FOR REAL ESTATE DEVELOPERS

Sales Module

Enquiry in. Sale closed.

Leads, live inventory and brokers in one suite. Every enquiry visible, every lead actioned, every sale closed within minutes.

Leads & Marketing | Inventory portal | Broker portal

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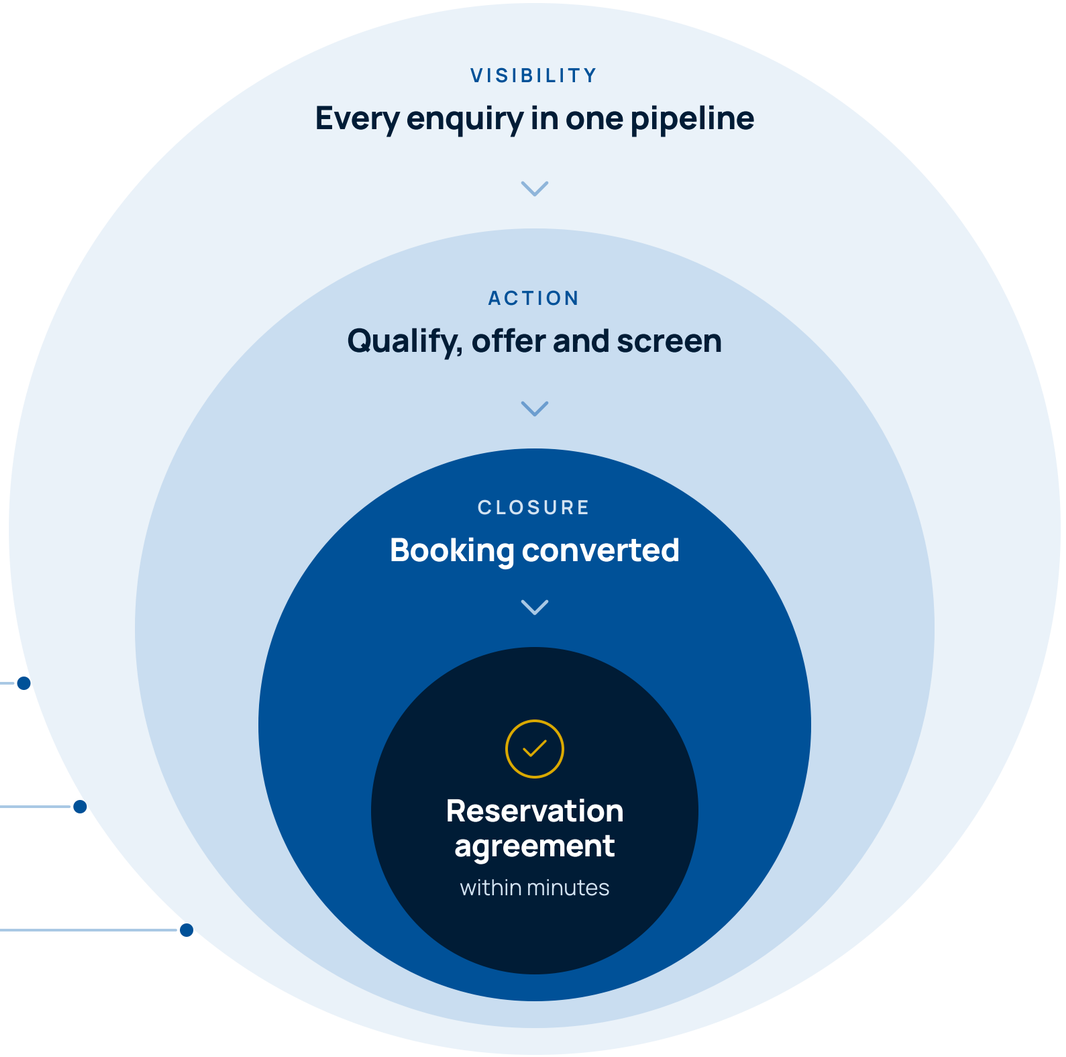
THE OUTCOME

Wherever the enquiry starts, it ends in a closed sale.

