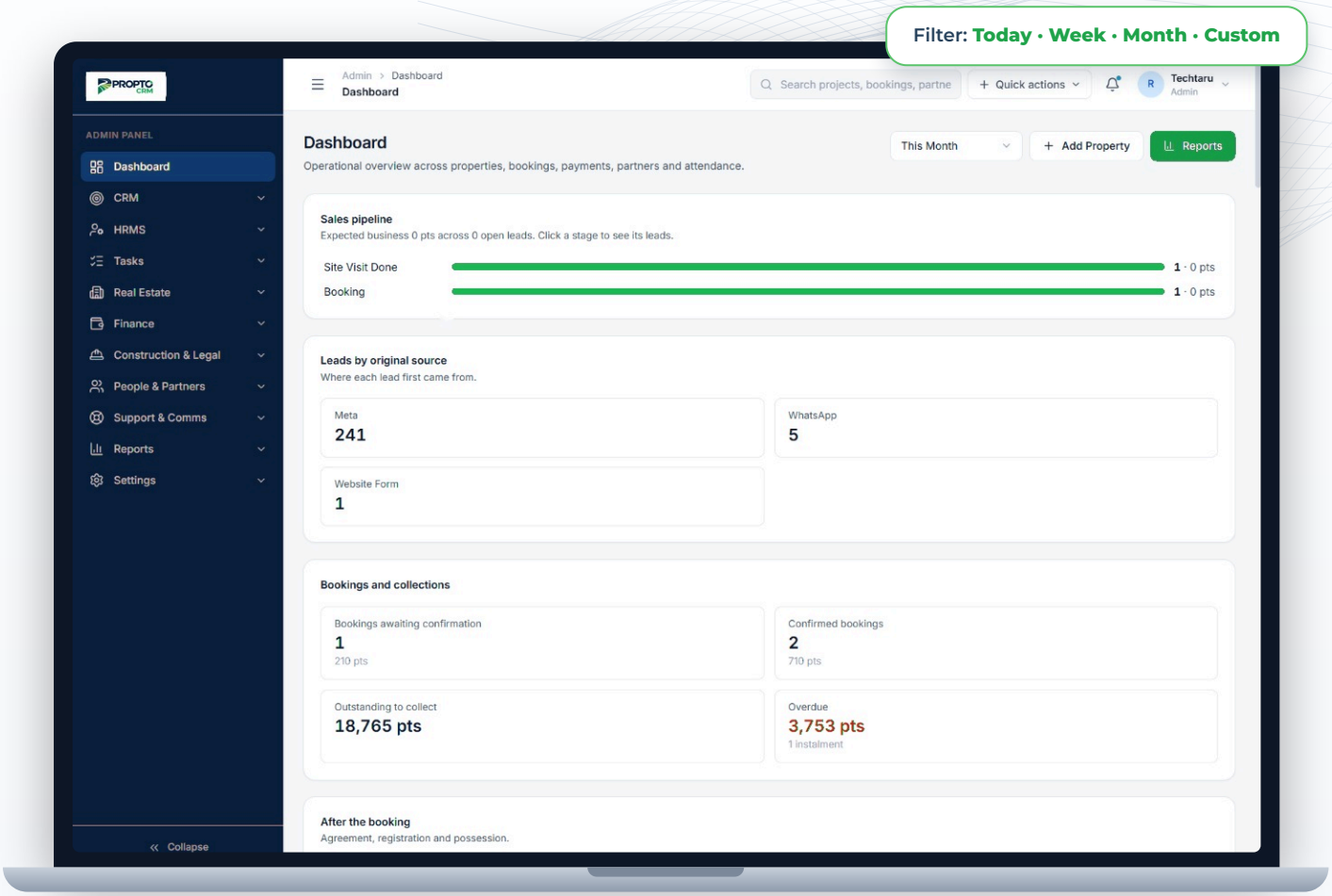
AI & Automation
Operations rules, assistant, AI-assisted tools

Governance
Roles, policies, audit log, security

EXECUTIVE DASHBOARD

SEE THE WHOLE BUSINESS ON ONE SCREEN

Open the dashboard and see pipeline, lead sources, collections and post-booking status, without waiting for a report.



Sales pipeline

Expected business with stage-by-stage drill-down.

Lead sources

Where each lead first came from: Meta, WhatsApp, website forms.

Bookings & collections

Awaiting confirmation, confirmed, outstanding and overdue instalments.

BUSINESS VALUE

One view for owners and sales heads to spot what needs attention today, filtered by day, week, month or a custom range.

EXECUTIVE DASHBOARD

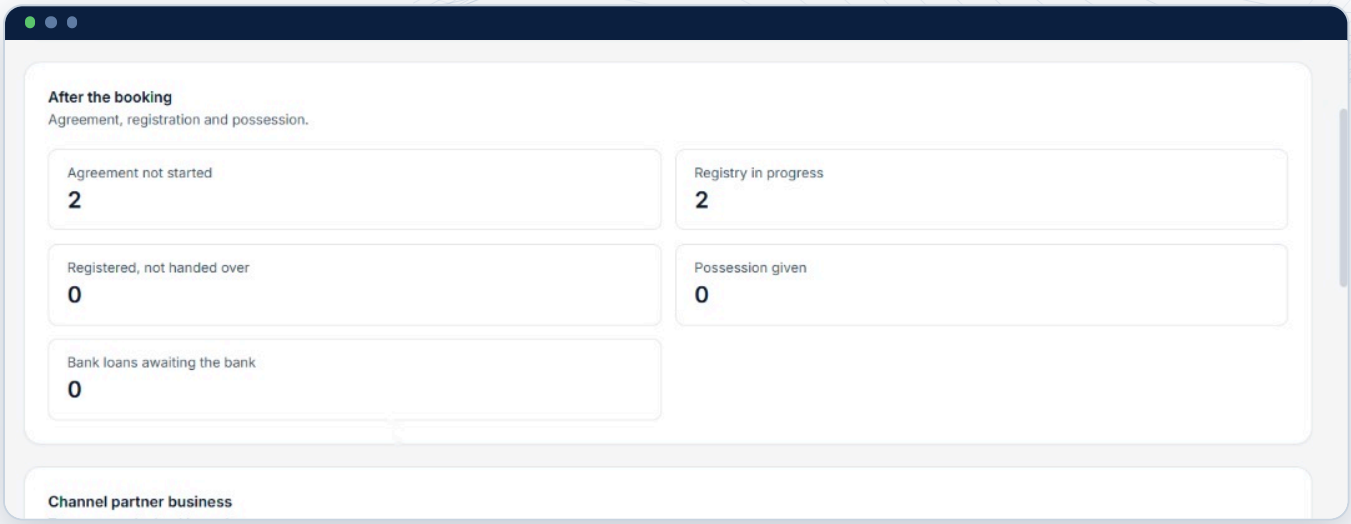
KNOW WHAT HAPPENS AFTER THE BOOKING

The dashboard tracks the part of the journey most CRMs leave to spreadsheets.

After-booking tracker

Agreement, registry, possession and bank-loan status at a glance, with top channel partners ranked by booking value.

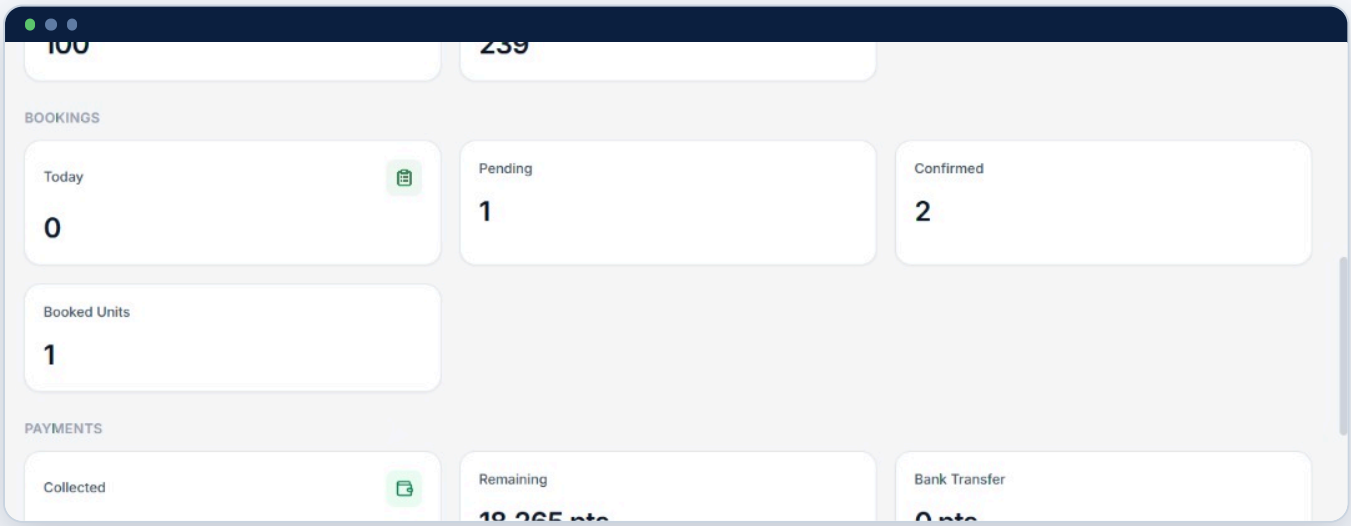
- Agreement not started, registry in progress
- Registered but not handed over, possession given
- Bank loans awaiting the bank
- Channel partner business by booking value



Live KPI cards

Inventory, bookings and payments summarised for the whole business.

- Properties, bookings and payments
- Users, teams, attendance and support
- Booking trend and payment-mode charts
- Recent bookings and payments feed



BUSINESS VALUE

Management sees delivery status and cash position together, so follow-up effort goes where it is needed.

EXECUTIVE DASHBOARD · TRENDS

TRENDS, PEOPLE AND PAYMENTS

Charts and counters that answer how the month is going, without opening a report.

Booking trend and user mix

Bookings over the last 14 days, and how agents, employees and leaders are split.

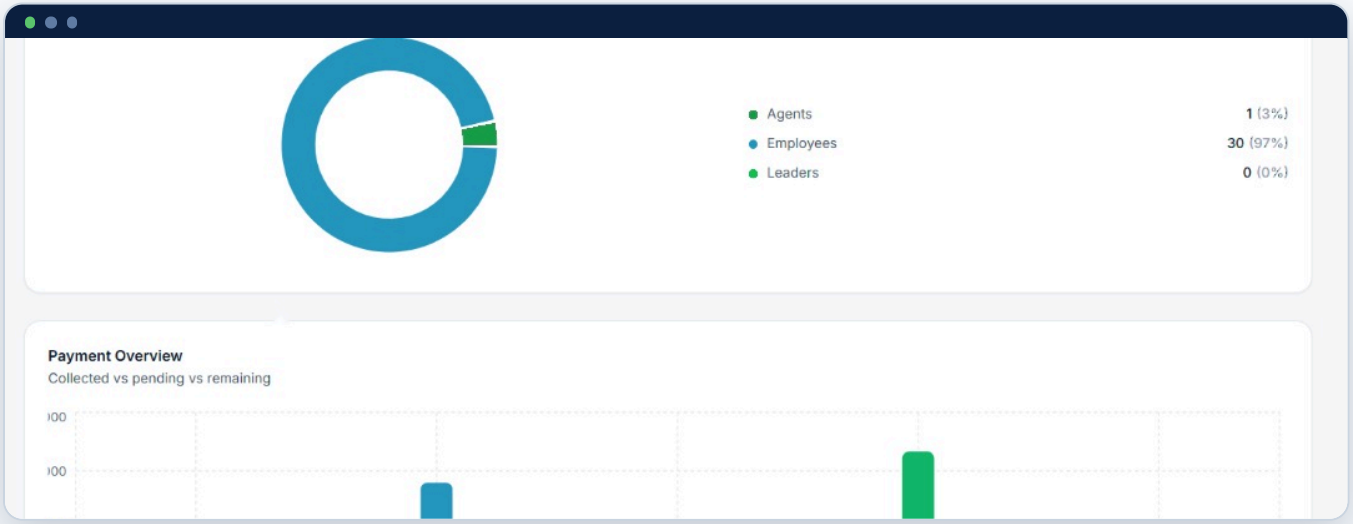
- Booking trend line
- User distribution by role



Payment overview and inventory

Collected versus pending by payment mode, and unit status across all projects.

- Payments by cash, cheque, online and bank transfer
- Available, booked and sold-out units



BUSINESS VALUE

Leaders see movement in bookings, money and inventory the moment they sign in.

EXECUTIVE DASHBOARD · LATEST ACTIVITY

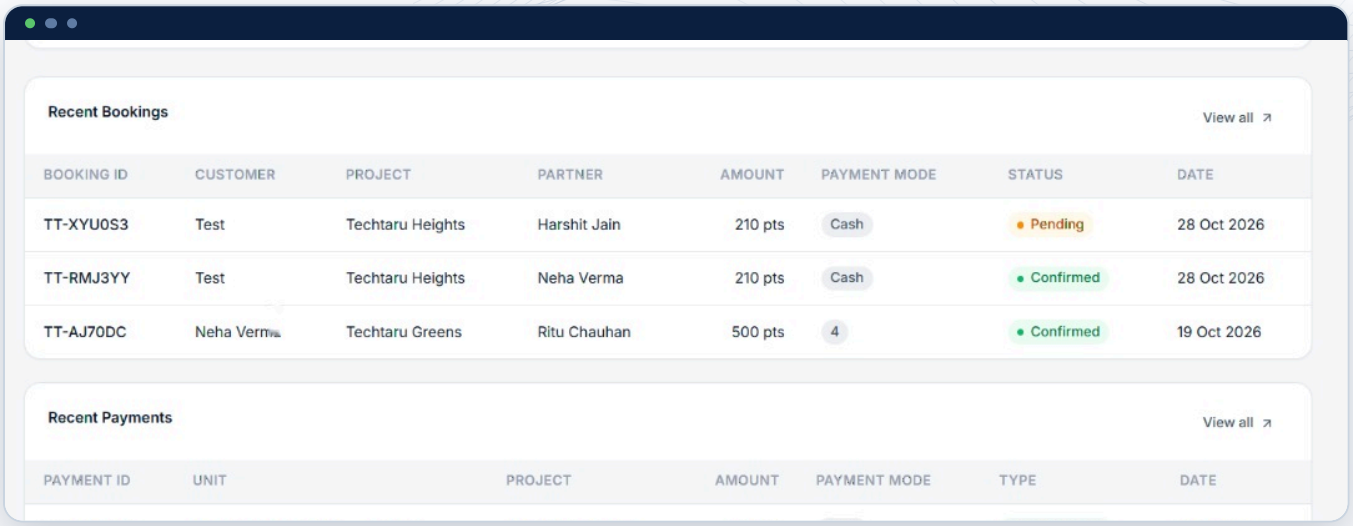
RECENT BOOKINGS AND PAYMENTS, AT A GLANCE

The newest bookings and receipts, with a property report one click away.

Recent bookings and payments

Booking, customer, project, partner, amount and status in one list.

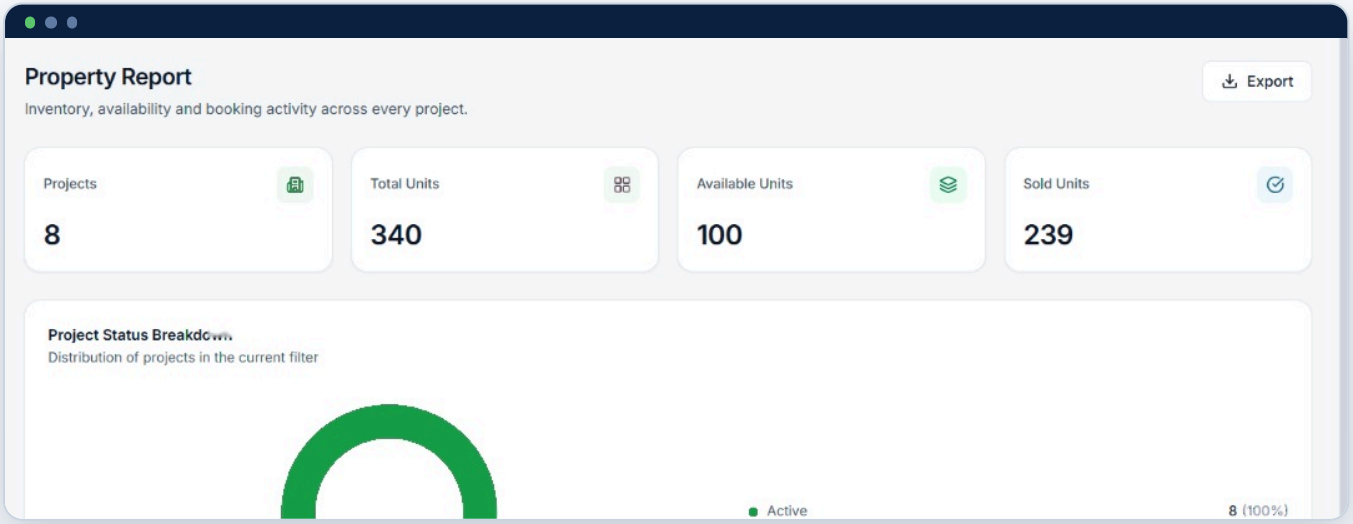
- Pending and confirmed states
- Payment mode and type per receipt



Property report

Projects, total units, available and sold, with a status breakdown.

- Status breakdown chart
- Project-wise availability table



BUSINESS VALUE

Management reads the latest position from the dashboard and the reports, with no spreadsheet in between.

CRM · LEAD HANDLING

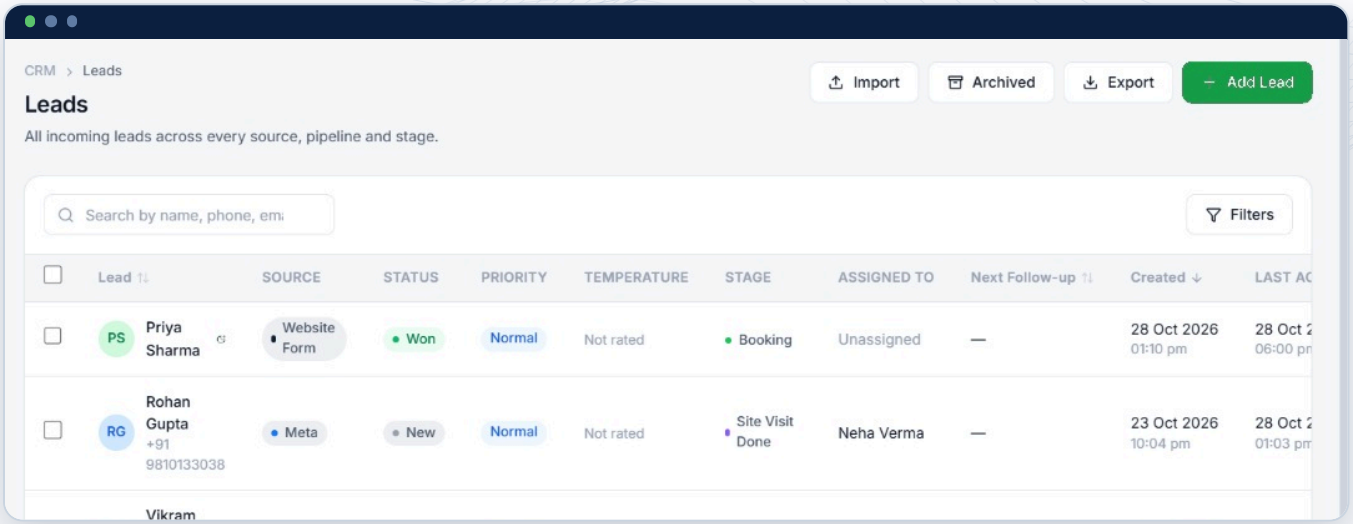
EVERY LEAD, ONE CLEAR PICTURE

Capture enquiries from every channel and give each lead a clear owner, stage and next step.

