



REAL ESTATE DIGITAL ECOSYSTEM

www.winsaatprojetanitim.com

Project Summary:

Manage Marketing, Sales, and Customer Services End-to-End in Real Estate Development Processes

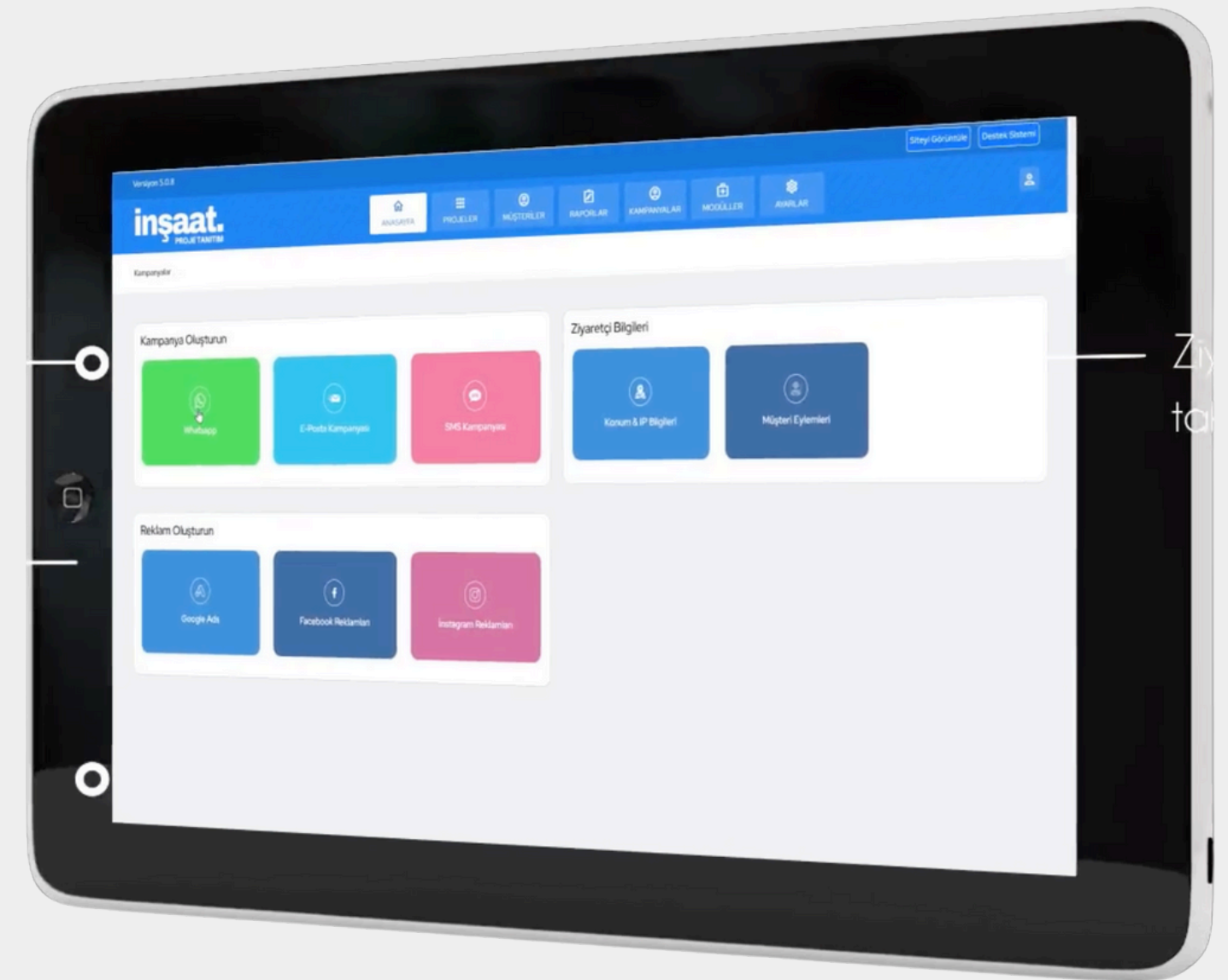
In today's competitive market environment, the success of real estate projects depends not only on construction quality but also on effective marketing strategies, efficient sales management, and strong customer relationships.