Leads & Marketing
Campaigns, portals, walk-ins

Inventory portal
Your website and customer app

Broker portal
Your whole broker network



LEADS & MARKETING

No lead left behind.

Every enquiry lands in one pipeline and keeps moving until it closes.

01 Capture from every source

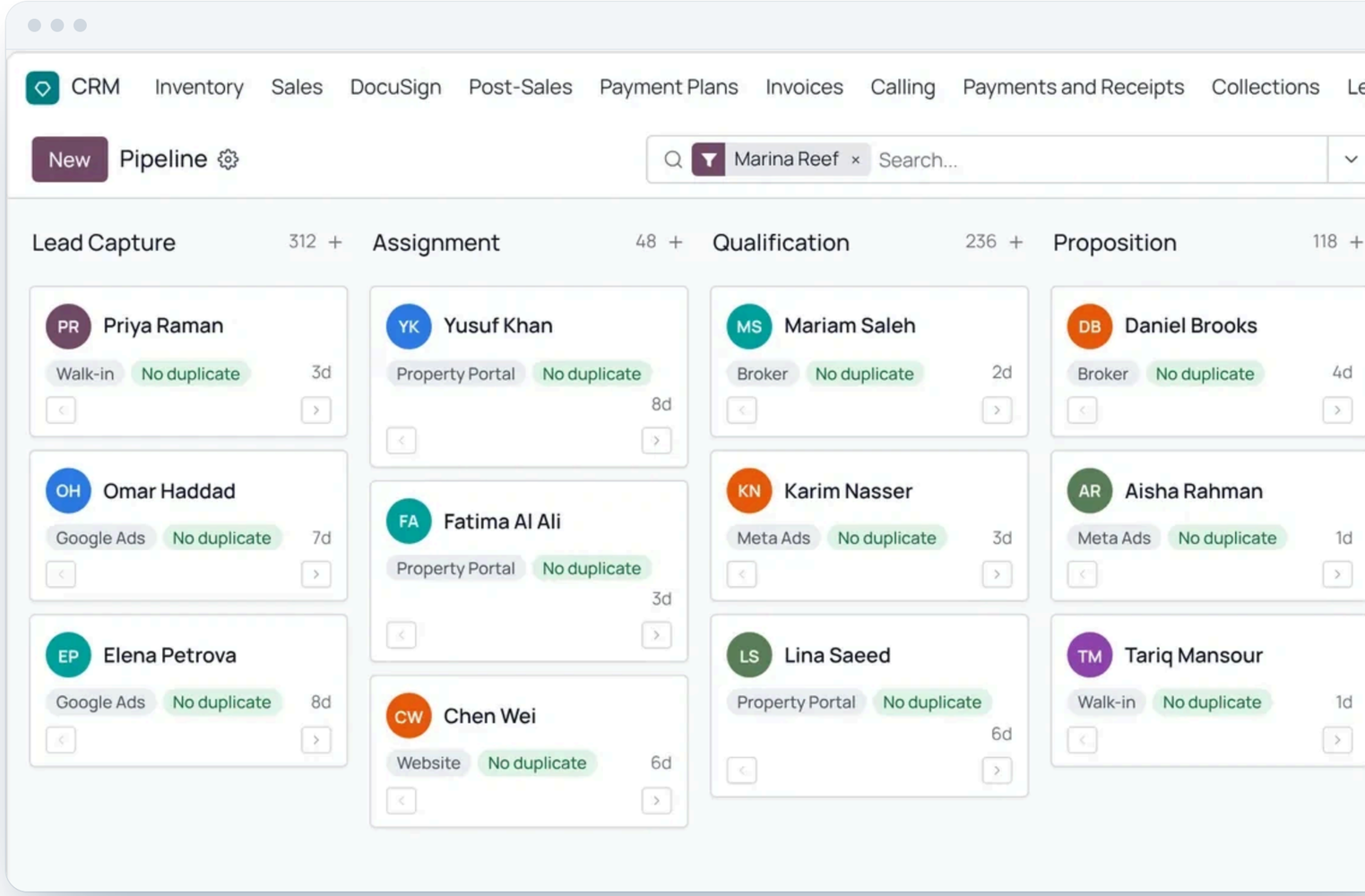
Local and international enquiries from portals, campaigns, your website, brokers and walk-ins.