Leads list

One searchable list for every lead from every source, pipeline and stage.

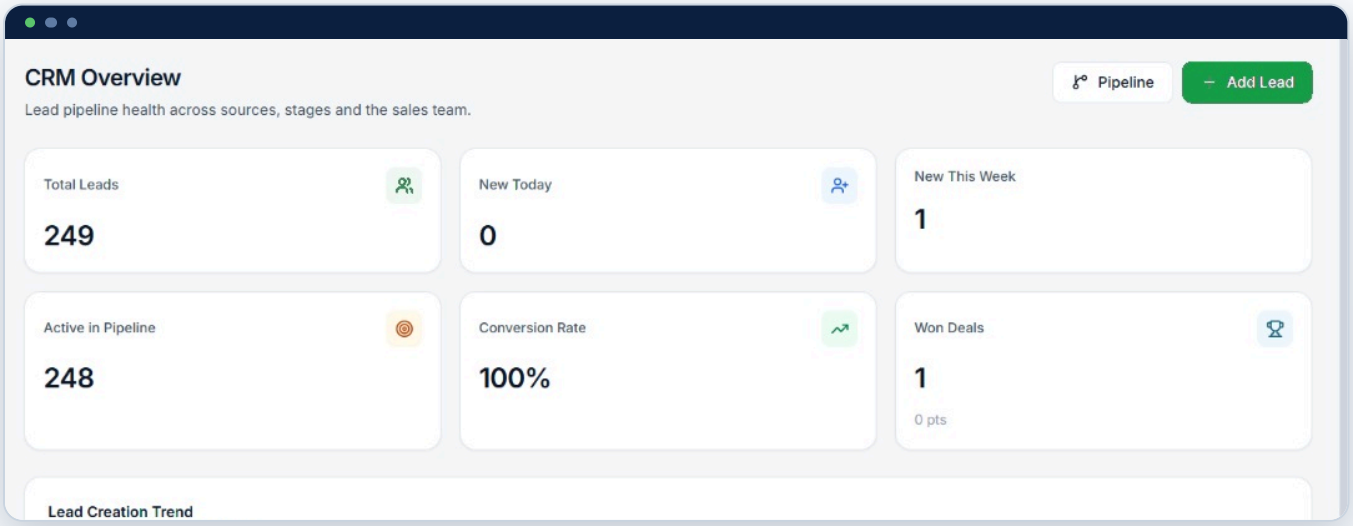
- Search by name, phone or email
- Source, status, priority, temperature, stage, owner
- Import, export, archive and bulk select



CRM overview

Pipeline health across sources, stages and the sales team.

- Total, new today and new this week
- Active in pipeline, conversion rate, won deals
- 14-day lead creation trend



BUSINESS VALUE

Sales heads see who owns which lead and what happened last, so no enquiry sits unattended.

CRM · LEAD 360

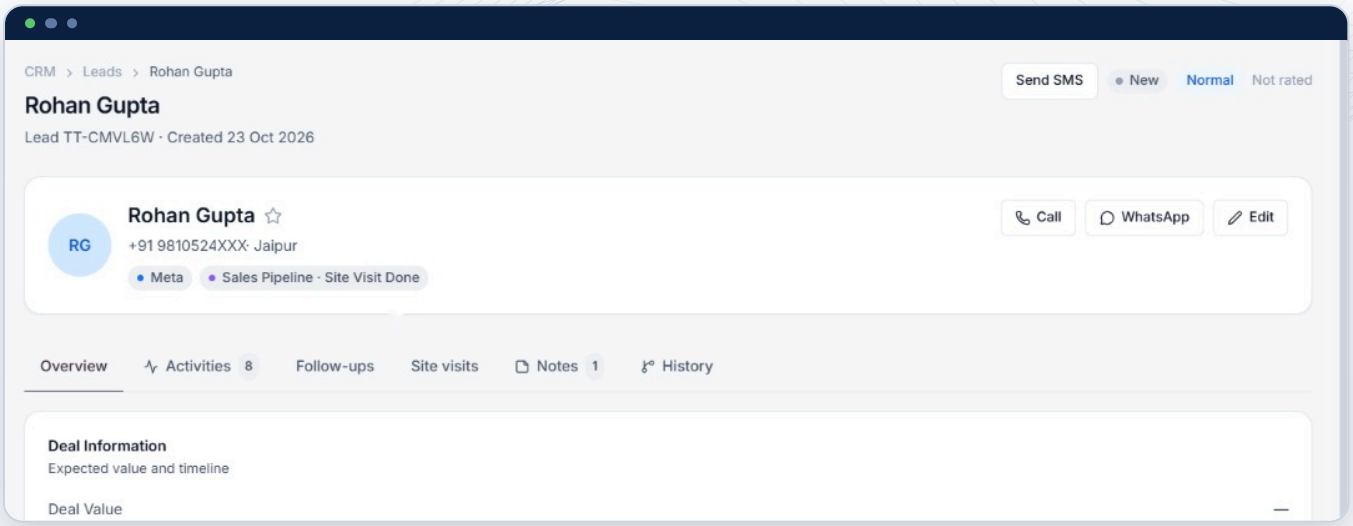
KNOW WHERE EACH LEAD CAME FROM, AND WHAT HAPPENED NEXT

Open any lead for its full profile and the campaign details captured at the source.

Lead 360 profile

Stage, source, owner and requirements in one profile.

- Call, WhatsApp and edit actions
- Activities, follow-ups, site visits, notes, history



Ad attribution

Form, campaign, ad set and UTM data recorded from the lead source.

- Received via Meta Lead Ads
- Campaign, medium, content and landing-page fields
- Full activity timeline on every lead



BUSINESS VALUE

Marketing sees which campaigns bring leads, and managers see the full history behind any lead.

CRM · LEAD TIMELINE

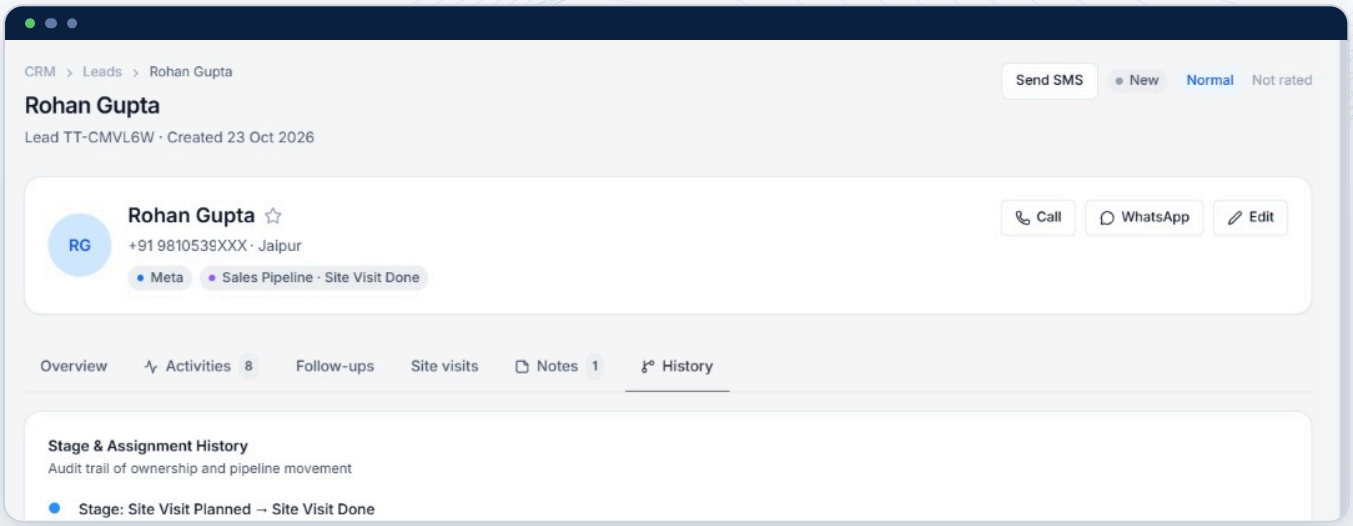
SEE EVERY STEP A LEAD HAS TAKEN

Stage moves, assignments and activity are logged with who did it and when.

Lead history

Stage and assignment history, as an audit trail of ownership and pipeline movement.

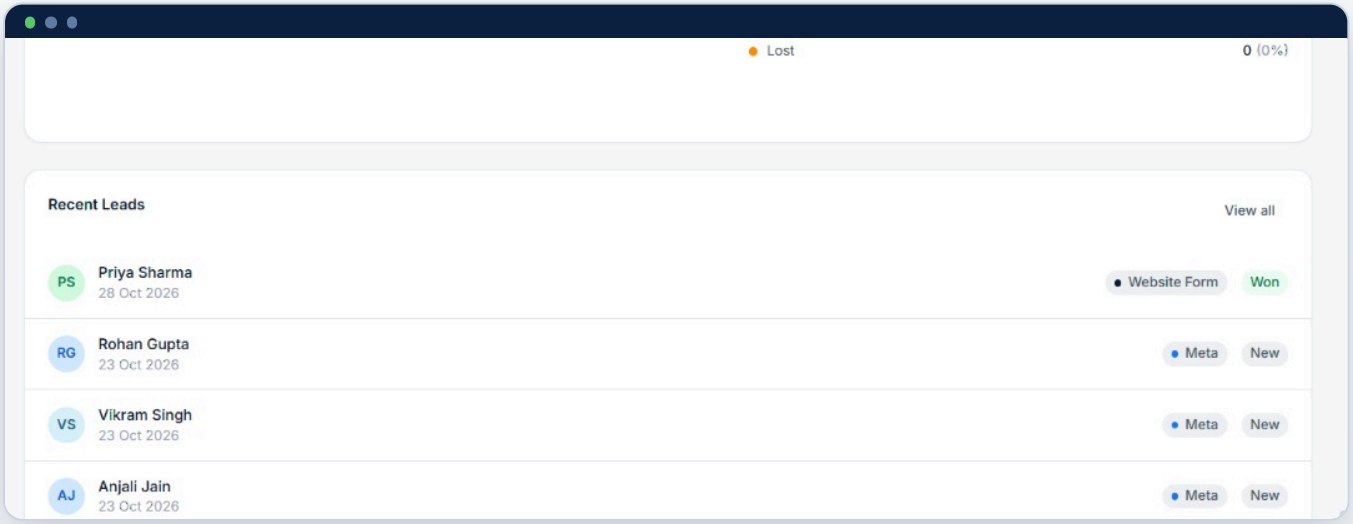
- Who moved the lead, and when
- Assignment changes recorded



Recent leads

The newest leads on the overview, with source and status.

- Source and stage at a glance
- Overdue follow-ups panel beside it



BUSINESS VALUE

A new owner can pick up any lead and know exactly what happened before.

CRM · PIPELINES

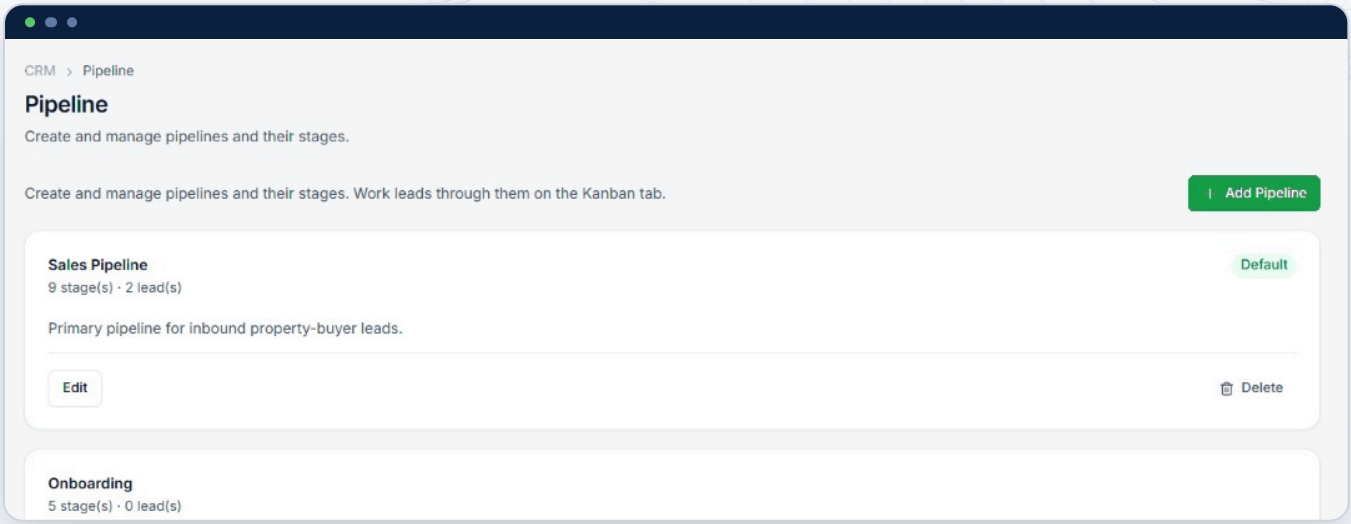
PIPELINES THAT MATCH HOW YOU SELL

Configure pipelines for sales and for the work that follows a sale, then work leads on a visual board.

Pipeline manager

Four pipelines are set up in the reviewed instance.

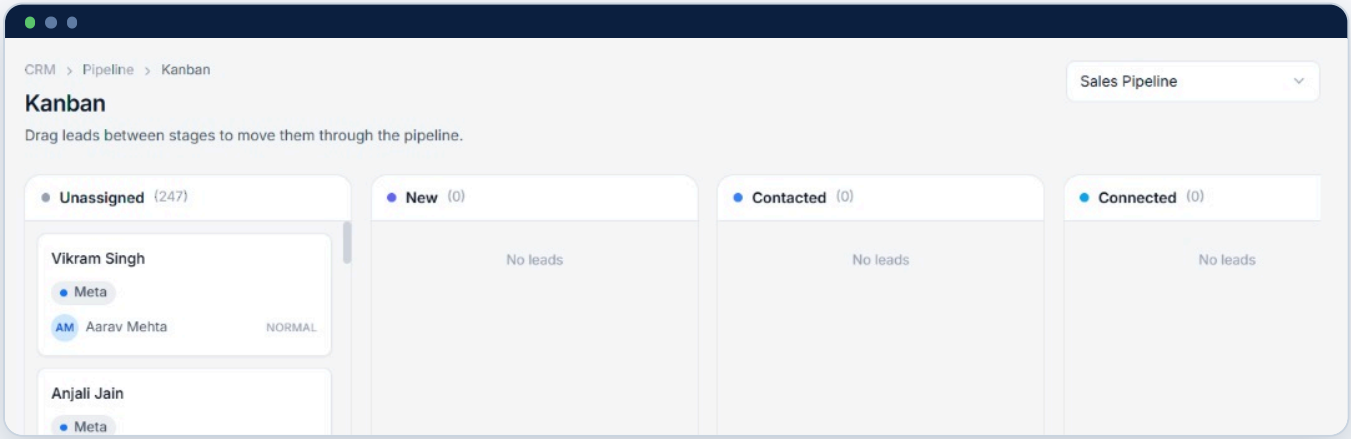
- Sales (9 stages) and Onboarding (5)
- Partnership (5) and Construction (5)
- Add, edit, delete or set a default



Kanban board

Drag leads between stages and see counts and value per column.

- Pick any pipeline
- Cards show source, owner and priority



BUSINESS VALUE

Different teams work different journeys in the same system, and every stage change is recorded.

CRM · FOLLOW-UPS & VISITS

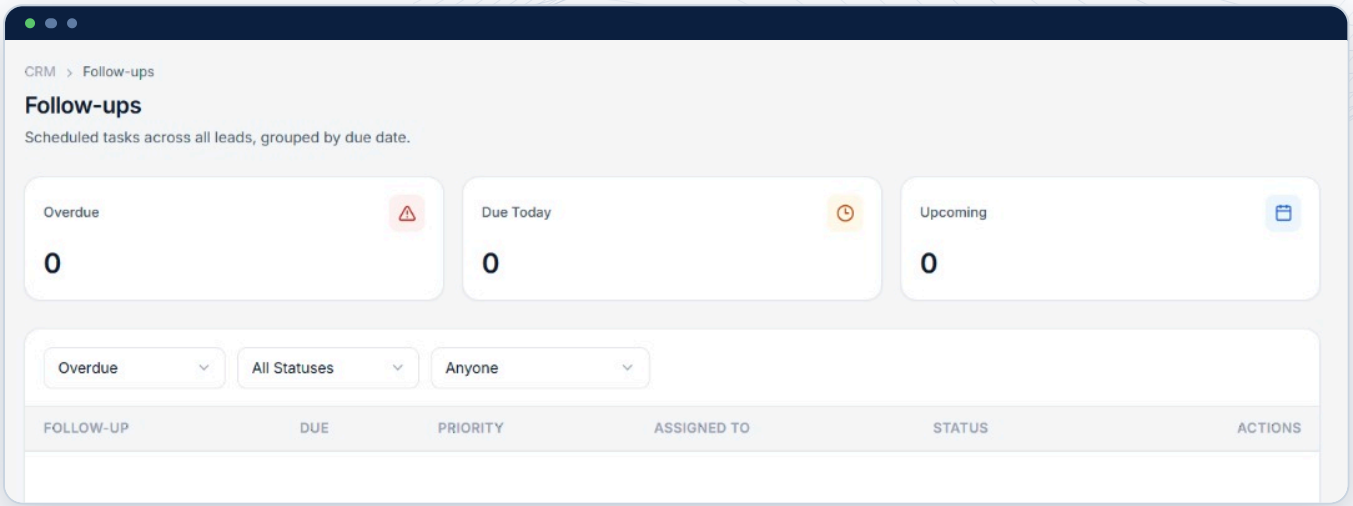
NOTHING SLIPS BETWEEN CALLS AND SITE VISITS

Plan callbacks and site visits, and track each one to an outcome.

Follow-ups

Scheduled tasks across all leads, grouped by due date.

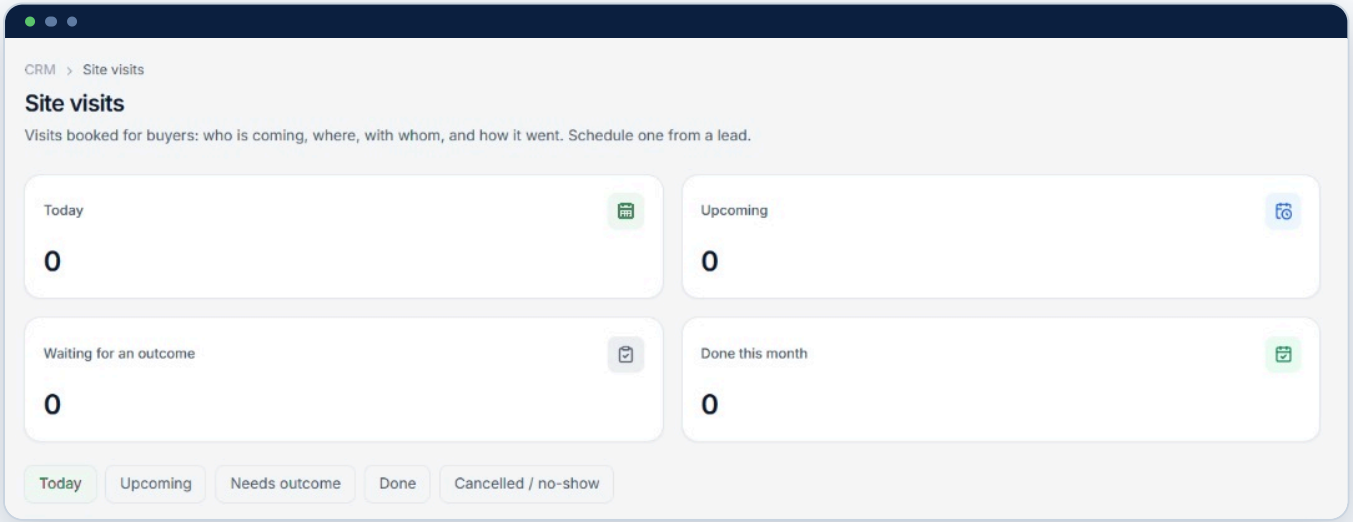
- Overdue, due today and upcoming
- Pending, completed, missed, rescheduled



Site visits

Who is coming, where, with whom and how it went.

