



SF PROP CRM

POWERED BY SALES FUNDA® • ASTRA AI™

ENTERPRISE REAL ESTATE 2026

⚡ SMART CALLING & REAL ESTATE PRODUCTIVITY ECOSYSTEM

The Next Generation Real Estate CRM

Bridging mobile calling activities, lead qualification, rule-based property matching, site visits, and booking pipelines into one centralized high-performance cloud platform.



Engineered Specifically For Real Estate Developers & Consultants

High-Rise Residential • Commercial Spaces • Plots • Builder Portfolios

Astra AI™ Inside

Dual-SIM

MOBILE HARDWARE SYNC

Lead 360°

RULE-BASED PROPERTY MATCHING

100% Auto

CALL RECORDING & DURATION

Since 2009

PROVEN INDUSTRY EXPERIENCE



Dual-SIM Telecaller

Track company & personal SIMs separately with zero manual data entry.



Lead 360° & AI Match

Instant customer requirement profiling & rule-based unit matching.



Hourly Analytics

Connectivity rates, call duration, unique reach & executive leaderboards.



Live Inventory

Real-time status tracking for Available, Hold, Booked & Sold units.



MODULE 18: CLOUD-CONNECTED TELECALLING

SF Prop Telecaller: Smart Calling & Telecaller Management

An integrated cloud-based mobile calling and productivity solution designed specifically for real estate telecalling, qualification, and inside-sales teams. It directly bridges mobile call execution with the central SF Prop CRM without manual call-log entry.

TAILORED ARCHITECTURE DESIGNED FOR



Real Estate Telecallers



Inside Sales Teams



Lead Qualification Teams



Property Consultants



Channel Partners



Real Estate Agencies

A Dual-SIM Hardware Support

Sales executives handle client calls across multiple lines. SF Prop Telecaller provides seamless multi-SIM segregation.

- ✓ **SIM 1 & SIM 2 Separate Tracking:** Distinguish corporate calls from personal interactions with pinpoint clarity.
- ✓ **Intelligent Line Selection:** Auto-prompt default sales line while maintaining complete call log integrity.
- ✓ **Full Call History Synchronization:** Dialed, received, and missed records sync automatically to CRM cloud.
- ✓ **Employee Device Visibility:** Business owners gain 100% auditability without infringing on personal privacy.

Core Benefit: Complete corporate visibility of customer outreach even on personal executive devices.

B Smart Contacts Cloud Sync

Directly merges CRM customer databases into the mobile dialing interface for instant recognition and 1-tap multichannel action.

- ✓ **Live CRM Contact Synchronization:** Instant auto-sync with incoming portal and campaign leads.
- ✓ **Instant Contact & Number Search:** Search by buyer name, phone, project interest, or budget slab.
- ✓ **One-Tap Multi-Channel Action:** 1-Tap Voice Call, 1-Tap WhatsApp template, and 1-Tap SMS broadcast.
- ✓ **CRM-Linked Contact History:** Instantly review previous notes, visits, and requirements before saying hello.

Core Benefit: Zero time wasted manually searching numbers across spreadsheets or switching apps.



SF Prop Mobile Telecaller UI • Dual-SIM Active Calling & Lead 360° Quick Actions

Live Call Sync



Integrated Mobile Caller ID & Action Deck

When a prospect calls, telecallers instantly see caller identity, lead priority score (e.g. 88/100 Warm), shortlisted property (e.g. 2BHK Luxury Towers), and quick-action shortcuts for WhatsApp brochures, meeting booking, and call follow-up.

Auto Call Duration Capture

Zero Manual CRM Entry

Instant Recording Sync

OPERATIONAL COMPARISON: SF PROP TELECALLER VS TRADITIONAL CALLING

OPERATIONAL PARAMETER	TRADITIONAL MANUAL CALLING	SF PROP TELECALLER CLOUD SYSTEM
Call Activity Capture	Manual entry in CRM/Excel; 40–50% calls missed	100% Automatic capture with exact start, end & duration
Dual-SIM Tracking	Personal & corporate calls blend untracked	Segregated SIM 1 & SIM 2 reporting with corporate privacy
Callback Follow-Up	Forgotten in diaries or personal phones	Lead-linked alarms with automated manager escalation
Customer Intelligence	Blind calling without previous interaction context	Full Lead 360° Profile , budget & property matching on dial



SECTIONS 18.C – 18.H: DIALER & PRODUCTIVITY TOOLS

Internal Smart Dial Pad & Astra AI™ Assistant

Empowering real estate telecallers to dial faster, manage follow-up discipline with precision, schedule site visits on the fly, and query customer history via voice/text AI assistant.

C Smart Dial Pad

High-performance integrated sales dialer engineered for rapid call cycles.

- ✓ Direct number dialing with auto-lookup
- ✓ Incoming & outgoing call activity capture
- ✓ Automatic call outcome recording
- ✓ Auto-sync to SF Prop Web Dashboard

D Smart Follow-Ups

Rigid follow-up discipline prevents high-ticket buyers from slipping away.

- ✓ Deferred & scheduled call alarms
- ✓ Lead-linked reminders with priority alerts
- ✓ Real-time pending follow-up queue
- ✓ Manager dashboard sync & escalation

G Meeting Scheduler

Book customer appointments right inside the call without toggling screens.

- ✓ Physical, Office & Site Visit booking
- ✓ Zoom / Online video conference links
- ✓ Customer/Lead calendar synchronization
- ✓ Automated SMS/WhatsApp invite alerts

F Astra AI™ Chat Assistant

Telecallers can interact via voice or text prompts to query CRM records instantly without opening multiple menus.