02 Convert in real time

Qualify the buyer and send a sales offer while the interest is still warm.

03 Close on the spot

Convert the lead to a booking and issue the reservation agreement immediately.



 Screens show sample data.

LEADS & MARKETING

Know which campaign sold the home.

Spend, leads and bookings on one line, so the next budget goes where the sales are.

01 ROI against bookings
Track every campaign from the first click to the booking it converts.

02 Your leads stay yours
A database you own, ready as the launch network for your next project.

03 Compliance built in
Automated KYC screening for AML once a lead is qualified. Optional add-on.

Campaign ROI

SAMPLE FIGURES

CAMPAIGN	SPEND (AED)	LEADS	BOOKINGS	COST PER BOOKING (AED)
Marina Reef launch · Meta	180,000	412	14	12,860
Marina Reef search · Google	140,000	268	11	12,730
Property portals	95,000	351	6	15,830
Website and walk-ins	25,000	177	5	5,000

ON EVERY LEAD: THE PLATFORM, CAMPAIGN AND LANDING PAGE THAT BROUGHT IT IN

Validation | **Marketing & Ads Attribution** | Broker / Referral | Activity & Follow-up | Conversion / Disposition

Ad Platform	Meta	Campaign Name	Marina Reef · Launch
Ad / Form ID	frm_8827341	UTM Medium	paid_social
UTM Source	meta_ads	Landing Page URL	marinareef.example/register
UTM Campaign	marina_reef_launch_nov		

INVENTORY PORTAL · DIRECT

Sell direct. Save the commission.

Your live inventory on your own website, so buyers come straight to you.

01 Your website, your leads

Buyers browse live availability and prices, then enquire or request a reservation with you.