- Today, upcoming, needs outcome, done
- Cancelled and no-show tracked



BUSINESS VALUE

Fewer missed callbacks and a clear record of every visit, from scheduling to outcome.

CRM · PLANNING & PERFORMANCE

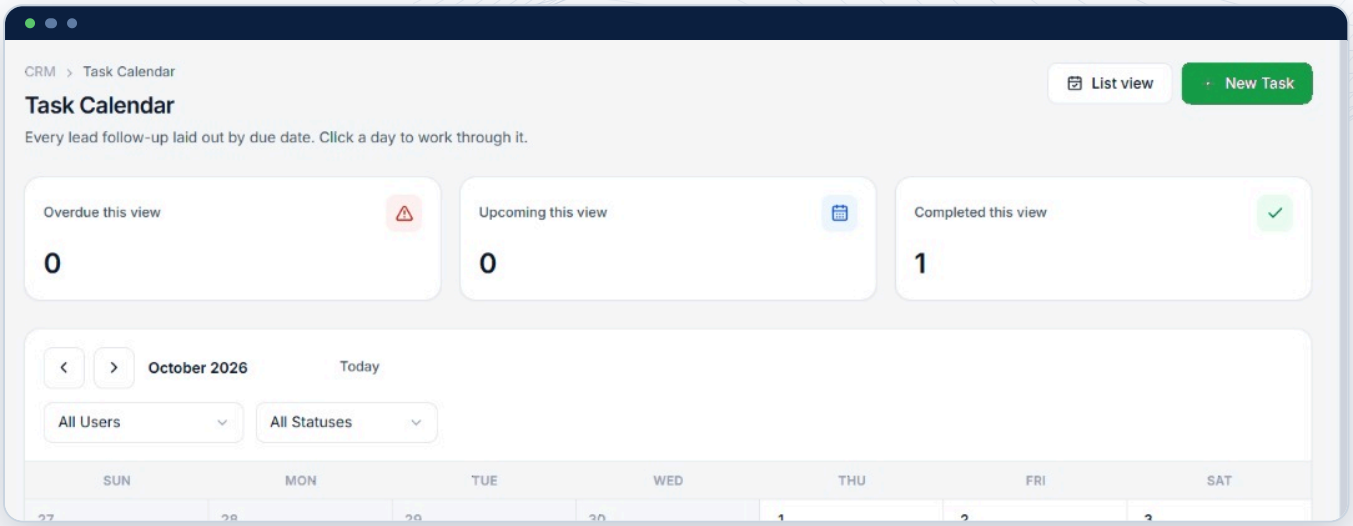
PLAN THE DAY, AND SEE WHO IS DELIVERING

A task calendar for follow-ups and an activity monitor for calling teams.

Task calendar

Follow-ups laid out by due date on a monthly calendar.

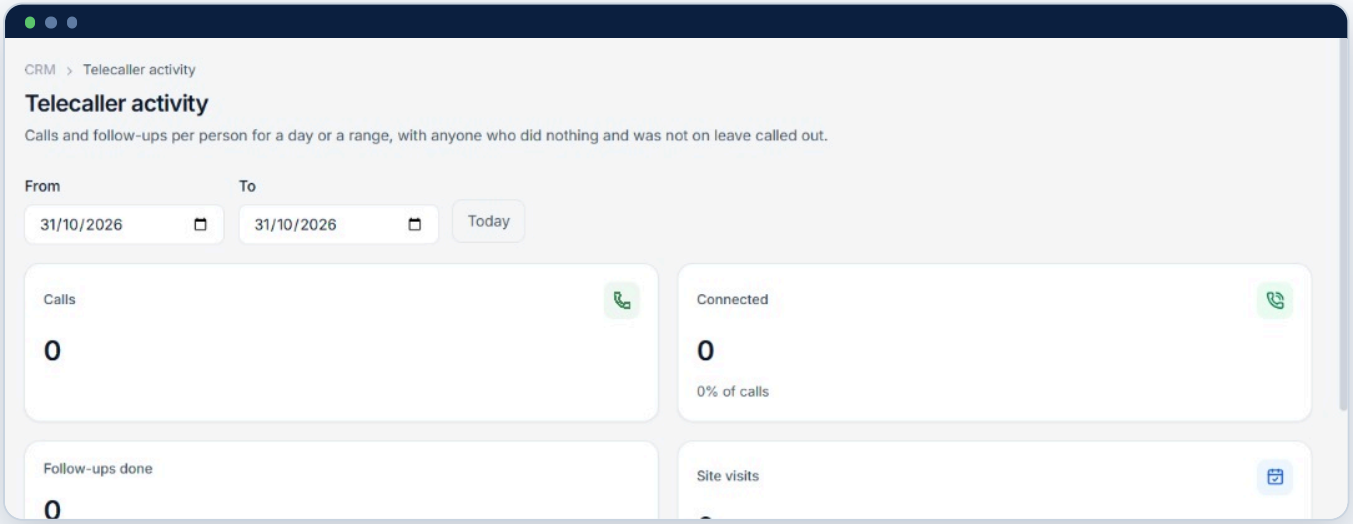
- Filter by user and status
- Switch to list view



Telecaller activity

Calls, connected rate, follow-ups, site visits and bookings per person.

- Callout for people with no activity
- Approved leave shown alongside



BUSINESS VALUE
Leaders coach with facts, and idle or unassigned work becomes visible.

CRM · TEAMS

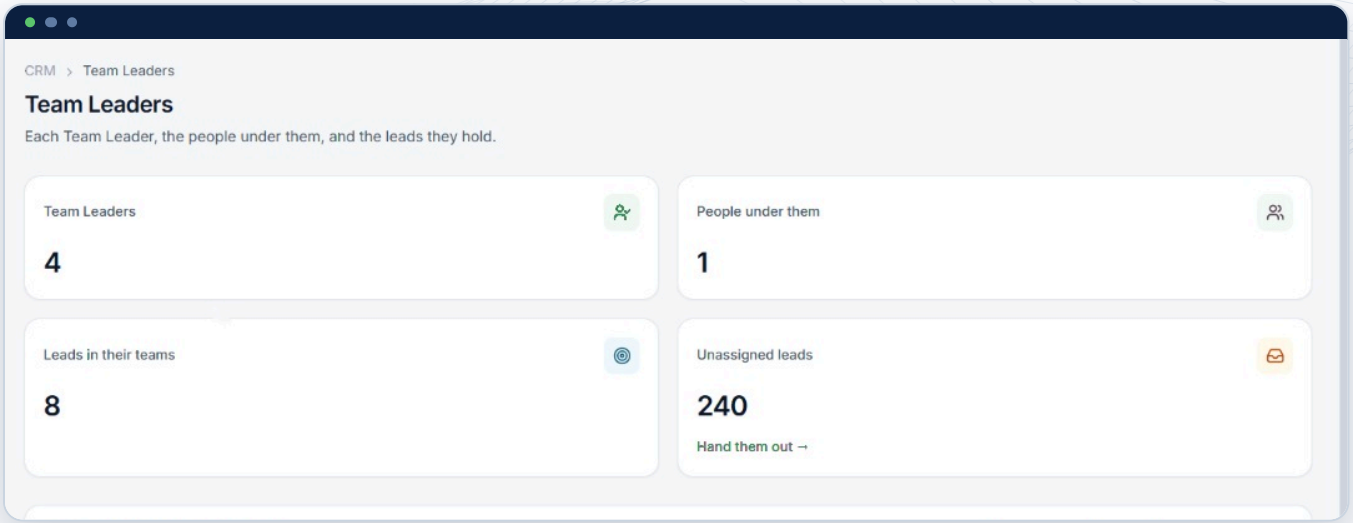
CLEAR OWNERSHIP, FROM LEADER TO TEAM

See each leader's team, leads and wins, and the full reporting hierarchy.

Team leaders

Own leads, team leads and won deals per leader.

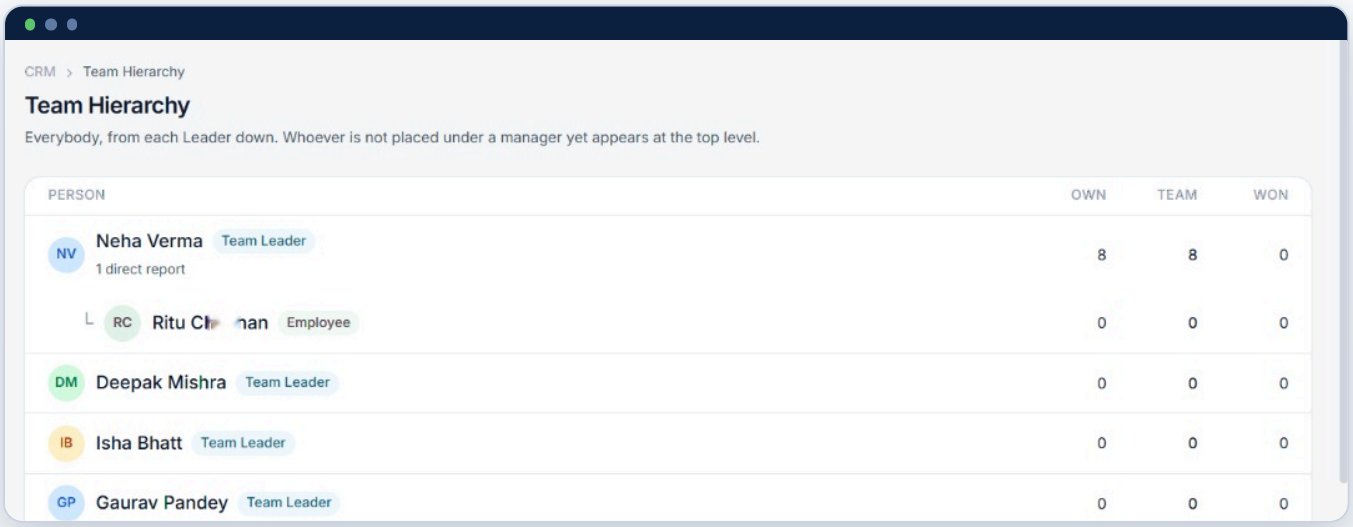
- Team member tables per leader
- Unassigned leads counter



Team hierarchy

Everyone from each leader down, with counts.

- Roles and active status
- Own, team and won counts



BUSINESS VALUE
Unassigned leads are visible instead of lost, and structure changes are easy to follow.

CRM · CAPTURE

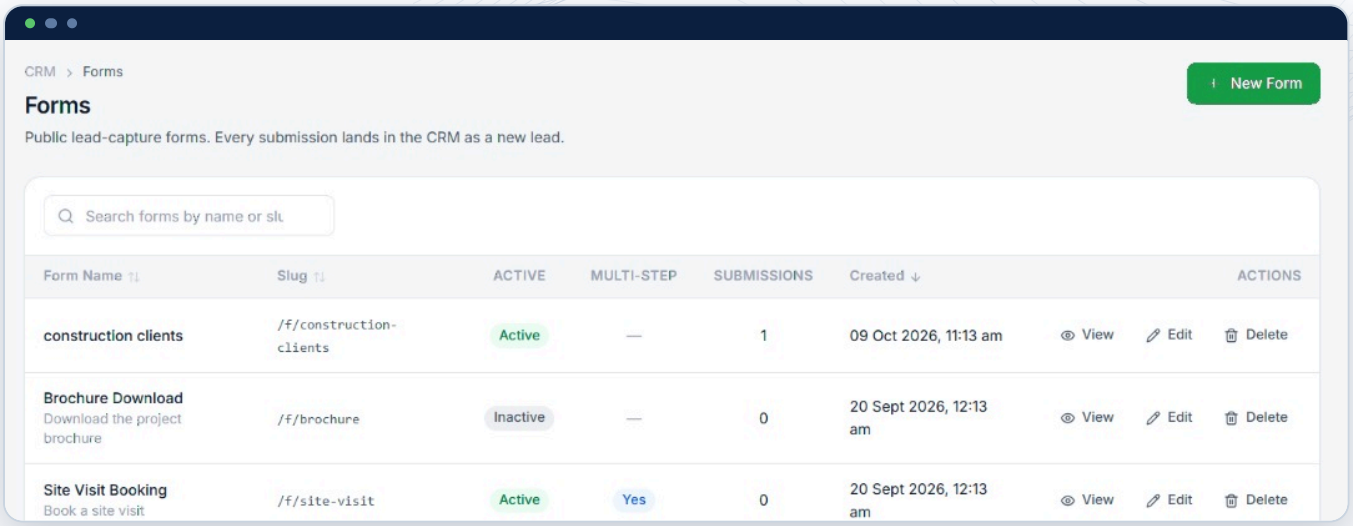
BRING ENQUIRIES IN FROM EVERY CHANNEL

Public forms and Meta Lead Ads feed the same lead record.

Lead-capture forms

Public forms whose submissions land in the CRM as new leads.

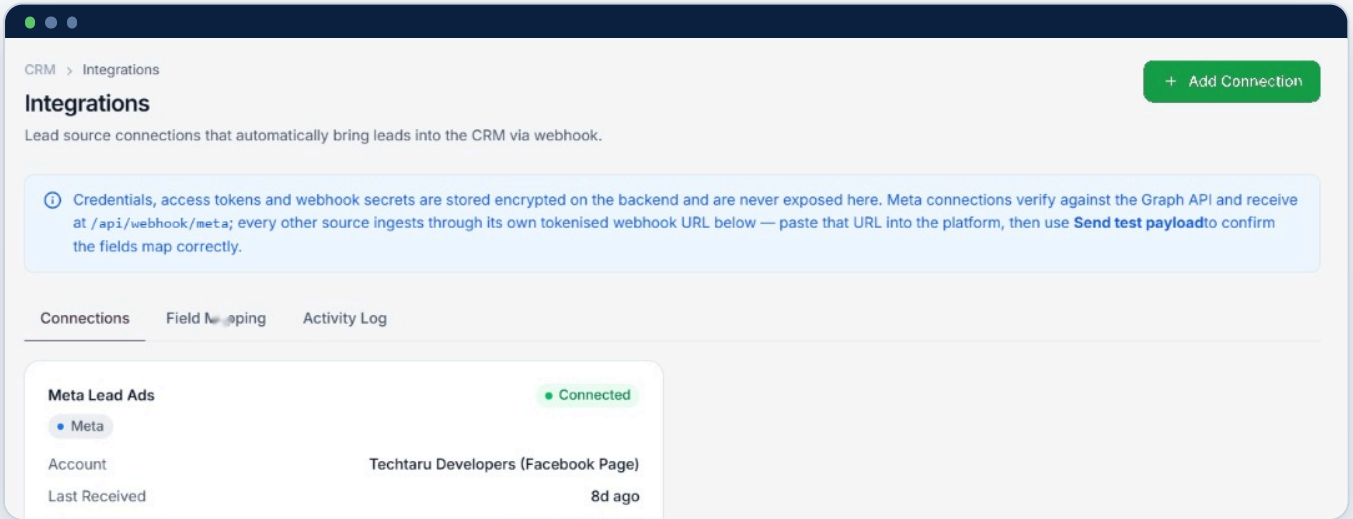
- Four forms configured, one multi-step
- Active toggle and submission counts



Integrations

Lead-source connections that bring leads in by webhook.

- Meta Lead Ads connected in the reviewed instance
- Tokenised webhook URLs for other sources
- Credentials stored encrypted



BUSINESS VALUE
Every channel flows into one list, with the source recorded on the lead.

CRM · INTEGRATIONS

CONNECTED TO THE CHANNELS YOUR BUYERS USE

Leads, messages, calls and email arrive in one place. Each connection runs on your own provider account.

Meta Lead Ads

Facebook Page lead forms flow straight into the pipeline, with a past-leads import.

CONNECTED IN THE REVIEWED INSTANCE

WhatsApp Business

Link business numbers through the Meta Cloud API for a shared inbox.

CONNECT YOUR OWN NUMBERS

DeepCall

Click-to-call and call logs

Click-to-call from the lead, with call records logged back.

CONNECT YOUR TELEPHONY ACCOUNT

MSG91

SMS with DLT templates

Sender ID, DLT entity and approved templates, with a test send.

CONNECT YOUR SMS ACCOUNT

Brevo

Email sequences and replies

Email provider for sequences, inbound replies and an unsubscribe list.

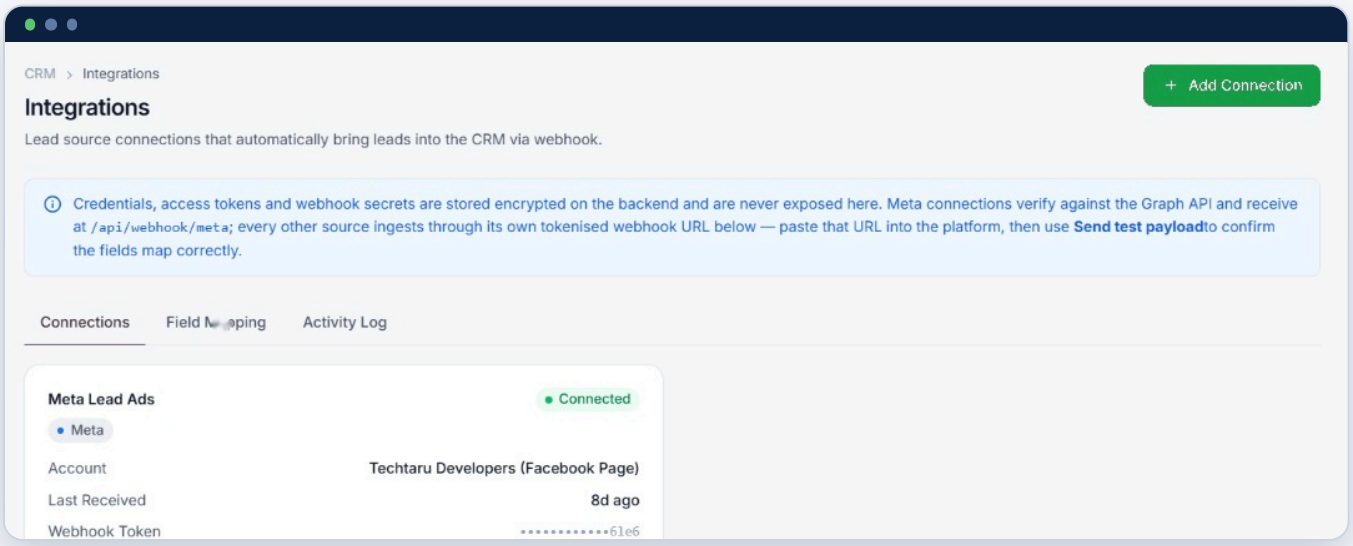
CONFIGURE BEFORE USE

Webhooks

Any other lead source

Tokenised webhook URLs with field mapping and an activity log.

AVAILABLE FOR OTHER SOURCES



BUSINESS VALUE

One lead record, whichever channel the buyer used to reach you.