Our integrated digital solutions support you at every stage of your development process. We offer industry-leading tools to promote your projects effectively to the target audience, optimize sales operations, and maximize customer satisfaction.

By bringing together all the essential components needed in modern real estate development under one roof, we help you crown your success through digital transformation.

General Features


- 1 Customer Management / CRM System
- 2 Interactive Project Management
- 3 Advertising Campaign Integration
- 4 Apartment Type Comparison
- 5 Real-Time 3D Interactive Data





Next-Generation Digital Real Estate Project Management and Sales Platform Features



- | | | | | | |
|----------|----------------------------------|-----------|-----------------------------|-----------|-----------------------------|
| 1 | Interactive Project Management | 6 | E-mail Integration | 11 | Interior Space Presentation |
| 2 | Customer Management / CRM System | 7 | Sales Conditions Calculator | 12 | Contract Management |
| 3 | Multiple Project Management | 8 | Internal Company Messaging | 13 | Quick Reservation |
| 4 | Mobile Device Compatibility | 9 | One-Click PDF Presentation | 14 | Reporting |
| 5 | WhatsApp Integration | 10 | Apartment Type Comparison | | |
- 

Interactive Project Management

You can manage your projects through an interactive scheme. It provides buyers with 100% accurate information about your projects in an easy and understandable format.



Instant access to apartment plans through a user-friendly and functional table



Visual and video presentation of the amenities within the project



Support for multiple projects



Apartment status tracking



Floor plan preview



Make reservations



Sign contracts

Customer Management / CRM System

You can categorize your customers, record them in detail, filter, and generate reports. Each customer card displays portfolios, requests, files, meetings, and activities.



Management of business processes



Apartment reservations and availability status



Calculation and recording of sales terms



Managerial process monitoring



Defining access levels for employees



Making reservations



Sales funnel configuration



Project-specific sales funnels



Agreement process tracking

The screenshot displays the 'Müşteri Listesi' (Customer List) page of the 'İnşaat Proje Tanıtım Sistemi'. The interface includes a blue header with navigation icons for 'ANASAYFA', 'PROJELER', 'MÜŞTERİLER', 'RAPORLAR', 'KAMPANYALAR', and 'MODÜLLER'. Below the header, there's a search bar and a 'PDF' button. The main content is a table with columns for 'Ad Soyad', 'Telefon', 'Email', 'Müşteri Grup', 'Durum', and 'Kayıt Yapan'. The table lists 10 customers, all with the status 'Kayıt Oluşturuldu' (Record Created). The footer shows 'Copyright © 2024 İnşaat Proje Tanıtım Sistemi - IPTS'.

| Ad Soyad | Telefon | Email | Müşteri Grup | Durum | Kayıt Yapan |
|-----------------|----------------|----------------------|--------------|-------------------|---------------|
| OKAN KAYA | +90 5427873060 | kazokkay@hotmail.com | - | Kayıt Oluşturuldu | Hüseyin ÖZ |
| Ahmet YILMAZ | +90 5323224567 | | Katre | Kayıt Oluşturuldu | Hüseyin ÖZ |
| Uğur FIRAT | +90 5301233334 | | Katre | Kayıt Oluşturuldu | Ahmet YILMAZ |
| Berkay GÜNEŞ | +90 5302345678 | | Katre | Kayıt Oluşturuldu | Fatma KOÇ |
| Sibel AKSOY | +90 5345678901 | | Katre | Kayıt Oluşturuldu | Hüseyin ÖZ |
| Onur ERDEM | +90 5432106789 | | - | Kayıt Oluşturuldu | Fatma KOÇ |
| Nisa POLAT | +90 5367890123 | | Katre | Kayıt Oluşturuldu | Murat ARSLAN |
| Tuncay YILDIRIM | +90 5378976543 | | - | Kayıt Oluşturuldu | Yusuf ÖZDEMİR |
| Melisa ATEŞ | +90 5456789345 | | Katre | Kayıt Oluşturuldu | Zeynep AYDIN |
| Hilal SEZER | +90 5393456789 | | Katre | Kayıt Oluşturuldu | Fatma KOÇ |