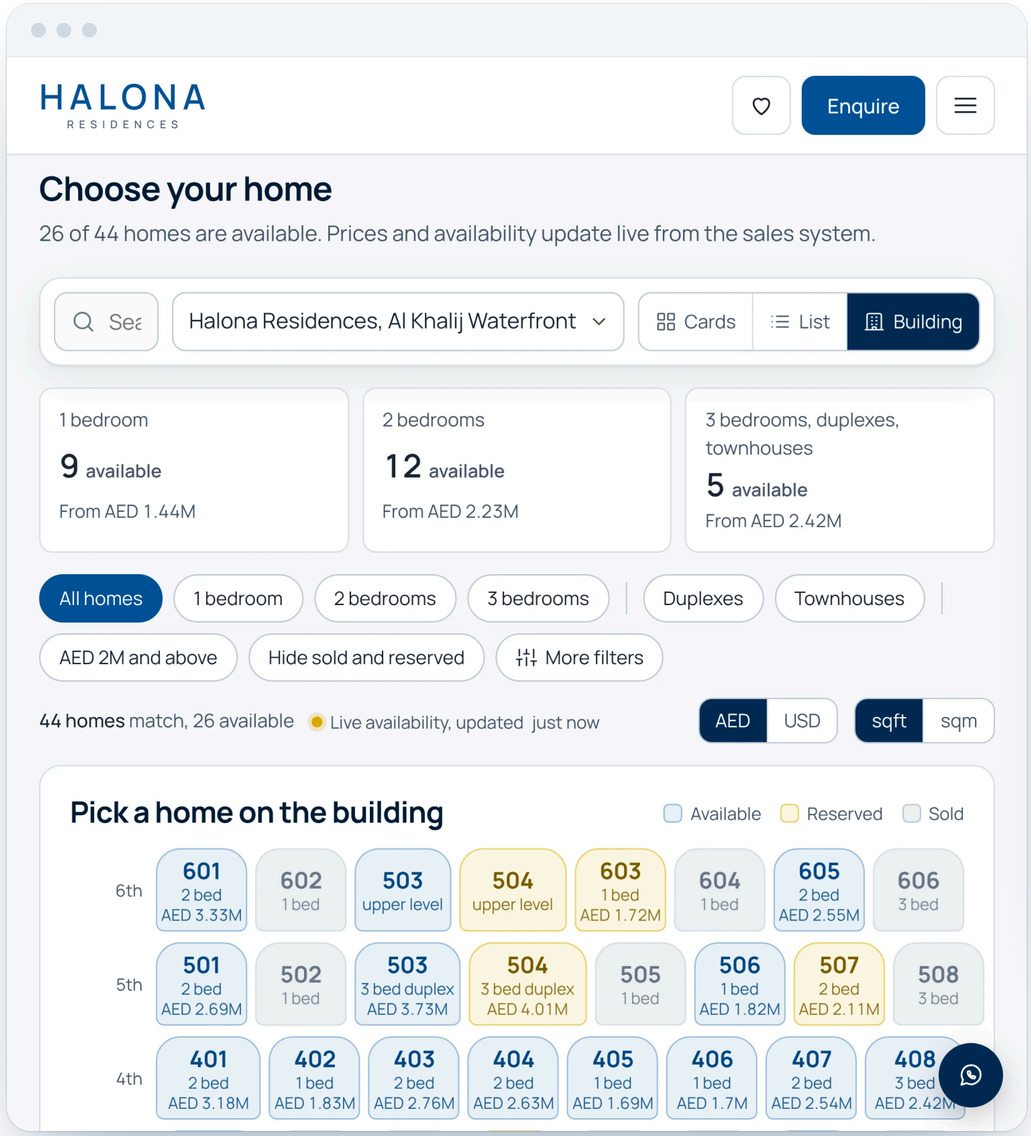
02 No middleman

Every direct sale saves the commission you would have paid.

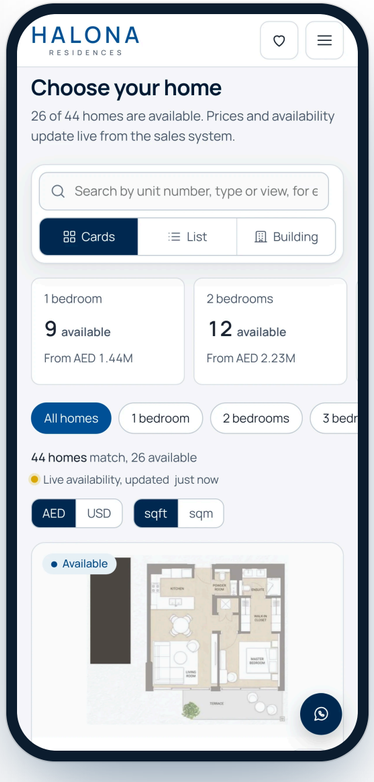
03 In your customer app too

Existing buyers see new launches first, generating new interest and growing your launch network.

YOUR WEBSITE



YOUR CUSTOMER APP



 Screens show sample data.

INVENTORY PORTAL · BROKERS

Every broker, ready to present.

The same live inventory in your brokers' hands, wherever their clients are.