CRM · CONVERSATIONS & CALLS

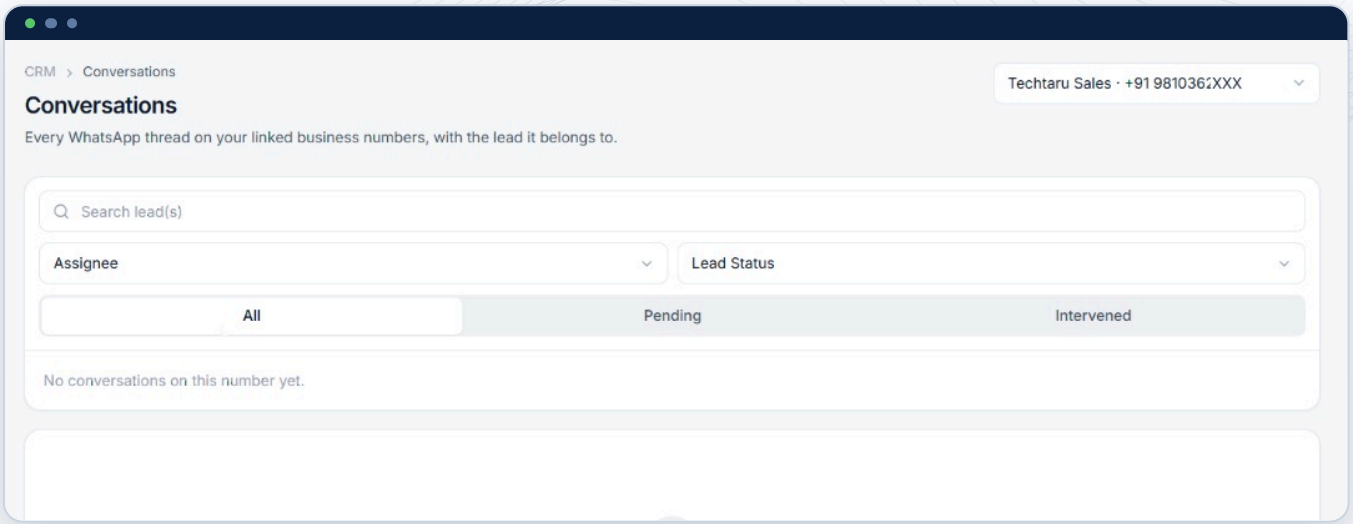
CONVERSATIONS AND CALLS, ATTACHED TO THE LEAD

A shared WhatsApp inbox and a log of every call.

WhatsApp conversations

A shared inbox across linked WhatsApp Business numbers.

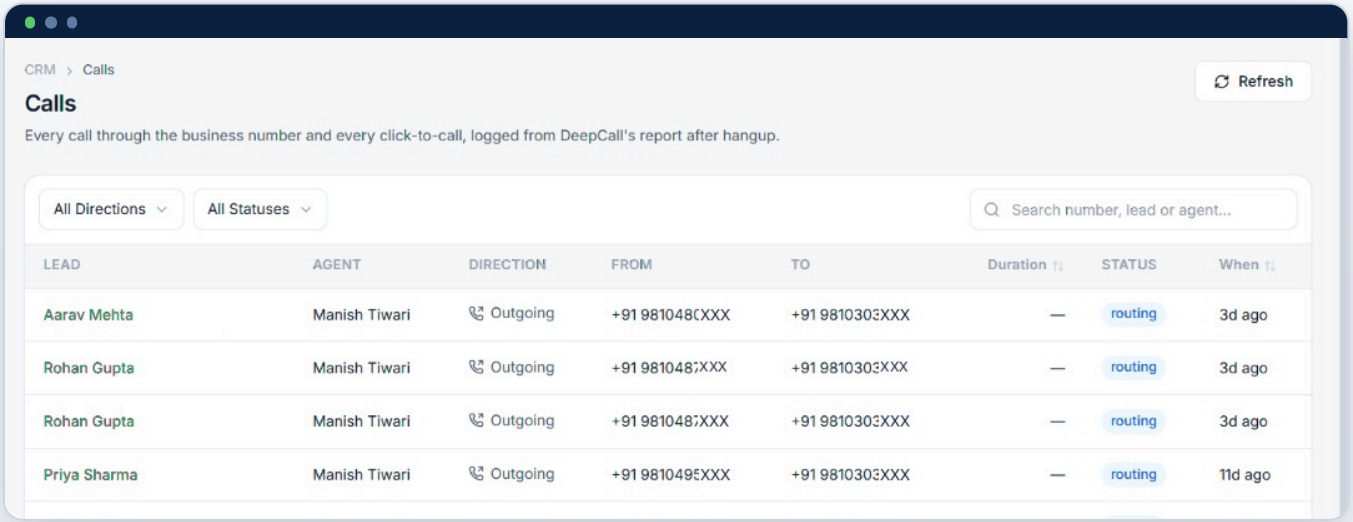
- All, pending and intervened tabs
- Filter by assignee and lead status



Call history

Calls through the business number and click-to-call, logged from DeepCall.

- Direction and status filters
- Search by number, lead or agent



BUSINESS VALUE
Conversations and call records stay with the lead they belong to.

CRM · AUTOMATION

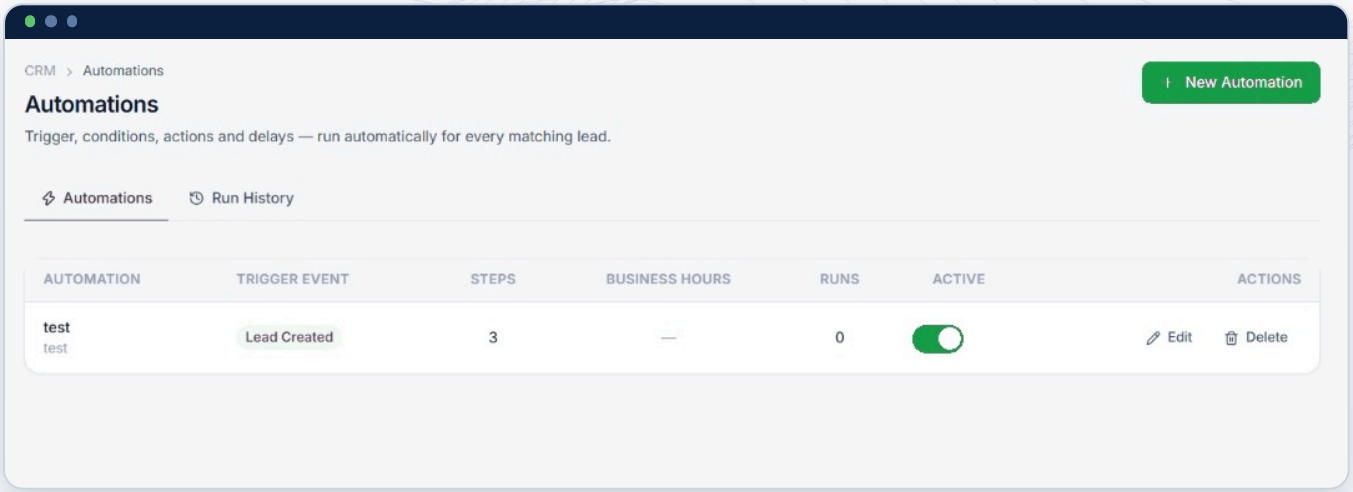
ROUTINE WORK, AUTOMATED

Let automations handle repeatable steps and keep a live feed of everything that happens.

CRM automations

Trigger, conditions, actions and delays that run for every matching lead.

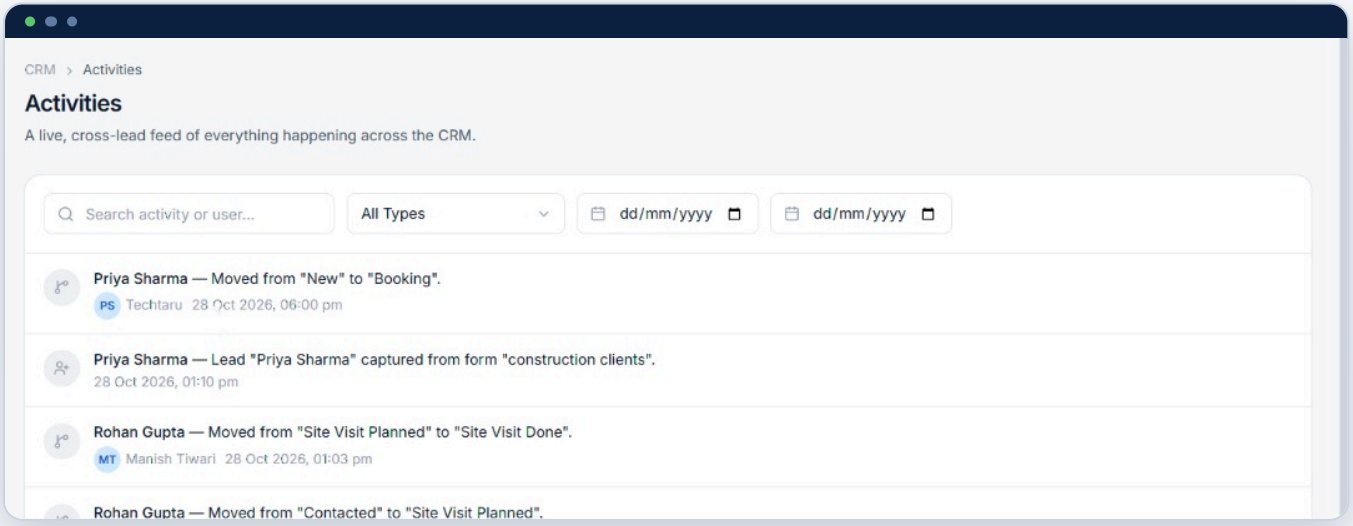
- Automations and run-history tabs
- Business-hours aware
- Active toggle per automation



Activity feed

A live feed across all leads.

- Stage moves, assignments, calls, notes
- Filter by type, user and date



BUSINESS VALUE

Repeat tasks stop depending on someone remembering, and managers can see activity as it happens.

CRM · REPORTING

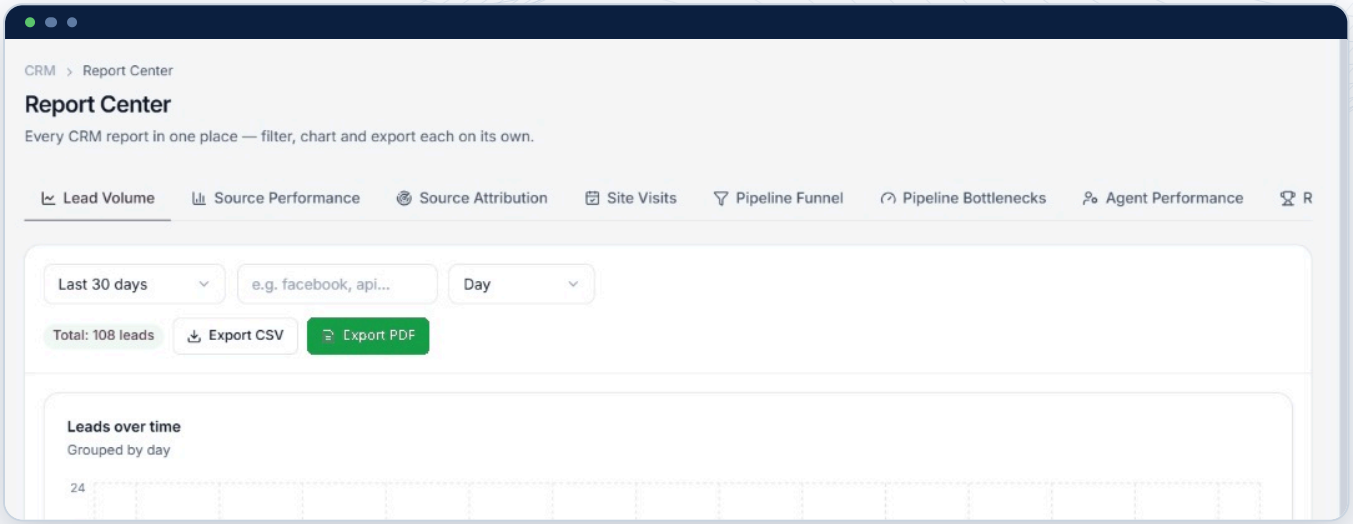
REPORTS THAT SHOW WHAT IS WORKING

The Report Center answers where leads come from, where they stall and who converts.

Lead volume

Leads over time, grouped by day, week or month.

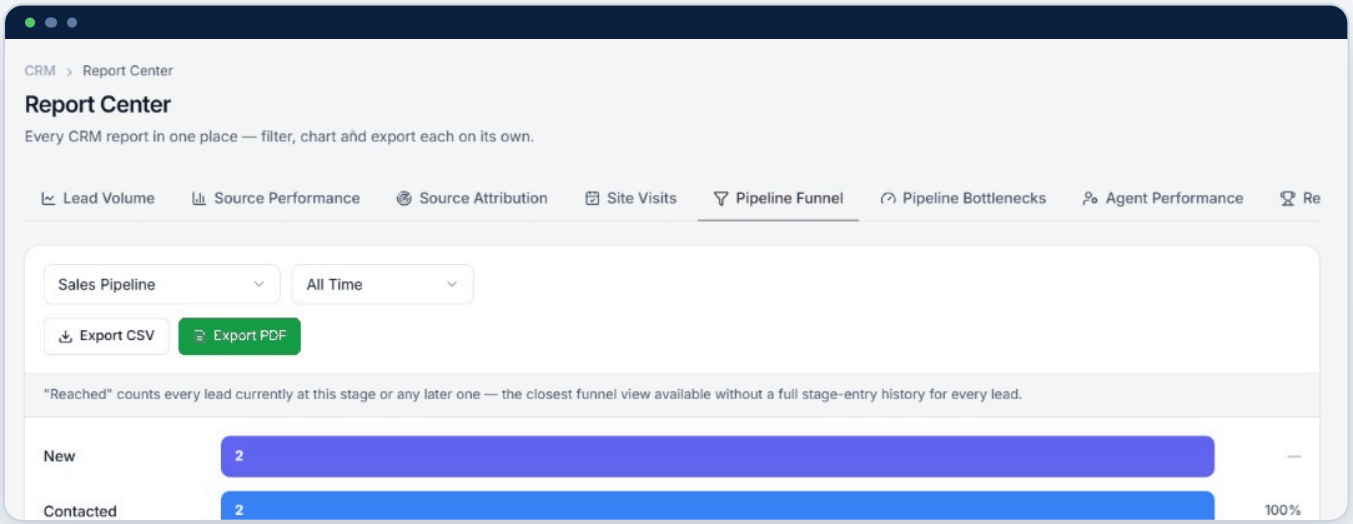
- Date presets and source filter
- Export to CSV or PDF



Pipeline funnel

How many leads reached each stage.

- Per pipeline
- Stage-by-stage reach



BUSINESS VALUE

Eleven CRM reports cover volume, sources, attribution, visits, funnel, bottlenecks, agents, revenue, response time, automation and forms.

MANAGEMENT VISIBILITY

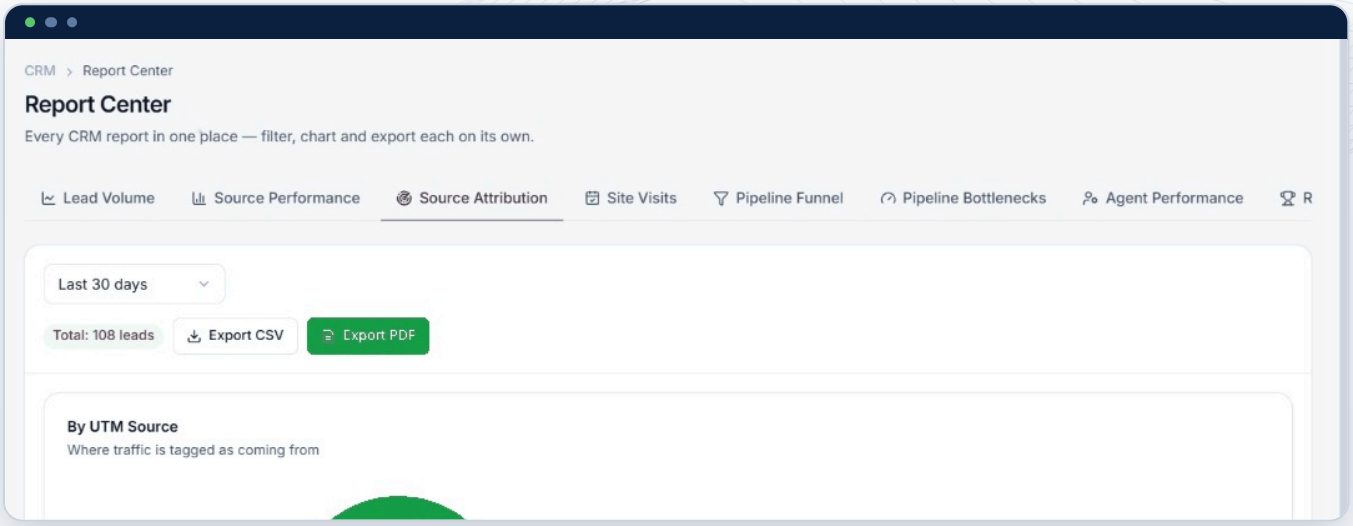
KNOW THE SOURCE OF EVERY RESULT

Attribution and booking reports give management a view beyond the CRM list.

Source attribution

Where traffic is tagged as coming from.

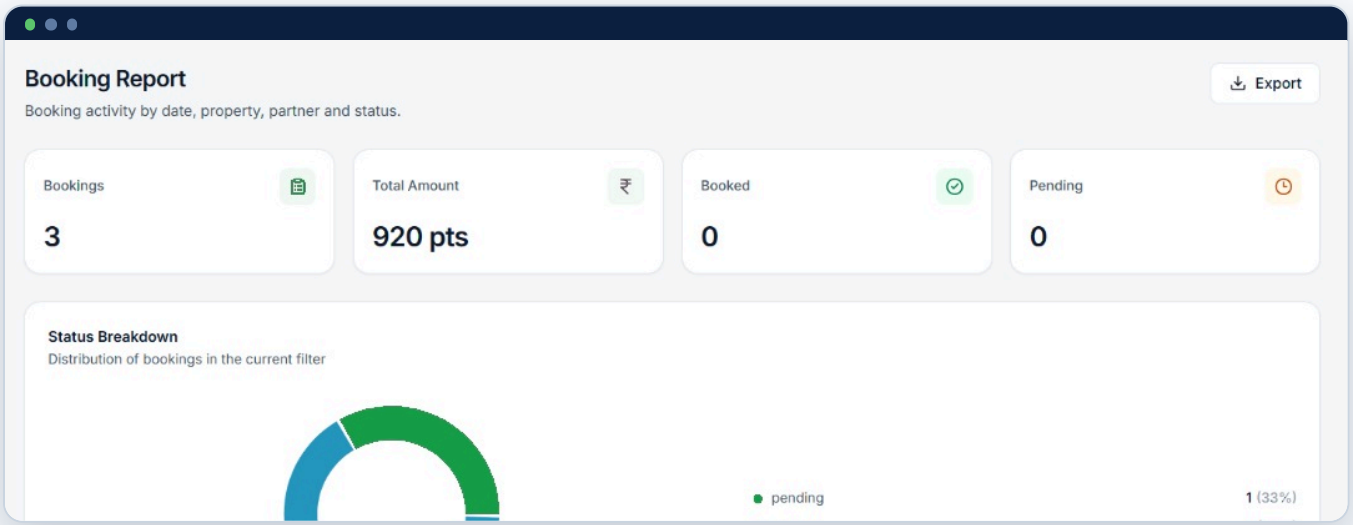
- UTM source and top campaigns
- Filter by period



Booking report

Booking activity by date, property, partner and status.

- KPIs and status breakdown
- Export



BUSINESS VALUE

Marketing and management judge channels and campaigns on recorded data. Eight admin reports also cover properties, payments, partners, teams, attendance, support and payouts.

