

# propcon

## LIST OF MARKETING TOOLS

### Contact Management

Users can manage all their clients & leads in one place with PropCon's real estate specific CRM. Some features include:

Property matching | Manage birthdays, house anniversaries, follow ups etc. | Seller feedback landing pages | Bulk communication via WhatsApp, SMS & Email | POPIA preference management | Custom tags for better data segmentation | Personal drive to keep client documents safe

### Client Landing Pages

Each contact has their own private landing page with their company branding made out to them by name. Here they can see all of their listing matches, indicate that they want to sell/lease a property and update their POPIA communication preferences.

### Property Matching

Add a unique wish-list to automatically match clients with properties on a continuous basis. Track engagement with listing(s) with a handy view counter.

### Bulk Communication

Use tried-and-tested scripts to communicate with contacts in bulk through WhatsApp, Email and SMS. There are 22 SMS scripts, 44 WhatsApp Scripts and 48 Email Templates. Users can also load their own scripts and templates to reuse.

### Listing Landing Pages

PropCon automatically creates beautifully designed listing landing pages to market to their database, feature on their Digital Business Card and *optionally* their Own PropCon Website.

Other marketing channels include Property24, Social Media Platforms, Gumtree, ImmoAfrica.

*\*Private Property syndication in progress*

### Listing Collections

A powerful way to create a multiple listing landing pages to share via a single URL in bulk to a specific group of contacts, on social media platforms or a PropCon Website. Some examples include New Release Listings, Ideal Investment Opportunities, Properties On Show etc.

### Owners Feedback

Used to keep their homeowners and landlords updated on the marketing of their properties with regular feedback shared via a link. Looks impressive, but only takes a few minutes to create.

## Partnerships

Allows users to collaborate with other estate agents or fellow colleagues to dramatically increase sales through sharing listings, contacts or both. Promotes more sales in a team by using a centralised database.

## Digital Business Card

This powerful tool helps users to capture their unique Personal Brand, add images & videos, add social media icons, feature their favourite listings & articles, add client testimonials to build trust and use custom buttons to capture leads.

## Articles & Blogs

A clever way to share valuable information on a landing page with their company branding and their own contact info.

Articles can be shared via:

Bulk communication using WhatsApp, SMS & Email | Digital Business Card | Social Media Platforms | Their own Website for SEO Content

## Convenient Marketing Tools

Use PropBot (powered by ChatGPT) to write property descriptions, write articles, social media posts, personal bio etc.

Share stunning designs in seconds with the Click & Share Designs library. Options include personalised birthday- and house anniversary cards, listing brochures, new release & on show templates ideal for social media.

## Real Estate Calendar

One-of-a-kind calendar specifically designed for busy estate agents. Linked to each of their contacts and listing to effortlessly keep track of important dates.

Ability to send automated appointment reminders to clients as well.

## Daily Tasks

Don't miss important tasks by ticking them off a daily tasks check list.

Actions for the day is also displayed on their Dashboard when they log in.

Users get a daily reminder via a push notification on the PropCon Mobile App.

## Drive File Storage

A convenient way to save important documentation safely in the cloud.

Examples include Mandates, Offer to Purchase Docs, ID's, Proof of Address etc.

File types options: PDF | Word and Excel | Images

## Mobile App

A PropCon App is available for IOS, Android and Huawei. This helps estate agents to get important reminders on their phone to make sure they don't miss any important actions and follow ups.

The App also provides shortcuts to their Digital Business Card and PropCon profile as well as the Help section filled with videos and visual help cards.

## Unlisted Landing Pages

PropCon has a unique feature where users can import a listing from a public website to create a private landing page with their company branding and contact details.

This can be done with the click of a button once the mandate holding agent gave them permission to bring clients through their listing for sale or to rent.

These landing pages are unlisted meaning it's not searchable and public on the web. This allows users to send a link to buyers/tenants in their database without publicly marketing the mandate holding agent's listing as their own.

## Deal Tracking

Keep track of your residential and commercial deals.

Some of the main features include:

- Deal management
- Deal Progress History
- Deal Payout History
- Linking of Buyers, Sellers and Lawyers
- File Management to safely store FICA docs etc.
- Integrated Calendar with Tasks and Reminders
- Notes
- Timely Alerts and Reminders

## Real Estate Website

For an extra fee of R320pm incl VAT you can have your own property website. A small setup deposit is calculated based on exactly what you want and how much time it will take to create a website.

There are no limits or extra costs to link listings, articles, collections, testimonials and agents to a website.

Every website looks unique to give estate agents a competitive edge and is fully customisable and integrated with their PropCon CRM.

Visit <https://www.propcon.co.za/real-estate-software/branded-website> for a list of features, live website examples and more info.

## Training & Webinars

Users learn their new system through a fun journey of short videos and has access to a library filled with more training videos. Live training webinars are held regularly.

Extra support offered via a WhatsApp Helpline at +27 61 501 7717 or send an email to [support@propcon.co.za](mailto:support@propcon.co.za) to get feedback within 24 hours.

# POPIA

## Background Information:

PropCon does not provide- or sell any contact information through our online platform. Estate Agents use PropCon to keep their own data safe and to communicate with clients who are OPT-IN to receive digital communication.

Privacy is something we take very serious and we commit to keeping information safe and secure. Users can also enable two factor authentication on their profile as an extra layer of security when logging in.

PropCon will never sell, rent, or share any personal information to third parties for any purpose whatsoever.

Data linked to a profile is kept securely in the cloud and only accessed by PropCon admin with permission. Data belongs to the account holder for example the company principal or franchise owner unless you are paying your own account.

## POPIA Report in PropCon:

→ The POPIA Report makes it easy to send an OPT-IN request in bulk. Users can load a Custom Script to add for example more info about what exactly they are opting in to receive from you.

→ Users will receive a notification when your Contacts update their communication preferences.

## POPIA & Digital Communication:

→ POPIA requires users to send digital communication in a respectful manner by always giving recipients the option to OPT-OUT.

→ When contacting someone for the first time and it is unsolicited (meaning they did not ask for it), they must first invite them to OPT-IN to receive further communication from you.

## Opt-In and Opt-Out Rules:

→ When Contacts are loaded manually, users need to either OPT-IN on the client's behalf or send the request for the client to OPT-IN.

→ When leads from email enquiries are imported, those Contacts will be OPT-IN, because they want to hear from you after enquiring on a listing. They will always have the option to unsubscribe.

→ When a bulk import, all Contacts will be OPT-OUT by default. Users have the option to OPT-IN the Contacts before doing the import if it is a list of people who knows them and expect to hear from them.

→ When clients enquiry on listings from a PropCon website, complete the contact from from their digital business card or from their lead capture page, they are OPT-IN by default. They will always have the option to unsubscribe.