01 Live, in real time

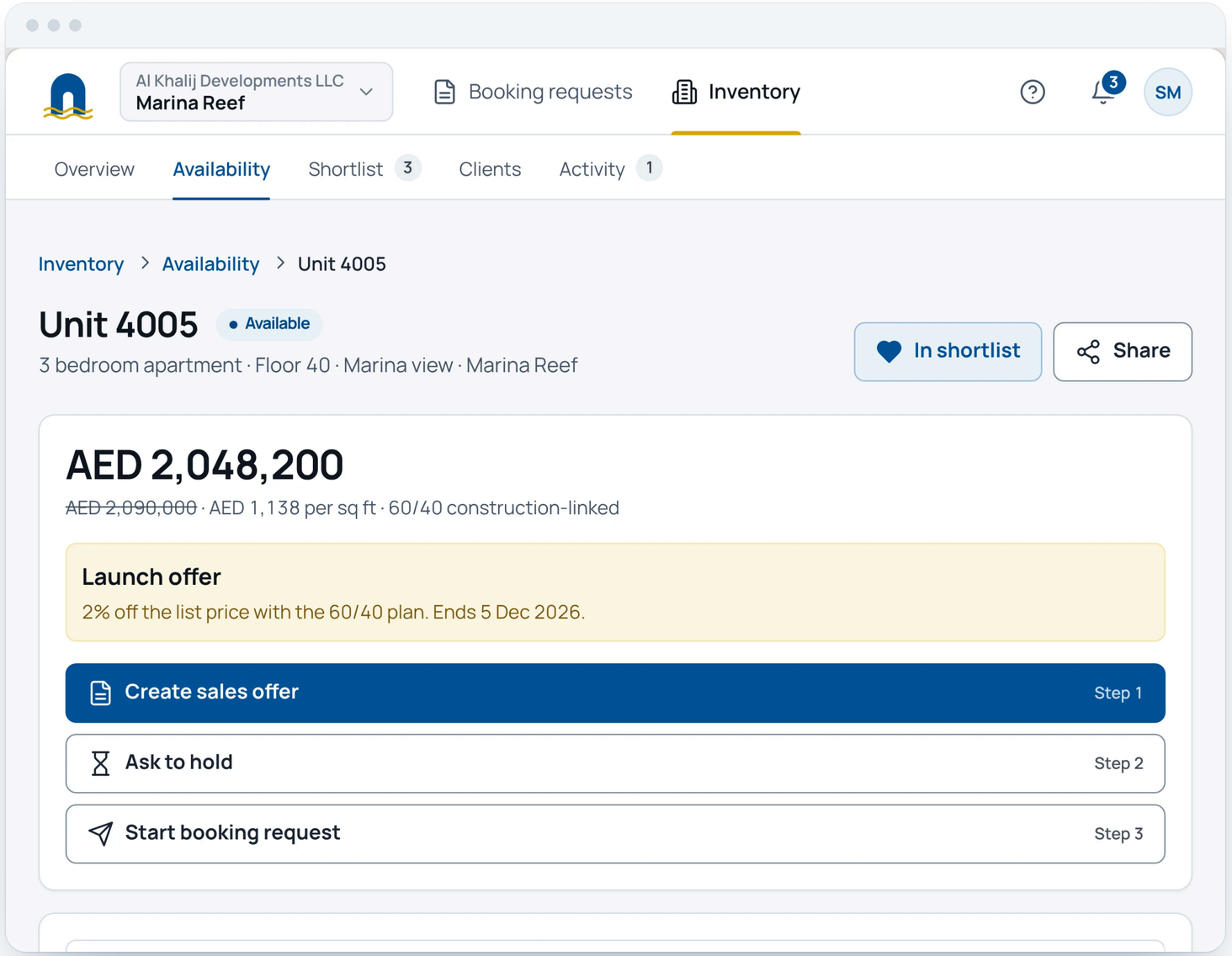
Availability, prices, discounts and floor plans, always current.

02 Present anywhere

Project information and a full sales kit for clients locally and abroad.

03 Offer on the spot

Brokers generate a sales offer from the unit and send it in the meeting.



 Screens show sample data.

3D BUILDING VIEW

Walk the building before it is built.

Buyers and brokers pick a home on the tower itself, with live status on every unit.