REAL ESTATE · INVENTORY

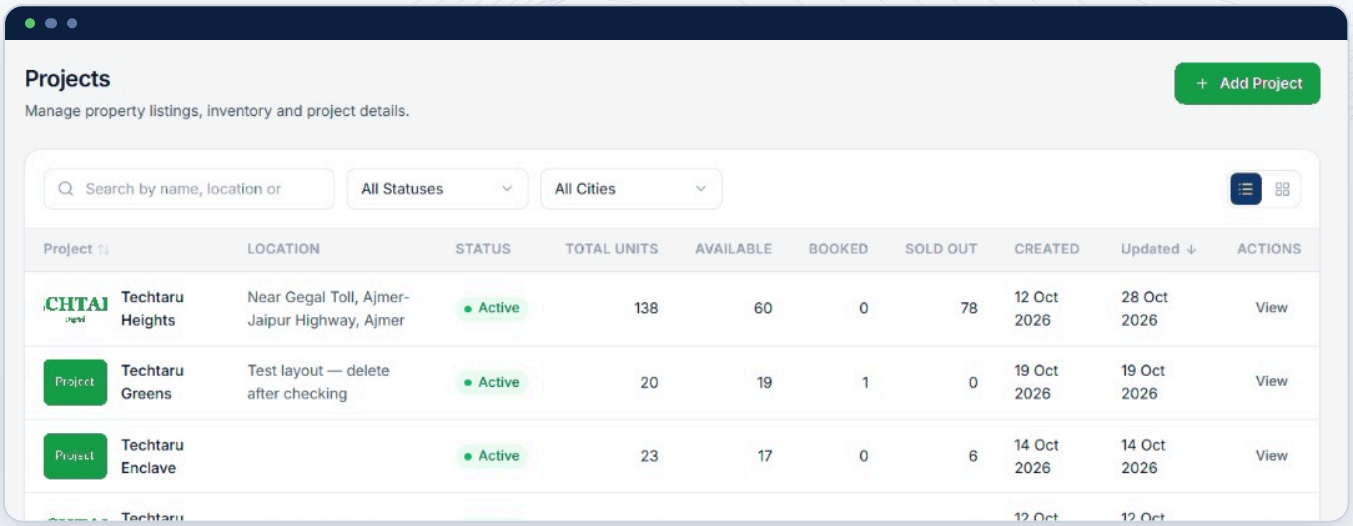
PROJECTS AND UNITS, ALWAYS CURRENT

Every project and every unit in one inventory, visible to the whole team.

Projects

All projects with units available, booked and sold out.

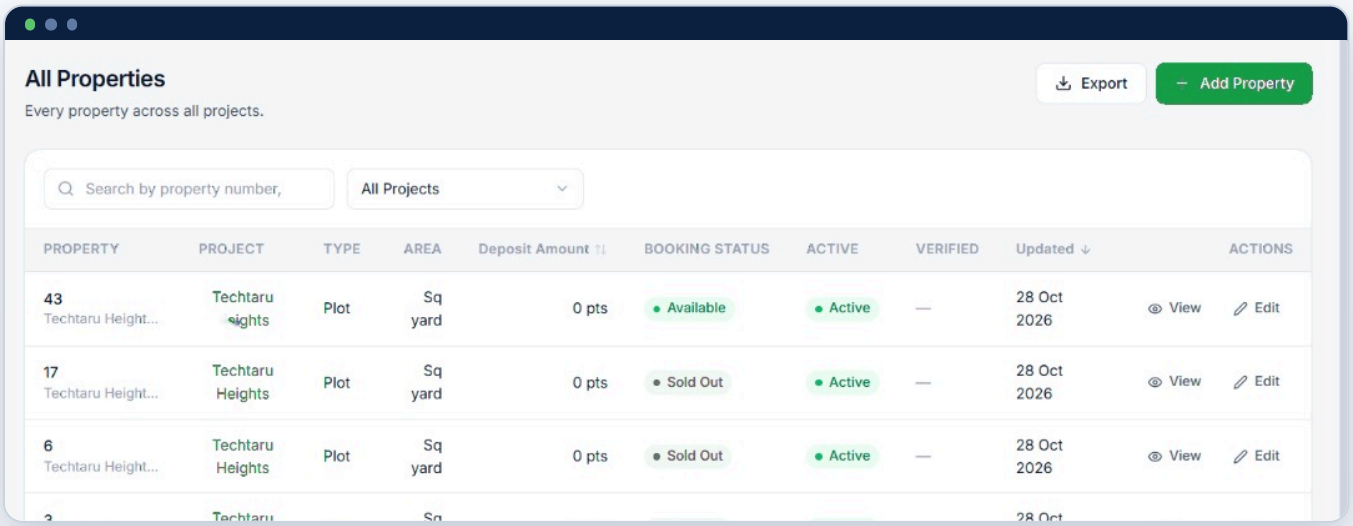
- List or grid view
- Filter by status and city



Properties

Every unit across projects with booking status.

- Type, area, deposit and verification
- Export and add property



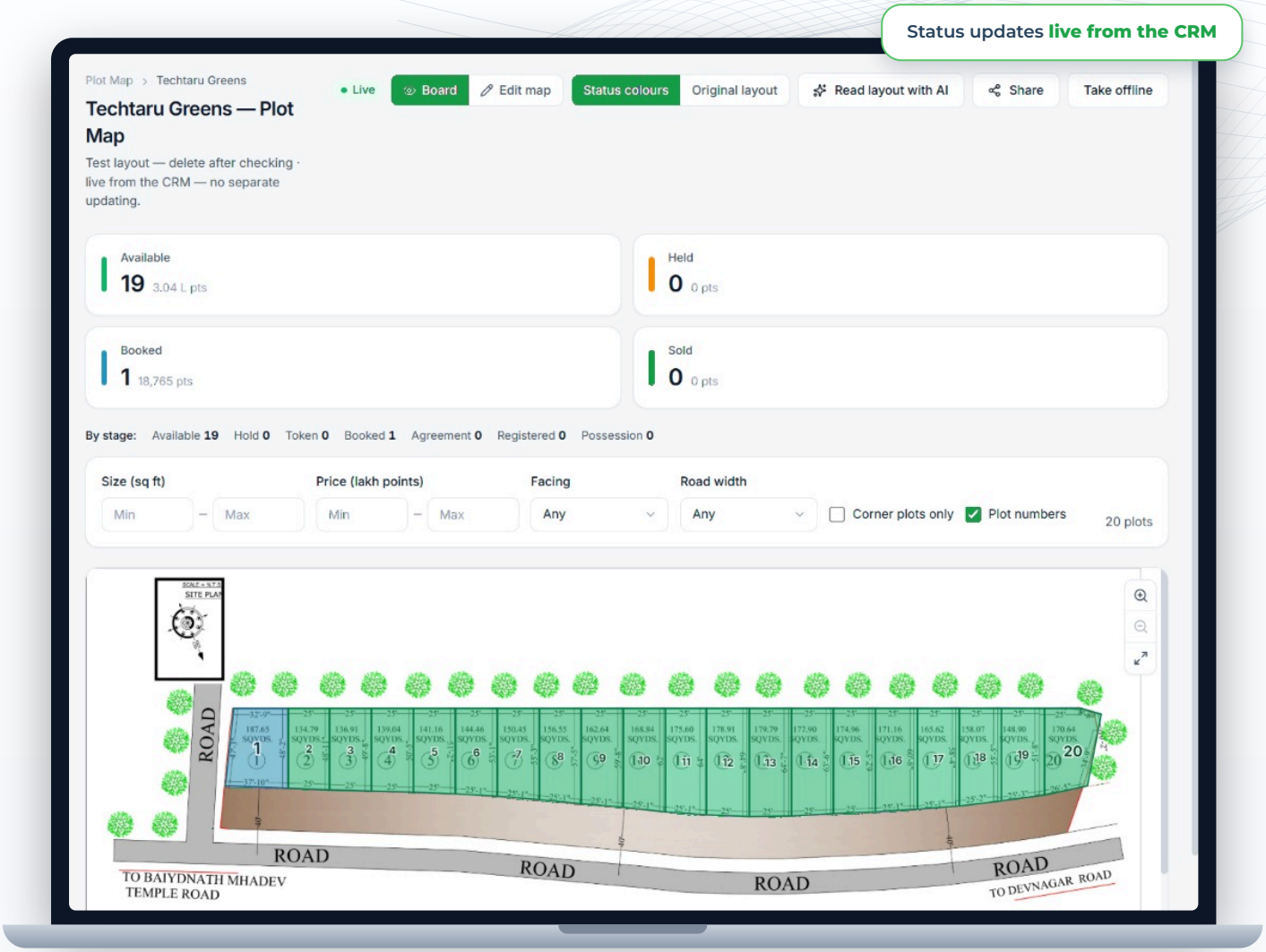
BUSINESS VALUE

Sales teams quote from the same live inventory, which reduces double-selling and stale availability.

REAL ESTATE · PLOT MAP

A LIVE PLOT MAP, NOT A STATIC LAYOUT

Each project layout becomes an inventory board that updates as plots are held, booked and sold.



Status at a glance

Available, held, booked and sold counts with a stage view from token to possession.

Smart filters

Filter by size, price, facing, road width and corner plots.

Share and publish

Share the map or take it offline; plot numbers toggle on or off.

BUSINESS VALUE

Buyers and sales teams see the same availability, and inventory status no longer depends on someone updating a drawing.

REAL ESTATE · LAYOUTS & PRICING

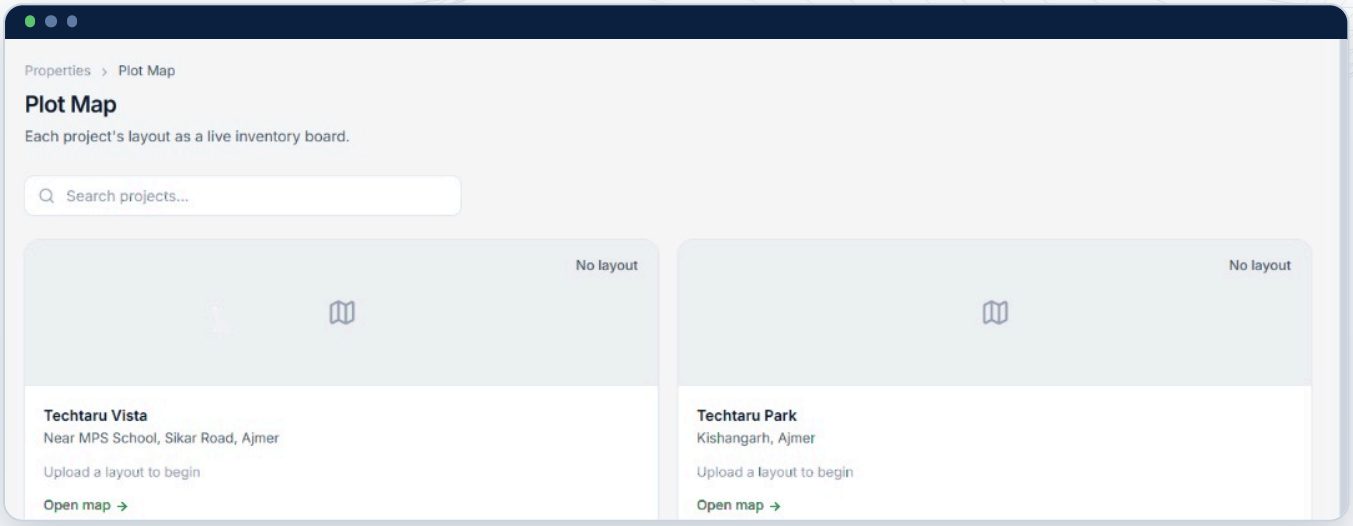
LAYOUTS PER PROJECT, AND PRICES IN BULK

Each project has its own plot map, and prices can be revised across a project together.

Plot map index

A board of project layouts, each opening its live inventory map.

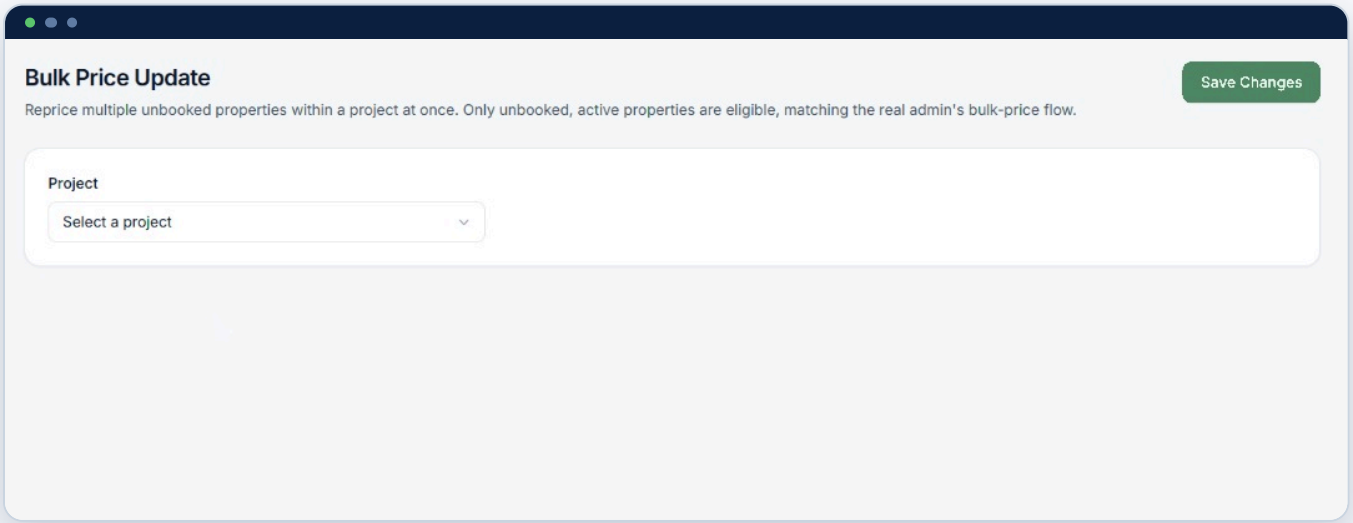
- Layout status per project
- Open a map from the board



Bulk price update

Revise prices for many properties in a project in one action.

- Select a project and apply a change
- Eligible active properties only



BUSINESS VALUE
Price changes reach every affected unit together, instead of unit by unit.

REAL ESTATE · HOLDS & BOOKINGS

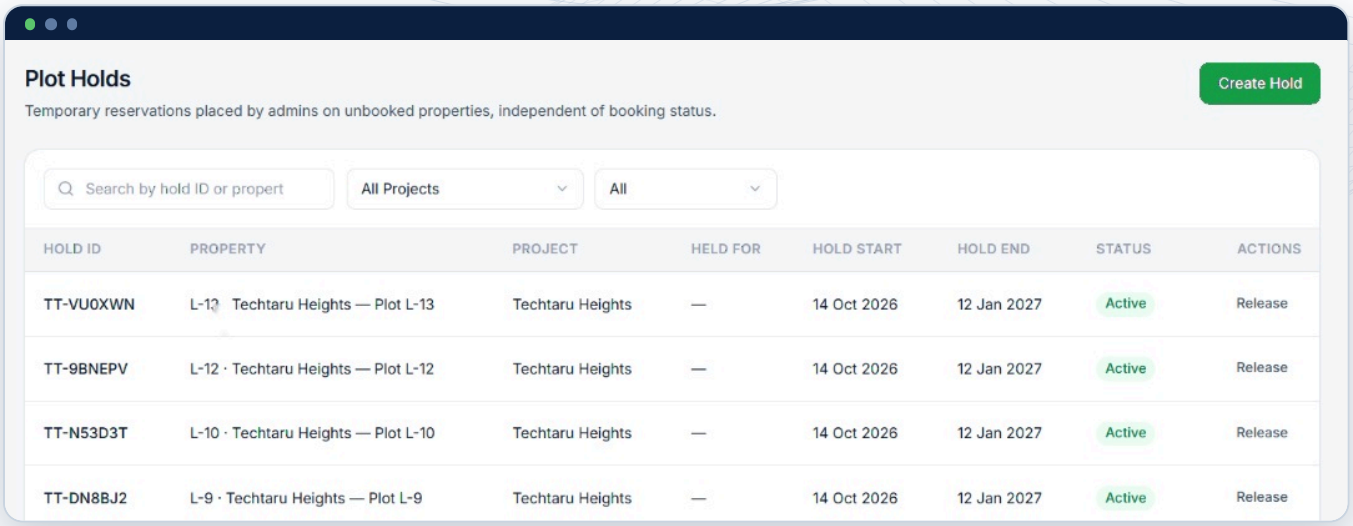
HOLD A PLOT, CONFIRM A BOOKING

Reserve units temporarily and follow every booking from the first payment.

Plot holds

Temporary reservations on unbooked properties.

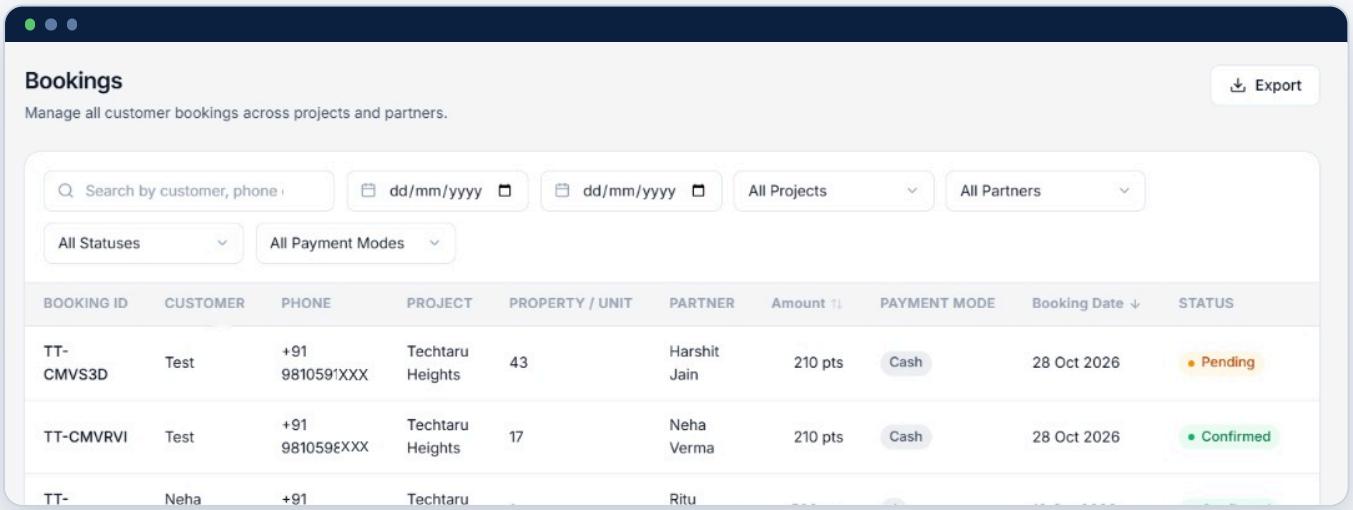
- Start and end dates
- Release with one click
- Bulk price update for unbooked units



Bookings

All customer bookings across projects and partners.

- Filter by date, project, partner, status, mode
- Pending, booked and cancellations views



BUSINESS VALUE

Teams reserve and book from live inventory, with each booking tied to its partner and payment mode.