Multiple Project Management

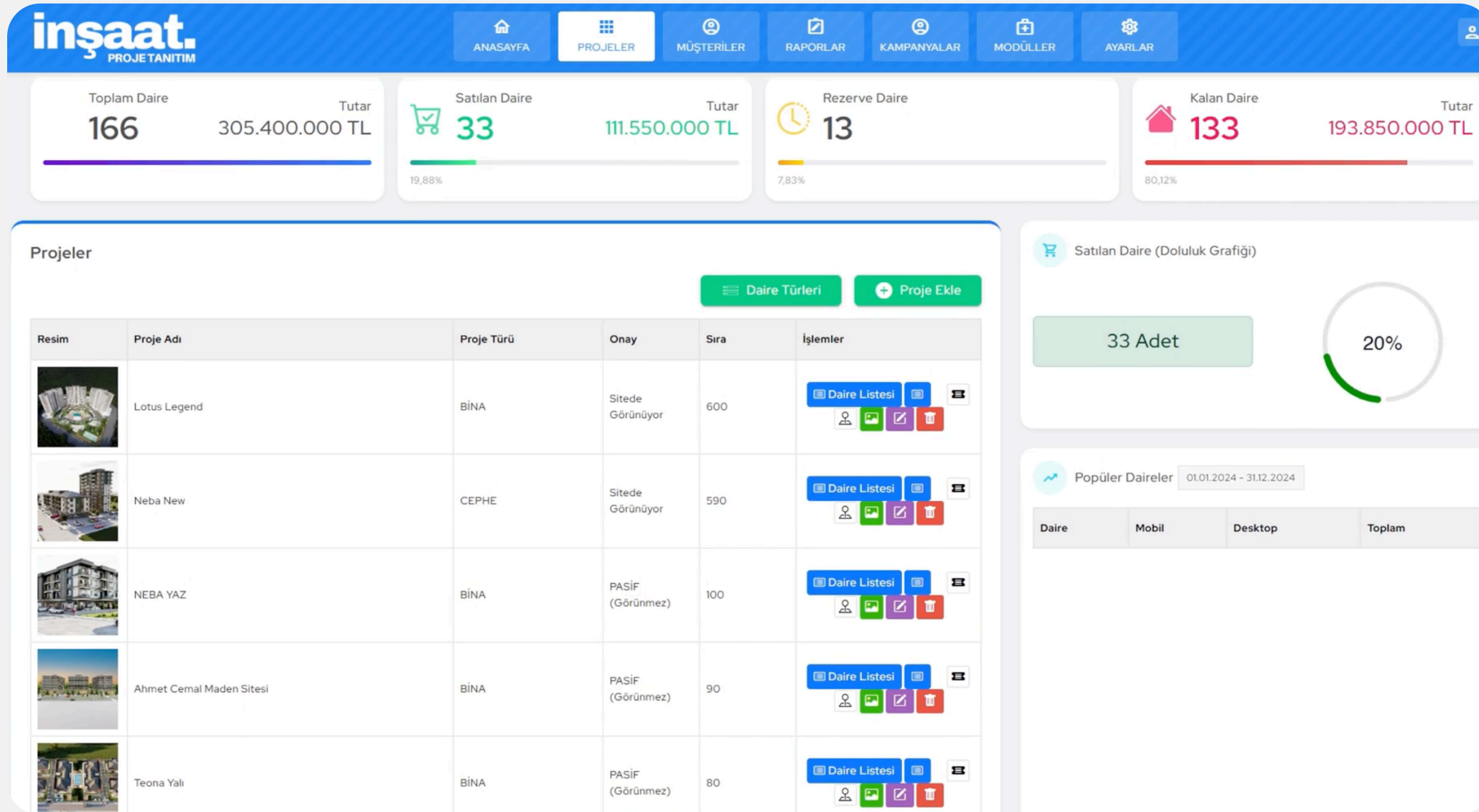
You can manage all your projects from a single panel.