01 Live status, home by home

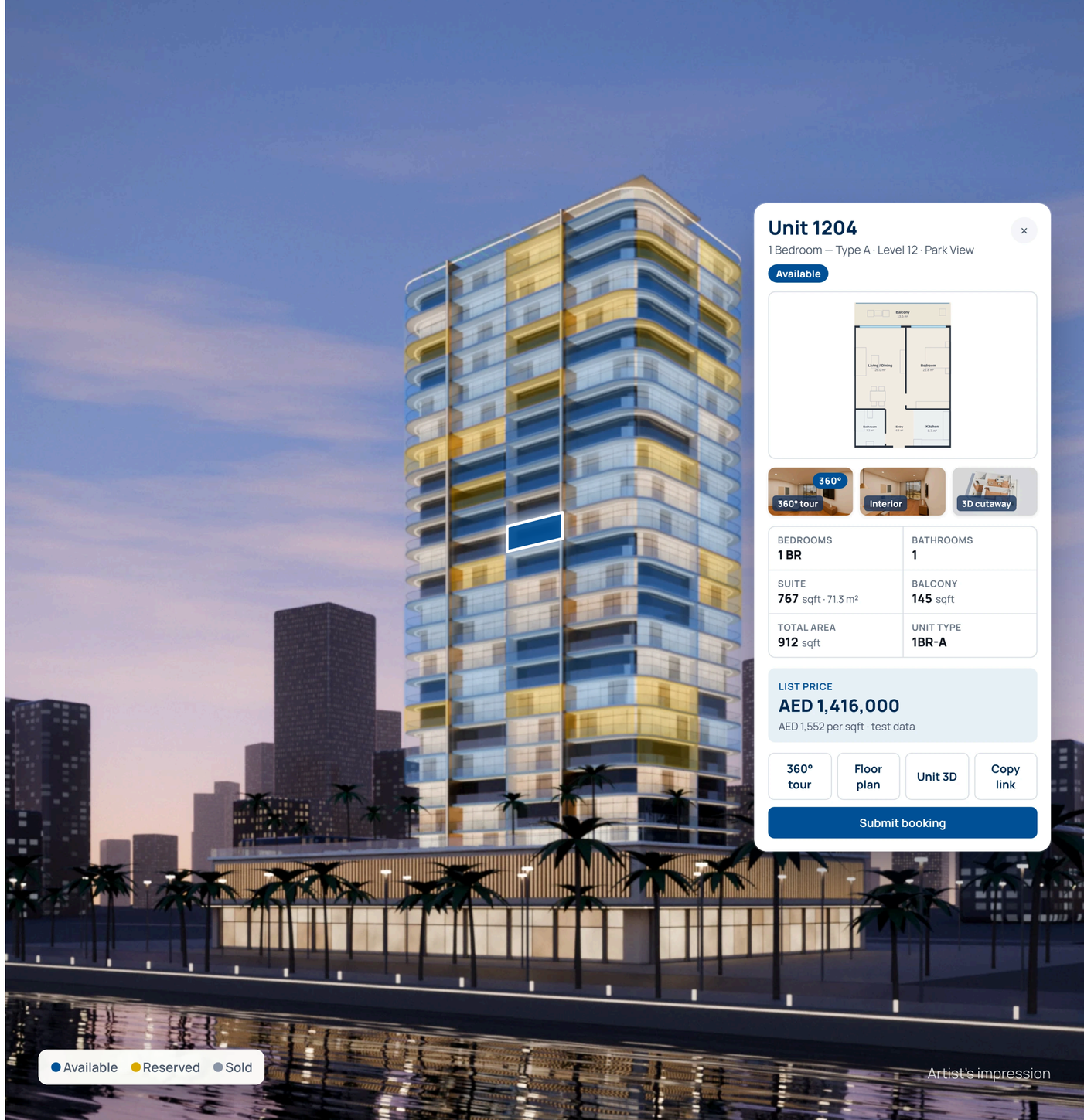
Available, reserved and sold, straight from your inventory.

02 From tower to unit in a tap

Floor plan, price and details open on the home they choose.

03 One model, every channel

Your website, the customer app and the broker app.



 Screens show sample data. 3D building view: next release, quoted separately.

BROKER PORTAL

Brokers sell. You stay in control.

Onboard, equip and track every brokerage you work with, from one place.