REAL ESTATE · COLLECTIONS

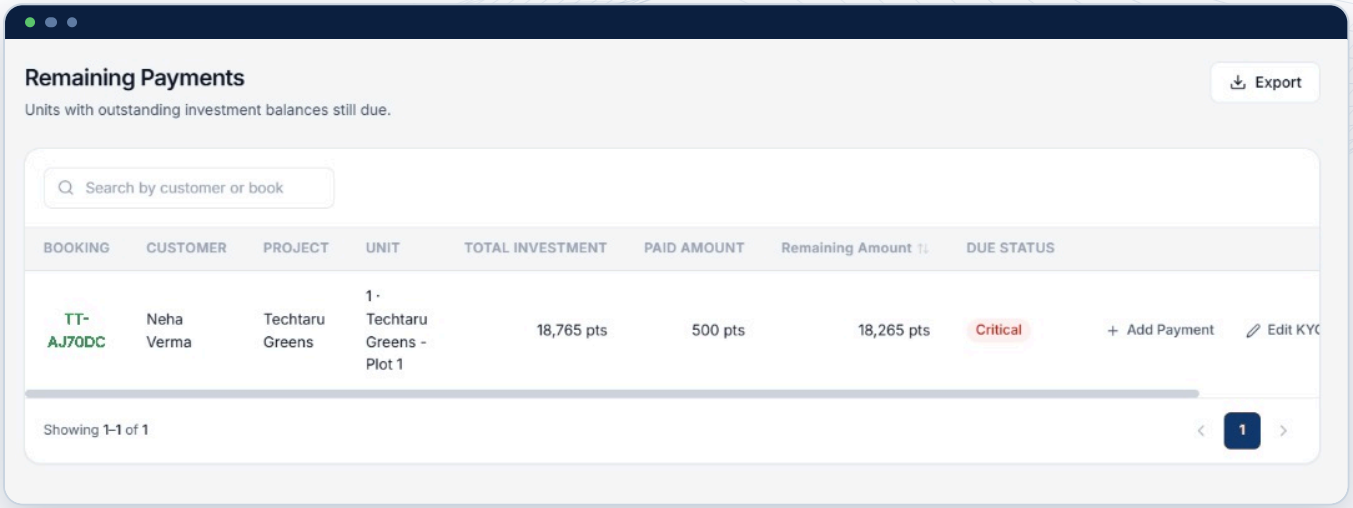
FROM BOOKING TO BALANCE, TRACKED

Follow remaining balances and every investment placed against a property.

Remaining payments

Units with outstanding balances still due.

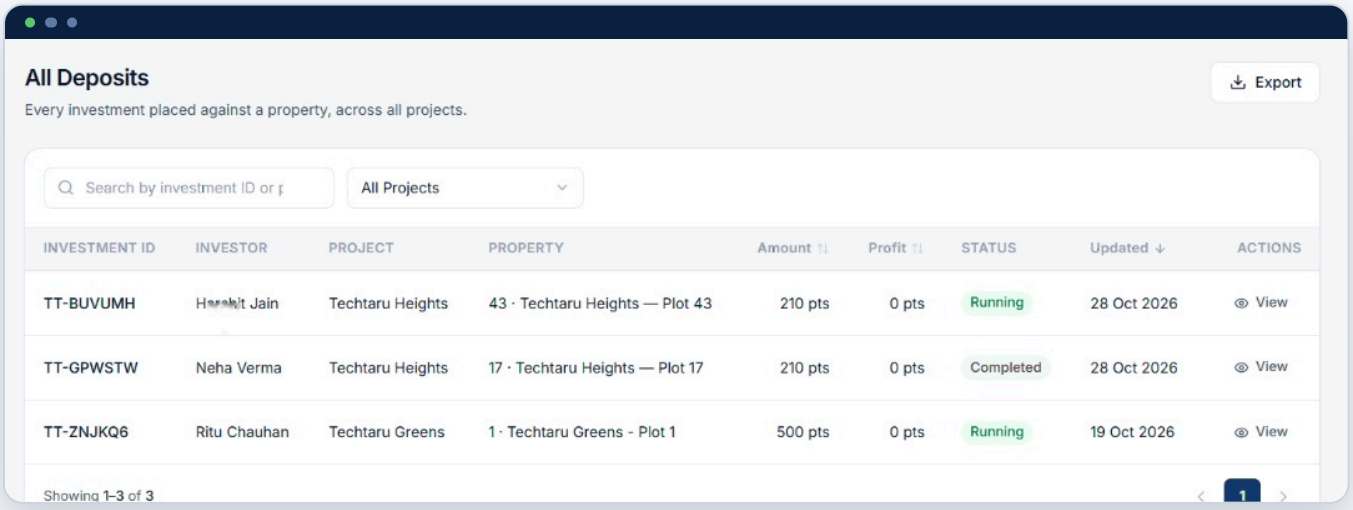
- Total investment, paid and remaining
- Due status flags



Investments and deposits

Every investment placed against a property.

- Investor, project, amount, status
- Running and completed views



BUSINESS VALUE

Accounts and sales see the same payment position, so collections can be chased with the right numbers.

REAL ESTATE · BOOKING RECORD

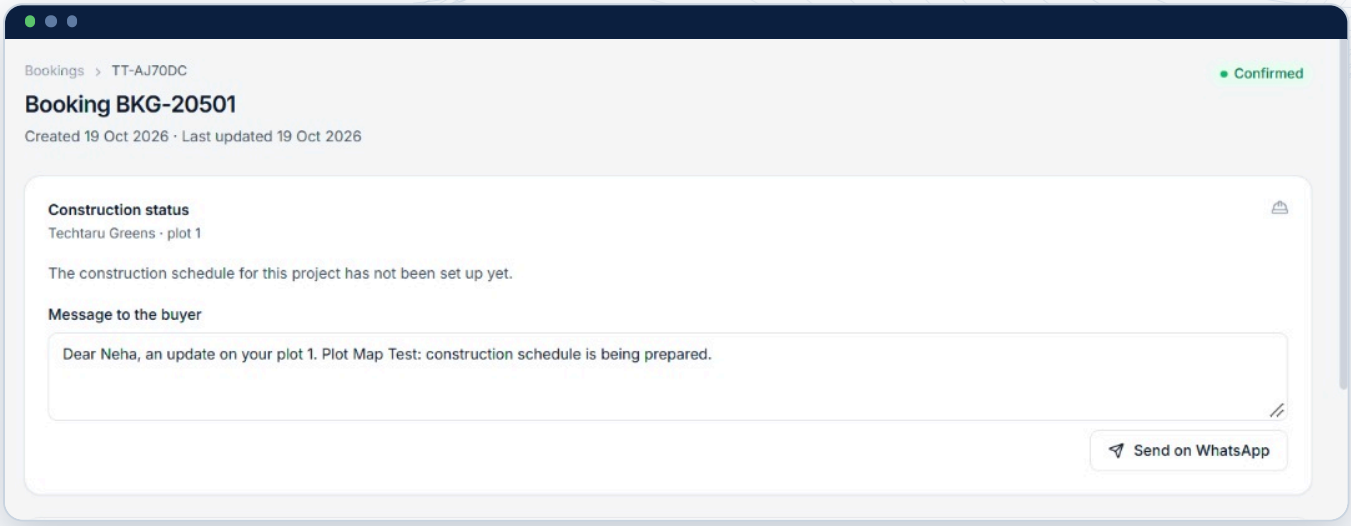
EVERYTHING ABOUT A BOOKING, IN ONE RECORD

Customer, unit, partner, payments, legal and construction context sit on the booking itself.

Booking detail

Customer, property, partner and payment summary.

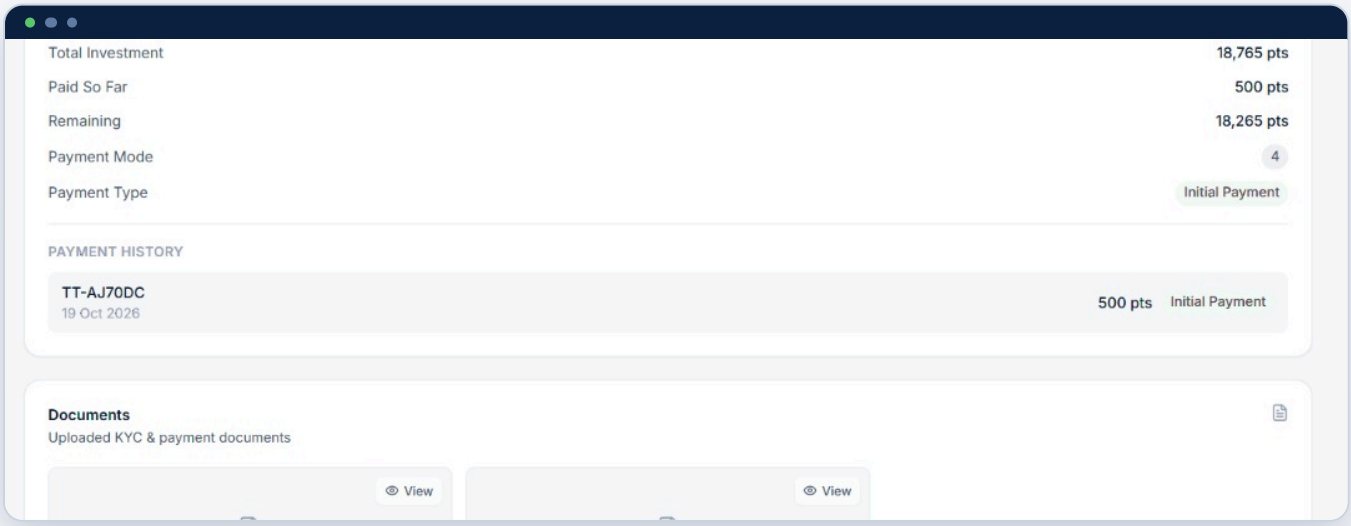
- Cost-sheet generator
- Legal file link and cancellation request
- Construction status with a WhatsApp message to the buyer



Controls and audit

Payment history, protected documents and an audit trail.

- KYC documents marked sensitive
- Verify booking and release unit
- History of changes to the booking



BUSINESS VALUE
Teams verify, release and update bookings from one place, with a record of every change.

LEGAL & REGISTRY

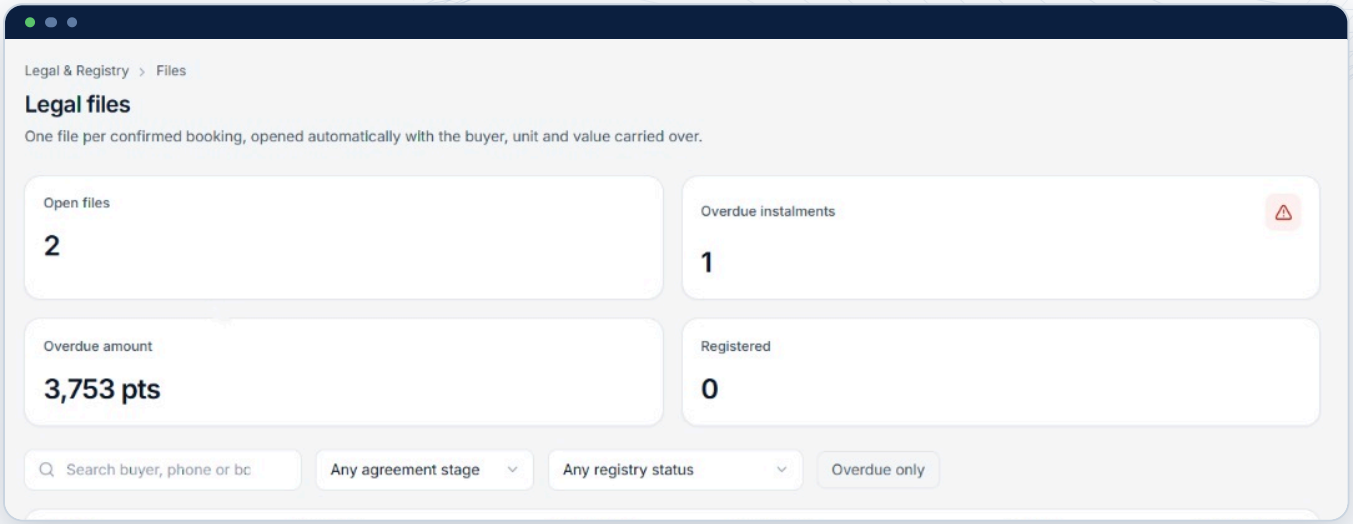
AGREEMENT TO POSSESSION, UNDER CONTROL

A legal file opens automatically for each confirmed booking and follows it to handover.

Legal files

Buyer, unit and value carried into each file.

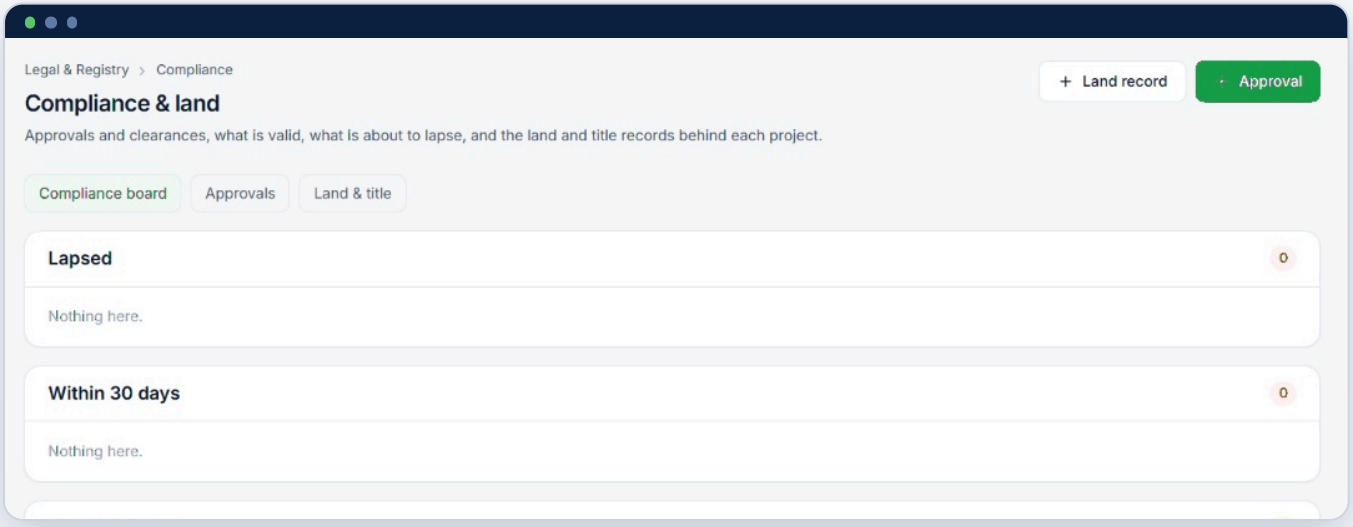
- Agreement stage: not started to stamped
- Registry: in progress, registered, possession given
- Overdue-only filter



Compliance board

Approvals and land records by how soon they lapse.

- Lapsed, 30, 60 and 90 days, valid
- Land records and approvals
- Disputes register and editable document templates



BUSINESS VALUE

Legal and accounts see which agreements and registries are pending, and approvals no longer lapse unnoticed.

CONSTRUCTION & VENDORS

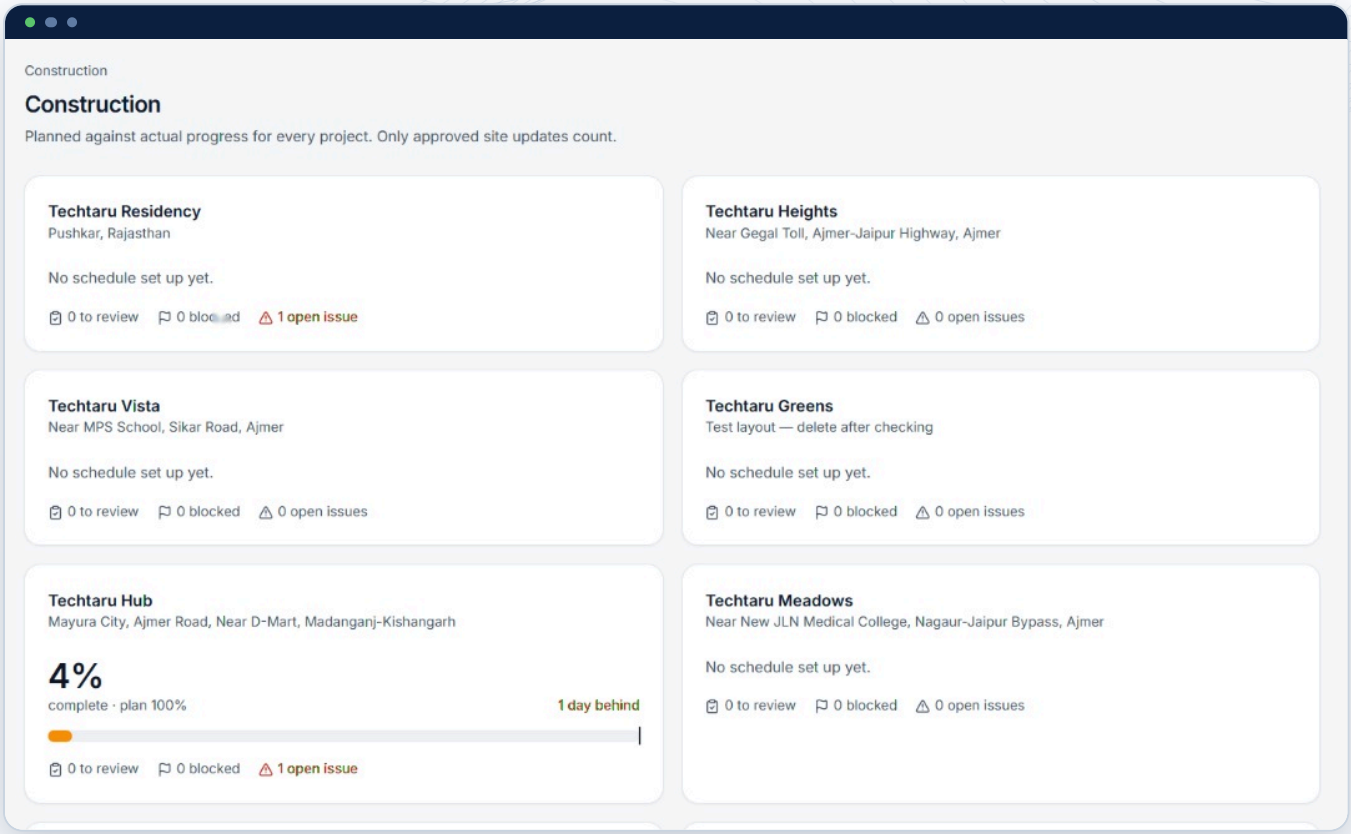
SITE PROGRESS AND SPENDING, BOTH VISIBLE

Compare planned and actual progress, and keep vendors, material and bills in the same system.

Construction progress

Planned versus actual completion per project.

- Only approved site updates count
- Days behind and open issues per project



Updates and blockers

Site updates are reviewed before they count. An approved blocker marks an activity blocked until resolved.

Site issues

Snag register with owner, due date, photo and status.

Vendors, material, bills

Vendor directory, verified material stock, and bills approved before payment.

BUSINESS VALUE

Management sees which sites are behind and which bills are waiting, before small delays become large ones.