Recording by project, phase, block, building, and unit



Video, drone footage, 360° virtual tours, location view



Construction progress visuals



Multi-language brochure and catalog support



Floor plans, site layout plans



Easy content management

Seamless Access on All Devices



Thanks to a fully compatible infrastructure with iOS and Android operating systems, users can access the platform 24/7 seamlessly, whether from mobile devices or tablets.

This allows all operations to be easily managed on-site, in the office, or on the move.



Campaign Integrations

WHATSAPP INTEGRATION

With your phone number registered in the system or an externally uploaded customer list, you can send image and video messages directly via WhatsApp without creating a group.

E-MAIL INTEGRATION

Using your email address registered in the system or an externally uploaded customer list, you can carry out image or video email marketing without falling into the spam folder.

META – GOOGLE ADS INTEGRATION

Thanks to Meta and Google Ads integration, you can show retargeting ads to people who visit your website.

Sales Terms Calculator

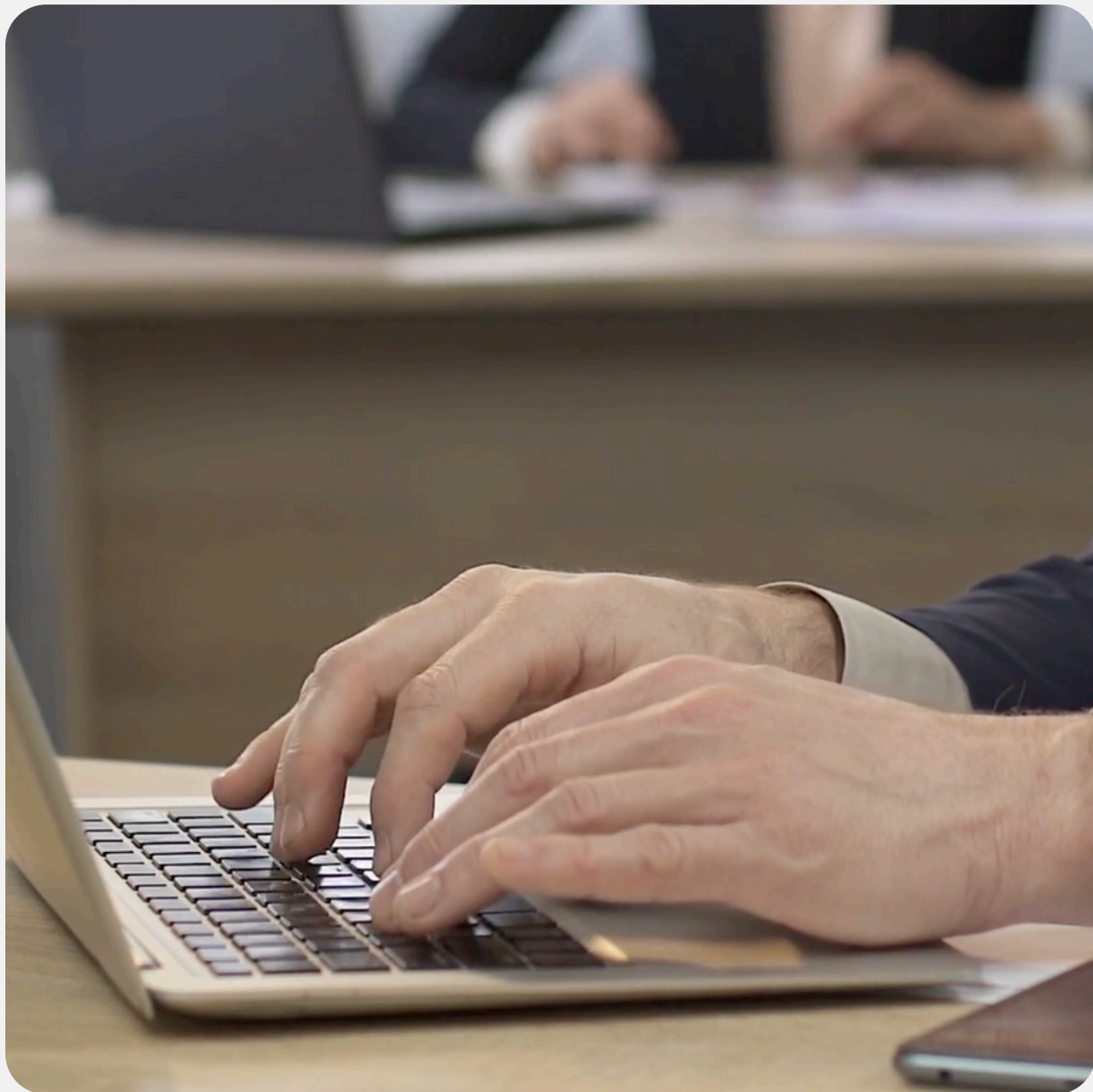
- ➔ Flexible and Automated Payment Plans
- ➔ During the sales process, flexible payment options tailored to the customer can be offered.
- ➔ Down payment or installment preferences can be easily selected through the system.
- ➔ An automatic payment plan is generated by entering details such as initial payment amount, discount rate, payment dates, and amounts.
- ➔ The system also calculates the payment schedule automatically based on the entered information and allows you to create promissory note transactions digitally.
- ➔ In this way, both sales representatives and customers benefit from a fast, transparent, and secure process.