01 Compliant onboarding

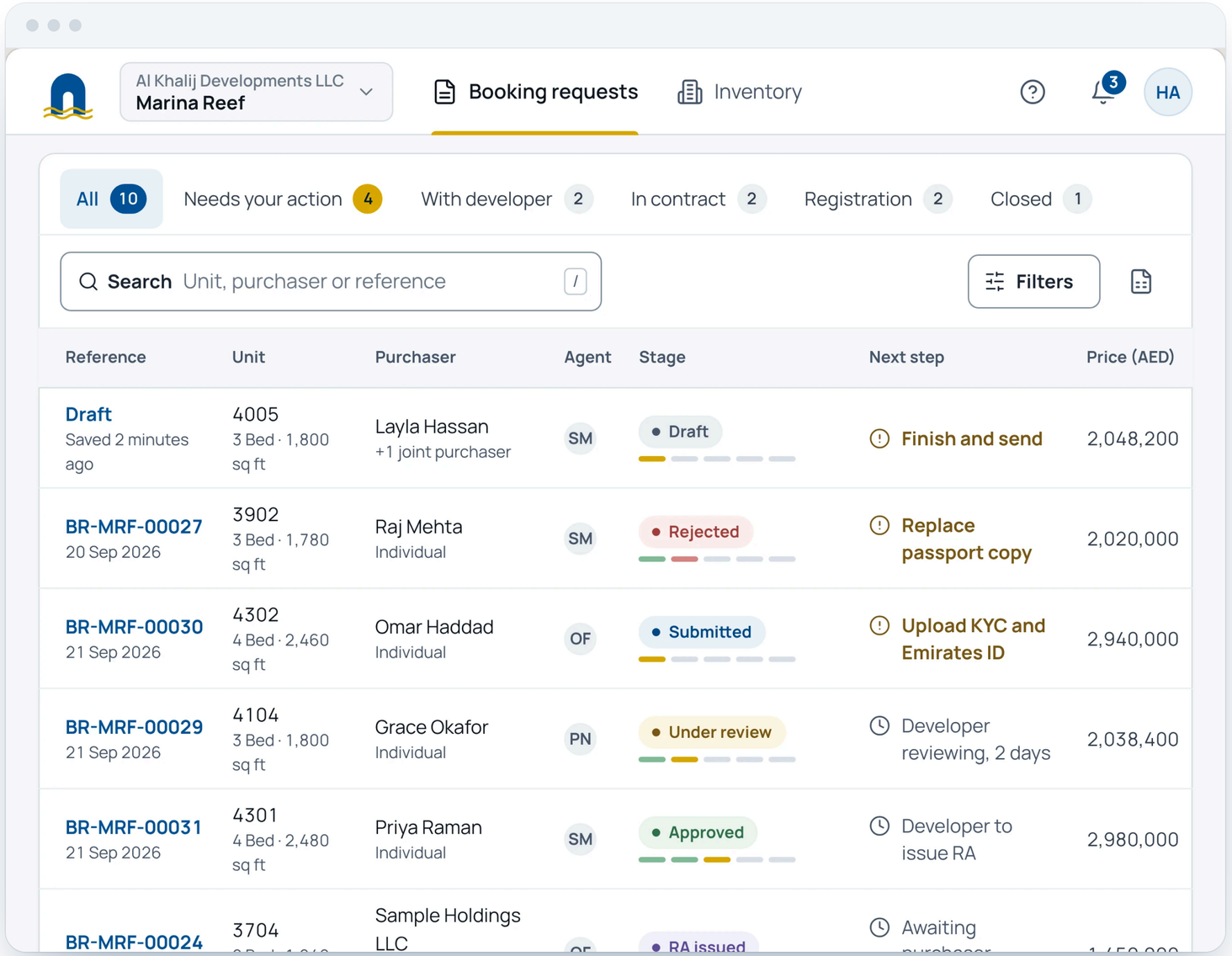
Bring on every brokerage the same way, with all documents collected.

02 Clear terms

Assign commission terms and allocate inventory, broker by broker.

03 Every booking tracked

Requests arrive complete, so your team issues the reservation agreement immediately.



 Screens show sample data.

FEATURE LIST

Three modules. One suite.

Leads & Marketing

- Every source in one pipeline
- Local and international enquiries
- Automatic duplicate check, assignment rules
- Qualification and sales offers in real time
- Campaign ROI against booking conversions
- Your own lead database for future launches
- Automated KYC screening for AML (add-on)
- Booking and reservation agreement from the lead

Inventory portal

- Live availability on your own website
- Cards, list and building views
- Filters by type, bedrooms, view and price
- Floor plans, prices and payment plans
- Enquire, book a viewing, request a reservation
- The same inventory in your customer app
- The same inventory in the broker app
- In your brand and colours

Broker portal

- Compliant onboarding, documents collected
- Commission terms and inventory allocation
- Live availability, prices and discounts
- Sales kit, floor plans and project information
- Sales offers and hold requests
- Booking requests in four guided steps
- Every booking tracked to registration
- Alerts at every step

SALES MODULE

Plan your next launch on Oryx.

Visibility on every enquiry. Action on every lead.
A closed sale within minutes.

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