FINANCE

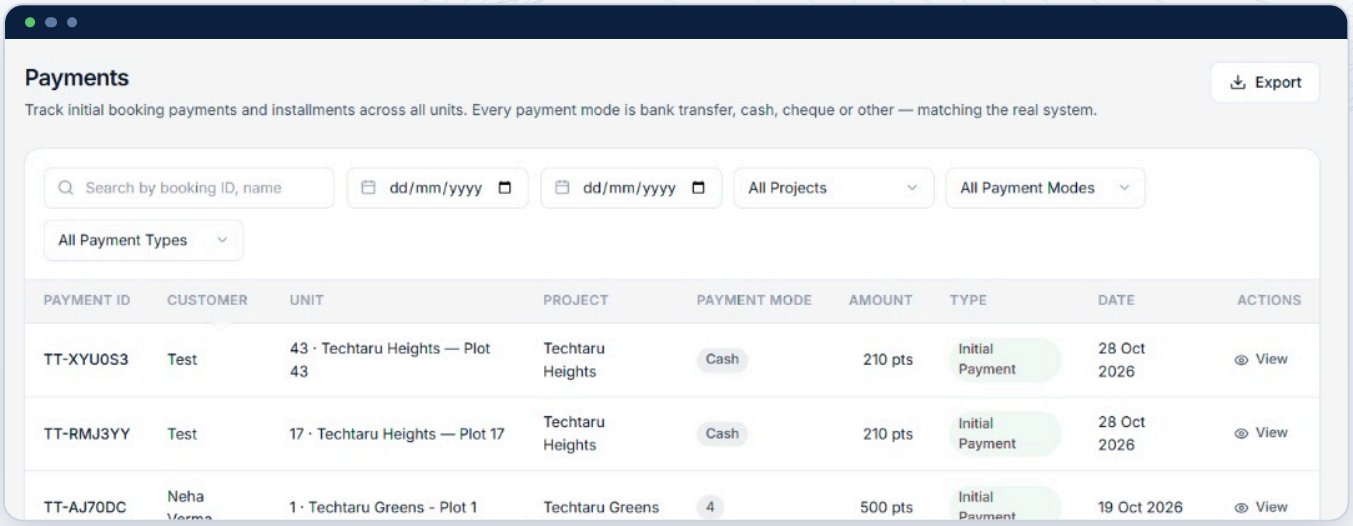
COLLECTIONS, COMMISSIONS AND PAYOUTS

Payments and partner money movements sit alongside the bookings that drive them.

All payments

Initial and instalment payments across all units.

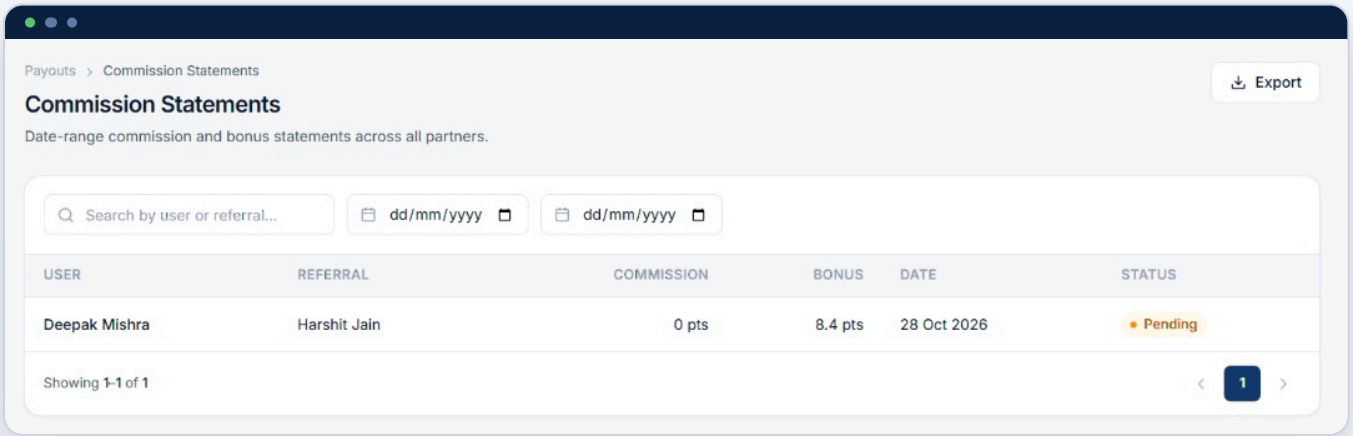
- Filter by date, project, mode and type
- Export



Commission statements

Commission and bonus statements across partners.

- Date-range filter and export
- Payout requests, incentive requests, KYC approvals



BUSINESS VALUE
Finance and partners work from one record, so commission questions are settled with data.

PARTNERS & TEAMS

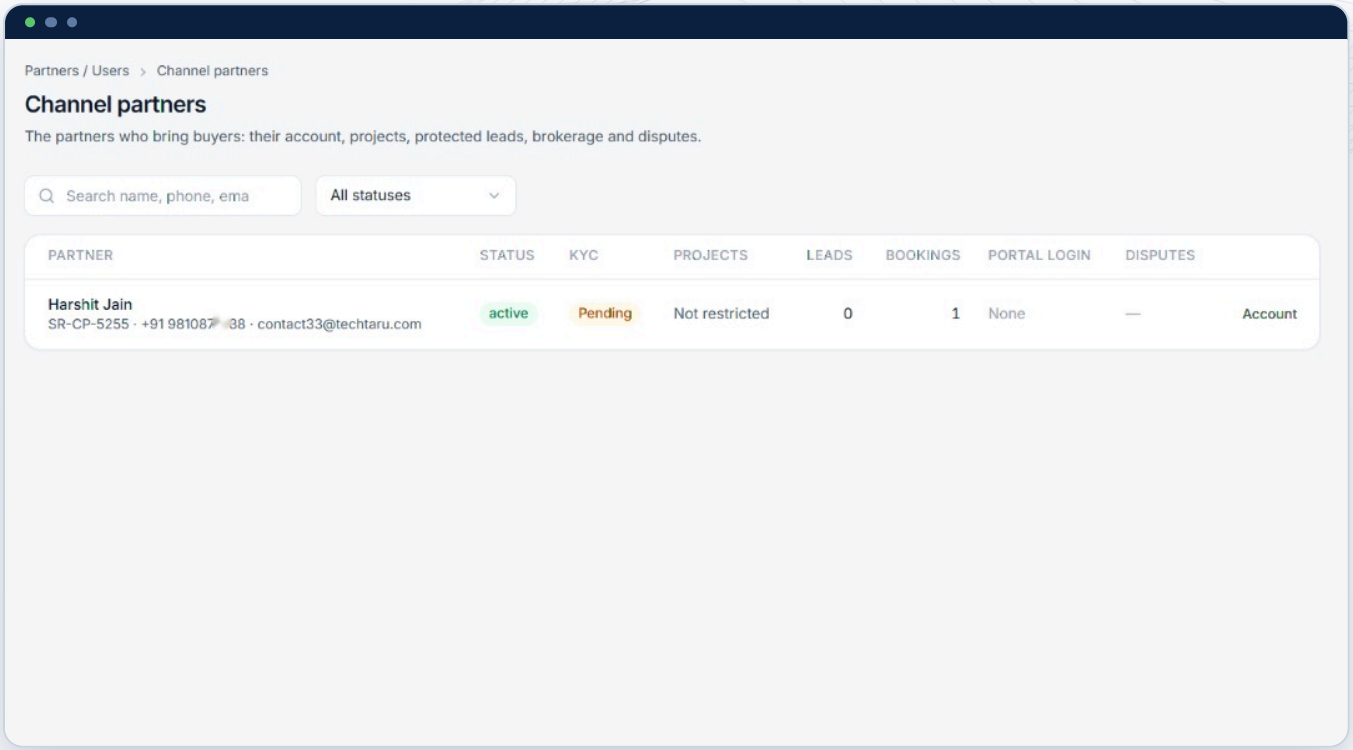
CHANNEL PARTNERS, ON THE RECORD

Partners who bring buyers are tracked with their projects, leads and brokerage.

Channel partners

Partner account, project access and status.

- Protected leads, brokerage and disputes
- KYC state and portal login



Teams and referrals

Tree and list views of teams with member counts.

Partner portal

Partner-facing views for leads, bookings, brokerage and disputes.

Lead protection

Configurable protection period for partner-registered leads.

BUSINESS VALUE

Partner activity and commissions are visible to the team that manages them.

HRMS

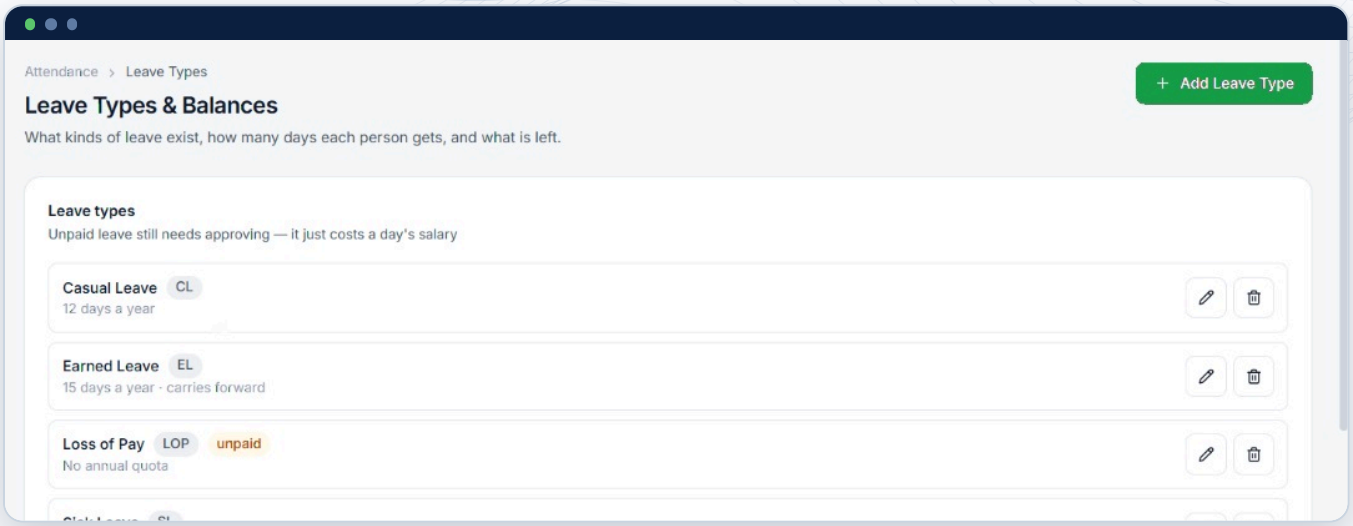
FIELD TEAMS, LEAVE AND ATTENDANCE

Attendance, leave and payroll run in the same platform as sales and operations.

Leave types and balances

Casual, earned, sick and loss-of-pay leave.

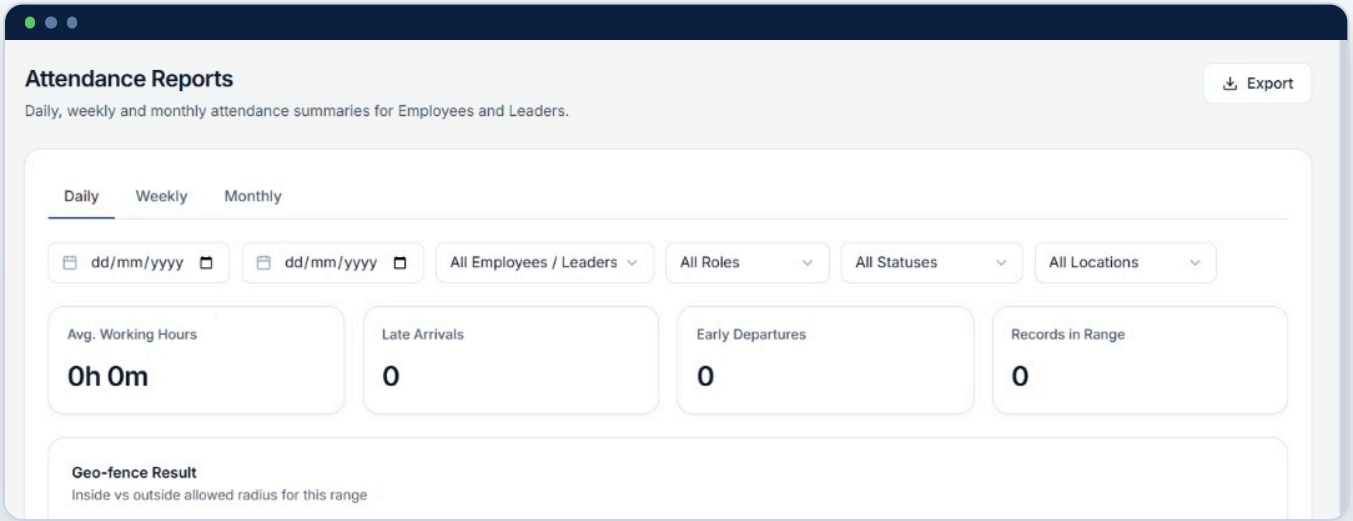
- Balances by employee and year
- Leave requests and holidays
- Payroll from salary structure and attendance



Attendance reports

Daily, weekly and monthly summaries with geo-fence results.

- Average working hours, late arrivals
- Inside or outside allowed radius
- Attendance history with sync status



BUSINESS VALUE

HR sees attendance, leave and cost together, with field check-ins verified against location.

HRMS · PEOPLE & PAYROLL

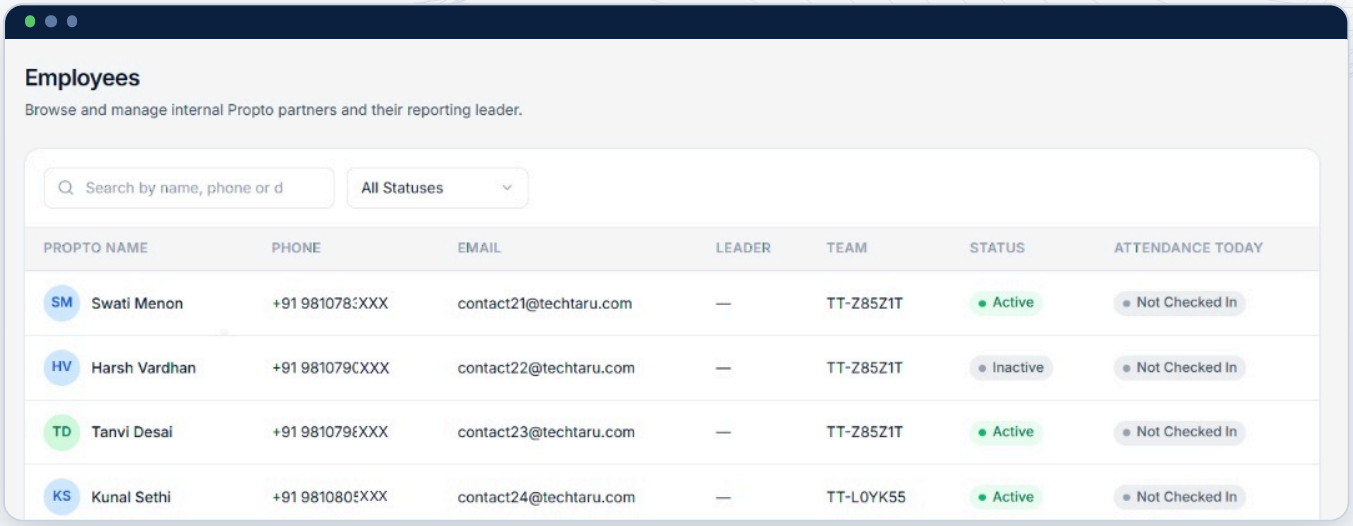
YOUR TEAM DIRECTORY, AND WHAT EACH PERSON EARNS

Employees, their leaders and teams, and payroll built from salary structures and attendance.

Employee directory

Browse staff with role, team, leader, status and attendance today.

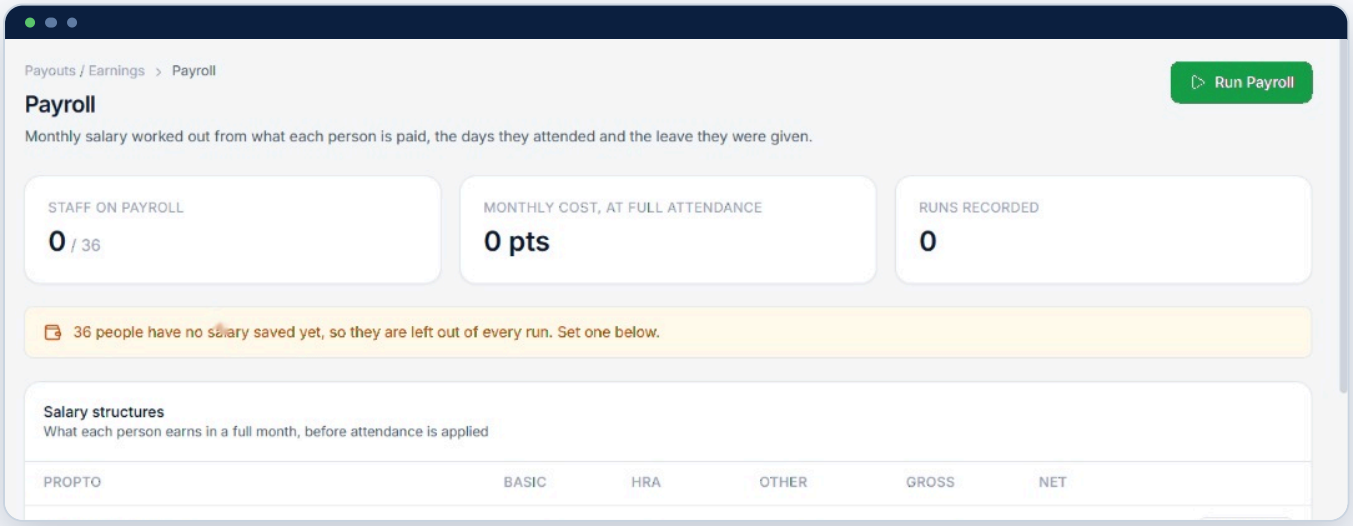
- Search and status filter
- Active, inactive and suspended states



Payroll

Salary structures per person, and a payroll run based on attendance.

- Set salary for each employee
- Run payroll for a period



BUSINESS VALUE

HR runs people, attendance and pay in the same platform that sales and operations use.

AI & AUTOMATION

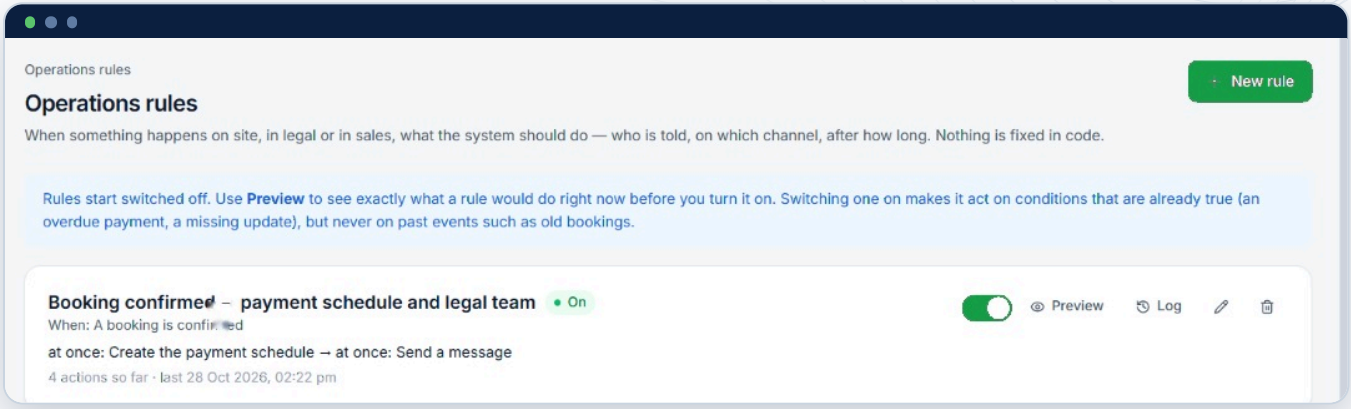
AUTOMATION FIRST, AI WHERE IT HELPS

Rule-based automation is the core of Propto CRM. AI-assisted tools sit on top and depend on the providers you connect.

Operations rules

No-code rules decide what happens, who is told and when.