The screenshot displays the 'İşletimler / Müşteri Ekle' (Operations / Add Customer) screen. The left sidebar contains fields for 'Bilgileri' (Information) with a green 'YA' status, phone number '373060', email 'hotmail.com', and 'İdirimleri' (Discounts) section with 'İzin Var' (Allow) and 'Var' (Yes) options. The main area shows 'İlgilendiği Daireler' (Related Departments) with a table of projects. Below this, there's a section for 'ÖDEME TABLOSU' (Payment Table) with a grid of 15 installment rows. Each row includes fields for 'Tutar' (Amount) and 'Tarih' (Date). The top navigation bar includes icons for 'ANASAYFA', 'PROJELER', 'MÜŞTERİLER', 'RAPORLAR', 'KAMPANYALAR', 'MODÜLLER', and 'AYARLAR'. The bottom navigation bar shows the same icons. The footer indicates 'Copyright © 2024 İnşaat Proje Tanıtım Sistemi - IPTS'.

| NO | Proje | Blok | Kat | Daire | Durum | Teklif Fiyatı | Satış Türü | Kayıt Zamanı | Kayıt Yapan | Hatırlatma Zamanı | İşlemler |
|----|--------------|------|-----|-------|--------------|---------------|------------|---------------------|-----------------------------|-------------------|--------------------------|
| 21 | NEBA YAZ | A | 1 | 8 | Satışa Uygun | 2.450 TL | TAKSİTLİ | 20.03.2025 12:44:11 | Personel Adı Personel Soyad | 22.03.2025 | Sözleşme |
| 22 | Lotus Legend | A | 1 | 1 | Satıldı | 2.900.000 TL | TAKSİTLİ | 28.05.2025 13:33:38 | Personel Adı Personel Soyad | 31.05.2025 | Sözleşme |

| ÖDEME TABLOSU | | |
|---|---|---|
| 1. Taksit Tutar: 52.777,78 Tarih: 01.06.2025 | 2. Taksit Tutar: 52.777,78 Tarih: 01.07.2025 | 3. Taksit Tutar: 52.777,78 Tarih: 01.08.2025 |
| 5. Taksit Tutar: 52.777,78 Tarih: 01.10.2025 | 6. Taksit Tutar: 52.777,78 Tarih: 01.11.2025 | 7. Taksit Tutar: 52.777,78 Tarih: 01.12.2025 |
| 9. Taksit Tutar: 52.777,78 Tarih: 01.02.2026 | 10. Taksit Tutar: 52.777,78 Tarih: 01.03.2026 | 11. Taksit Tutar: 52.777,78 Tarih: 01.04.2026 |
| 13. Taksit Tutar: 52.777,78 Tarih: 01.06.2026 | 14. Taksit Tutar: 52.777,78 Tarih: 01.07.2026 | 15. Taksit Tutar: 52.777,78 Tarih: 01.08.2026 |
| 17. Taksit | 18. Taksit | 19. Taksit |

Internal Company Messaging



The approval process for sales terms is automated.