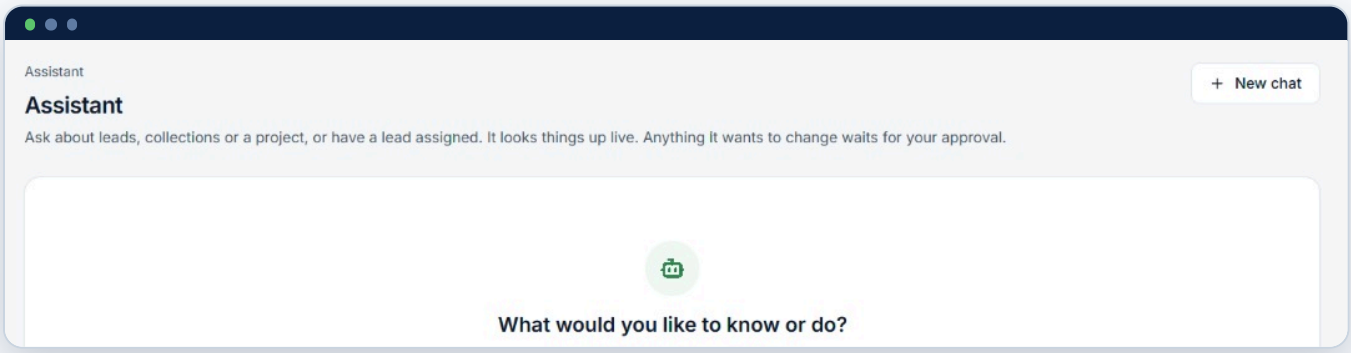
- Booking confirmed: payment schedule and legal message
- Payment overdue: message, then escalation
- Missing site update, agreement pending, approval expiry
- Preview a rule before turning it on



AI Assistant

Ask in Hindi, English or Hinglish for live answers on leads, collections and projects.

- Suggested prompts for overdue work
- Any change it proposes waits for admin approval



AVAILABLE ONCE CONFIGURED

AI SDR agents

Persona, offer, guardrails and handoff. Requires an AI provider to be configured.

Email sequences

Timed series that stop on reply or won. Requires an email provider to be configured.

Plot-map layout reading

Control to read an uploaded layout and outline plots. Confirm availability for your deployment.

GOVERNANCE & CONTROL

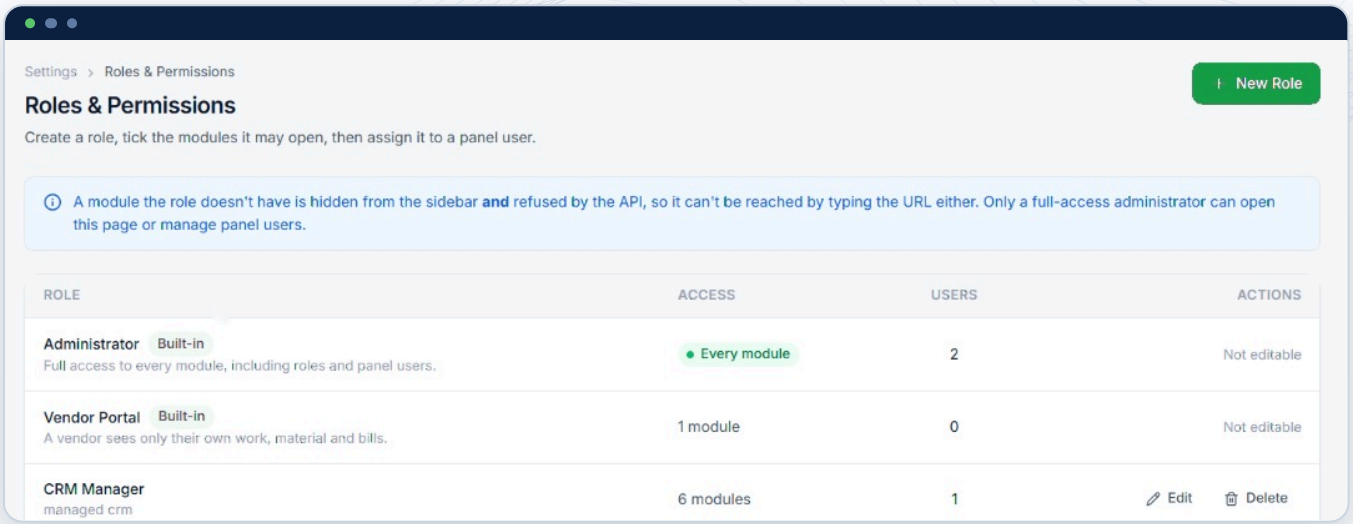
CONTROL WHO SEES AND DOES WHAT

Roles, policies and an audit trail keep a growing team accountable.

Roles and permissions

Module-level roles for sales, CRM, HR, operations and management.

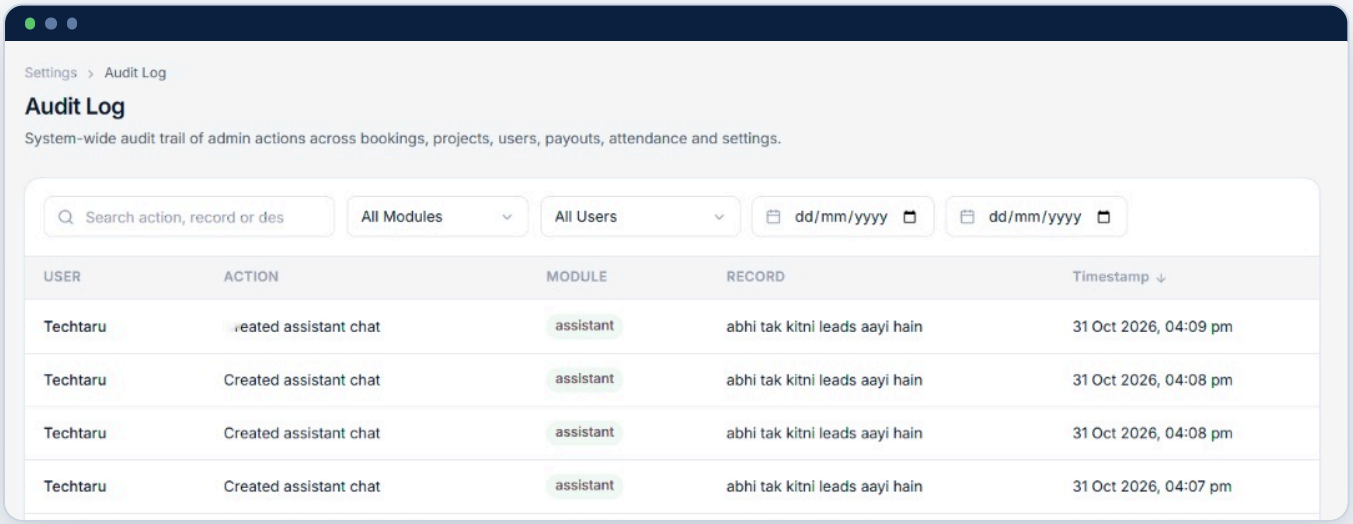
- Hidden from the sidebar and refused by the API
- Built-in and custom roles



Audit log

System-wide trail of admin actions.

- Filter by module, user and date
- Sales policy, referral commission and agent ranks configurable in settings



BUSINESS VALUE
Business rules live in settings rather than in people's heads, and every change is traceable.

SETTINGS · OPERATIONS RULES & POLICY

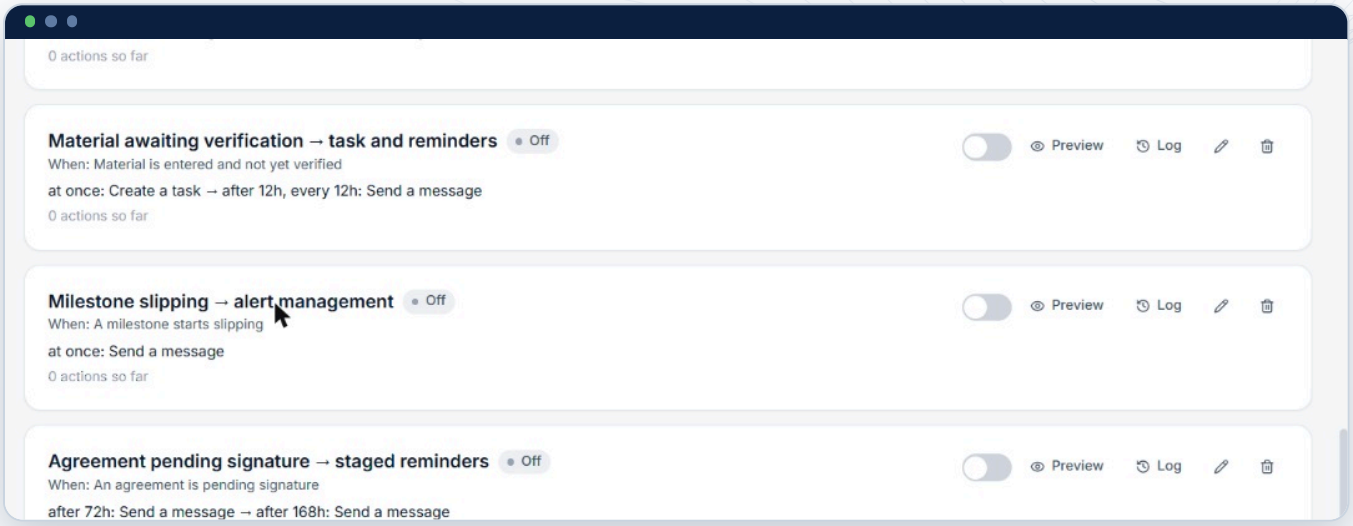
RULES AND POLICY, SET ONCE, APPLIED EVERYWHERE

Automation rules for site, material, agreements and approvals, plus the sales policy that governs penalties and brokerage.

More operations rules

Rules for milestone slips, pending signatures, approvals nearing expiry, holds and registry completion.

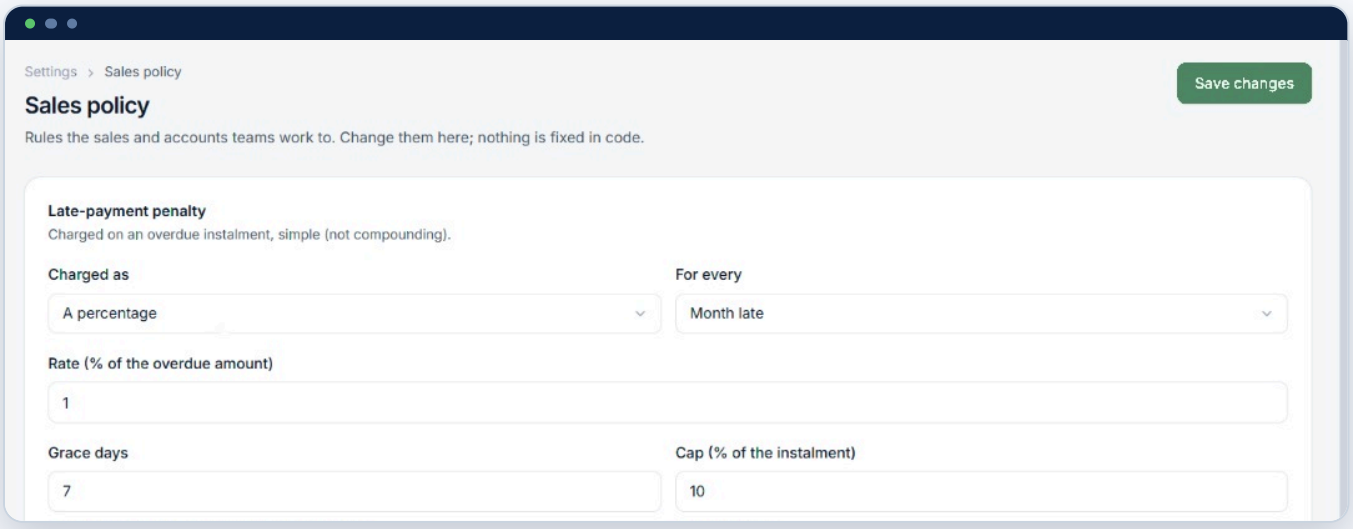
- Each rule previewed before it is turned on
- Switch rules on or off individually



Sales policy

Late-payment penalty and channel-partner brokerage rules.

- Penalty basis, rate, grace days and cap
- Lead protection and brokerage payout trigger



BUSINESS VALUE
Commercial rules are written into the system once, so teams stop arguing about what applies.

SETTINGS · INCENTIVES

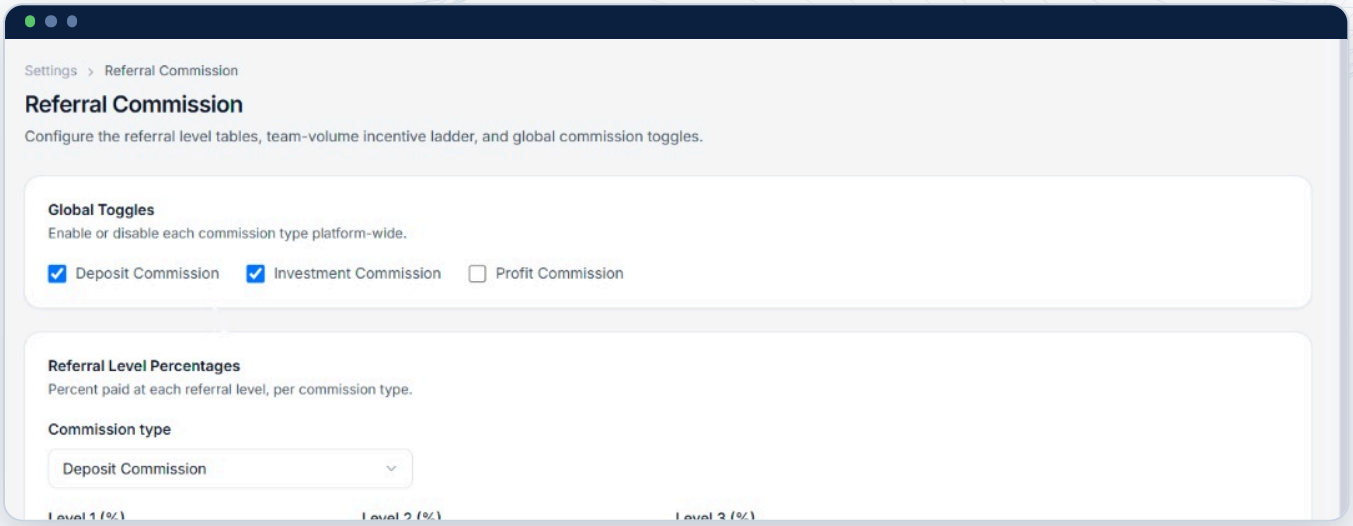
REFERRAL COMMISSION, TEAM INCENTIVES AND RANKS

Commission levels, incentive ladders and badges are configured by the business, not hard-coded.

Referral commission

Referral levels, commission types and a team incentive ladder.

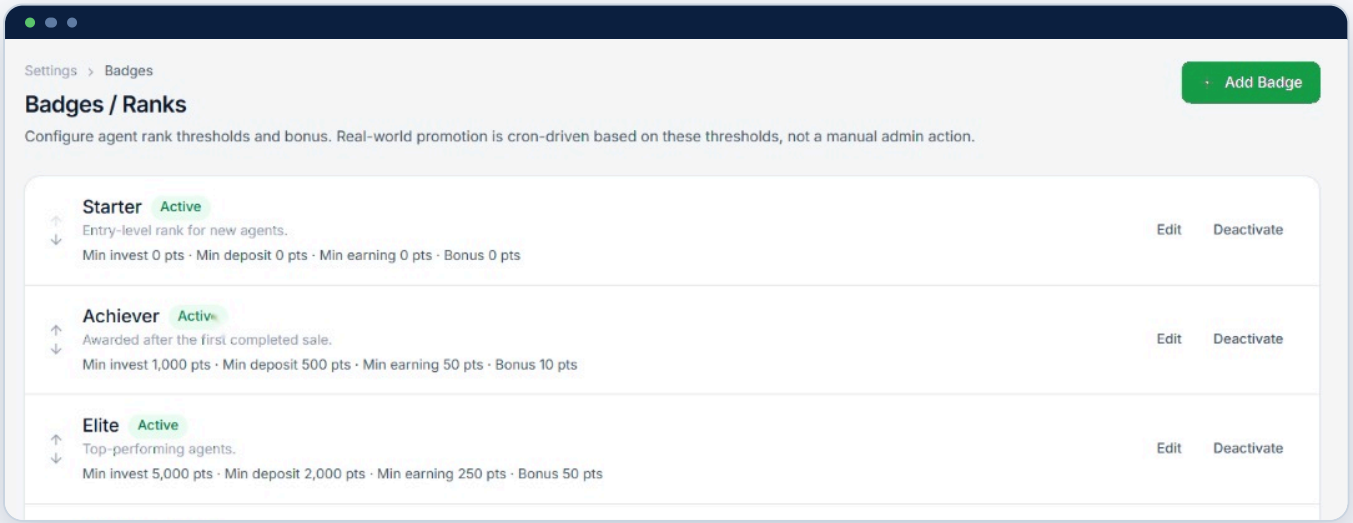
- Deposit, investment and profit commission toggles
- Level percentages and ladder ranges



Badges and ranks

Agent ranks with thresholds and bonus for each level.

- Starter, Achiever, Elite and Legend ranks in the reviewed instance
- Edit or add a badge



BUSINESS VALUE

Incentive plans can change with the business and stay transparent to the people they affect.

KEY BUSINESS BENEFITS

BUILT FOR HOW REAL ESTATE ACTUALLY WORKS

Benefits follow directly from capabilities reviewed in the product.

One live view
Pipeline, collections and after-booking status on one dashboard.

Fewer leads lost
Ownership, follow-ups and site visits tracked on every lead.

Accurate inventory
Plot map, holds and booking status update together.

Clearer collections
Instalments, balances and overdue amounts in one place.

Smoother delivery
Agreement, registry, possession and site progress tracked per file.

Control and trust
Role-based access, protected documents and an audit trail.

Outcomes depend on configuration, data quality and adoption. This booklet makes no performance guarantees.

IMPLEMENTATION & SUPPORT

FROM DEMO TO GO-LIVE

Techtaru Digital configures, brands and rolls out Propto CRM with your team.

1 **Tailored demo**
See Propto CRM on your projects, pipelines and reports.

2 **Discovery**
Workshops on sales process, roles, approvals, channels and data.

3 **Configuration & branding**
Projects, properties, pipelines, forms, roles, rules, templates and your branding.

4 **Data & integrations**
Migration of leads, inventory, bookings and payments; channel connections.

5 **Training & pilot**
Role-based training and a pilot with a selected team.

6 **Go-live & support**
Cut-over, handover and support.

COMMERCIALS
Scope, timelines, pricing and support terms are confirmed in a written proposal after discovery.

ABOUT THE TEAM BEHIND PROPTO CRM

POWERED BY TECHTARU DIGITAL

Techtaru

Techtaru Digital is a Jaipur-based digital marketing and IT services agency. It builds and runs Propto CRM and supports real estate teams from setup to day-to-day use.

SERVICES

- **Web & mobile development**
- **SEO & PPC**
- **Social media marketing**
- **Branding**
- **CRM solutions**

WHAT TECHTARU DIGITAL DOES FOR YOUR ROLLOUT

Configuration & branding
Projects, pipelines, forms, roles, rules and templates set up for your business.

Data & integrations
Migration support and connection of your lead and messaging channels.

Training
Role-based sessions and a pilot with a selected team.

Go-live & support
Cut-over, handover and support.

WORKING WITH YOU

One team for configuration, branding, training and support, so Propto CRM fits how your business sells and delivers.

PROPTO CRM

BOOK A PERSONALIZED DEMO

See Propto CRM on **your projects, pipelines and reports**, and talk through how it fits your business.

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