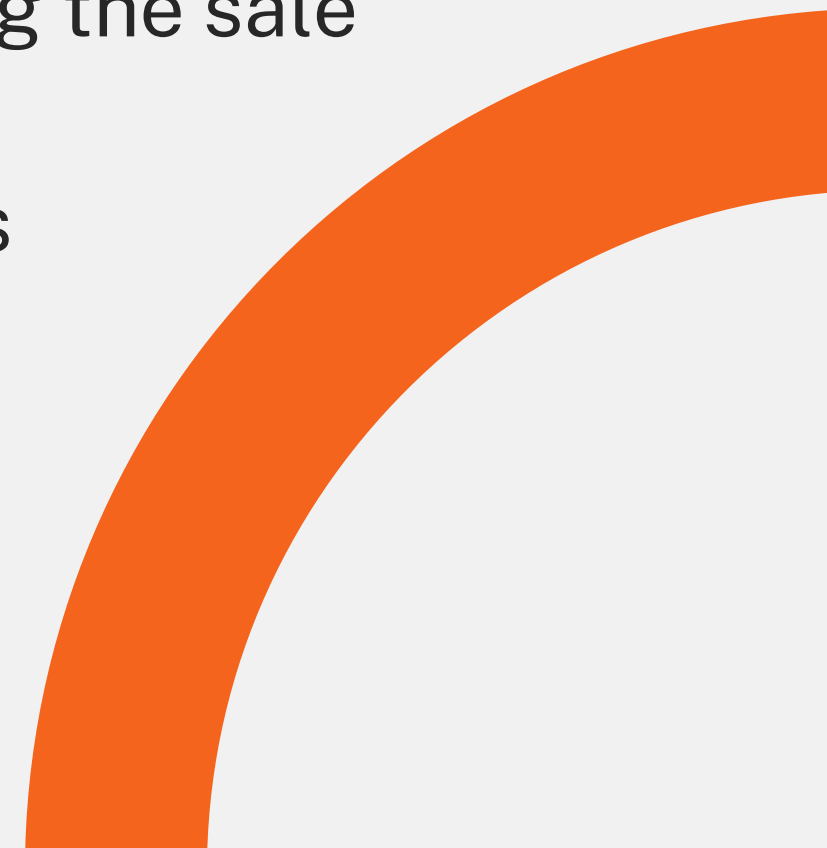
The contract created by the sales representative is submitted for managerial approval through the panel.



Managers don't waste time on sales details and can focus solely on closing the sale



The entire process progresses digitally.



One-Click PDF Presentation

3+1 Daire

Brüt 145 m²



Bağımsız Bölüm Karşılaştırması

| 3+1 Daire | 2+1 Daire |
|--------------------|--------------------|
| 145 m ² | 110 m ² |

Sorumlu Yöneticiler

☎ Ahmet Yılmaz 👤 : Zeynep Kaya
☎ +90 312 345 67 39 ☎ +90 312 987 65 43



Floor plan and room layout



Comparison of independent units



Contact information of responsible managers



Presentation creation with company logo and project description



Apartment Type Comparison

- You can list and report the apartment types in the project for comparison Display of floor views
- Detailed introduction of materials used in the rooms



Contract Management

- Contracts for sold apartments in the project can be easily created and effectively managed by selecting the customer and portfolio



Interior Space Presentation

- Ability to explore areas such as bedroom, living room, kitchen, balcony, and bathroom via photos, videos, documents, links, and virtual tours
- Display of floor views
- Detailed introduction of materials used in the rooms



Quick Reservation

- A special reservation time can be defined for managers
- Reservations can be instantly viewed on the website integrated with CRM and 3D modules

→ References

- Lotus İnşaat
- Yıldız yapı
- Pamuk İnşaat
- Aklar İnşaat
- Neba İnşaat
- Teona Ada
- Alter İnşaat
- Gürsan İnşaat



Thank you

www.insaatprojetanitim.com
izlem@insaatprojetanitim.com

İzlem Katırcıoğlu
Katre Software Inc.
Software Sales Manager