Ask Astra AI™ in Real Time:

- "What is Mihir Borhade's budget & BHK requirement?"
- "Show available 3BHK inventory in Lodha Amara under ₹60 Lakhs"
- "List all site visits scheduled for today afternoon"
- "Summarize calling connectivity rate for the morning shift"

H Quick Bottom Navigation & 360° Flow

Ergonomic bottom navigation designed for single-hand mobile operations during fast-paced telecalling shifts.

Calls **Dial Pad** **Contacts** **Analytics** **AI Chat** **CRM**

Allows instantaneous movement between high-volume calls, live customer profiles, property recommendations, and follow-up logging.

SF Prop CRM • Lead 360° Comprehensive Profile & Rule-Based Property Matching

astra.salesfundaa.com/apps/pro#/leads/1627

Dashboard

Leads

Customers

Follow-ups

Site Visits

Bookings

INVENTORY

Properties

Projects

Builders

SYSTEM

Team

Documents

REPORTS

4 Leads

Mihir Borhade

Status: New Priority: Warm Score: 45 / 100 - Medium

+918087753058 - Shubhangi Dive - Branch #1 - 23/09/2026

Call WhatsApp Add note Follow-up Site visit Refresh score Edit Create booking

AI summary (rule-based)

Customer wants 2BHK Resident in any location with budget ₹30,00,000 - ₹60,00,000. Loan required. 0 properties shortlisted. 0 site visit(s).

Next: Review requirement and update lead score.

Requirement

Interested project -

Budget ₹30,00,000 - ₹60,00,000

Locations -

Types / BHK Resident - 2Bhk

Property matching (rule-based)

Lodha Amara - 1103 3 BHK - ₹50,77,392 - Thane West - Available 70% Share

Runwal Avenue - 1002 3 BHK - ₹40,76,868 - Ambarnath - Available 70% Share

Runwal Gardens - 0404 3 BHK - ₹59,44,393 - Radisour East - Reserved 70% Share

Lead 360° Live Profile: Mihir Borhade • Score: 45/100 • 2BHK ₹30L-₹60L • Rule-based match: Lodha Amara 1103 (70%), Runwal Avenue 1002 (70%)

1-Click WhatsApp Share



MODULE 19: ADVANCED CALLING ANALYTICS (PART 1)

Data-Driven Visibility: Calling Performance & Connectivity

SF Prop Telecaller delivers deep operational transparency into team calling volume, answer rates, and executive productivity—eliminating blind reliance on subjective manual diary notes.

TOTAL CONNECTED CALLS

65%



AVERAGE CALL DURATION

3m 42s



PEAK PICKUP WINDOW

10 AM - 1 PM



UNIQUE NUMBERS REACHED

2,548



A

Flexible Reporting Windows & Filters

Instantly switch analysis views across: Today | Day | Month | Year | Custom Date Range | All Time.

B

Employee-Wise Telecaller Breakdown

Filter individual telecaller output: Total Calls, Dialed, Received, Connected, Missed, No Answer, Declined, Total Duration, Average Duration, and Overall Connectivity %.

C

Call Status & Connectivity Distribution

65

CONNECTED

25

MISSED

10

NO ANSWER

E

Hourly Calling Connectivity Patterns

Identify when home buyers pick up: 8–10 AM (Morning catch), 10 AM–1 PM (Peak corporate), 1–3 PM (Lunch break), 3–6 PM (Afternoon), 6–8 PM (Evening discussions).

Dashboard

Leads

Customers

Follow-ups

Site Visits

Bookings

INVENTORY

Properties

Projects

Builders

SYSTEM

Team

Search name / mobile / proj

All status

All priority

All projects

Kanban

29 Leads

Export CSV

Import CSV

Add lead

Mihir Borhade

+91 80877 53058

28M • ₹30,00,000–₹40,00,000

New

Warm

Score 45

SOURCE

ASSIGNEE

Shubhangi Dave

NEXT FU

24/09/2026

Call

Chat

More

ajay

+91 89760 32123

Requirement not set

Contacted

Warm

Score 20

SOURCE

ASSIGNED

Shubhangi Dave

NEXT FU

—

Call

Chat

More

vijay

+91 89760 32123

Requirement not set

Site Visit

Warm

Score 50

SOURCE

ASSIGNED

Shubhangi Dave

NEXT FU

22/09/2026

Call

Chat

More

Vijay

+91 89760 32123

Godrej Emerald

Won

Warm

Score 100

SOURCE

ASSIGNED

Shubhangi Dave

NEXT FU

—

Call

Chat

More

Project Inquiry Test

+91 98111 22233

Ramwal Avenue

Won

Mature

Score 100

SOURCE

ASSIGNEE

—

NEXT FU

—

Call

Chat

More

Enum Test

+91 98588 77756

Requirement not set

New

Warm

Score —

SOURCE

ASSIGNEE

—

NEXT FU

—

Call

Chat

More

Live Lead Management: Mihir Borhade (+91 80877 53058) • Status: New • Score: 45 • Direct One-Tap Calling & WhatsApp Buttons

CSV Import & Export Ready

SECTION 19.D: COMPREHENSIVE CALLING STATISTICS LEDGER

TELECALLER EXECUTIVE	TOTAL CALLS	CONNECTED CALLS	CONNECTIVITY %	AVG CALL DURATION	TOTAL CALL DURATION	FOLLOW-UPS SET
Shubhangi Dave (Team Lead)	142 Calls	98 Connected	69.0%	4m 12s	6h 52m	24 Leads
Arjun Kadam (Inside Sales)	128 Calls	81 Connected	63.2%	3m 35s	4h 48m	19 Leads
Vijay Tripathi (Consultant)	115 Calls	79 Connected	68.7%	4m 05s	5h 22m	21 Leads
Team Cumulative Total	385 Calls	258 Connected	67.0% Avg	3m 57s	17h 02m	64 Leads



MODULE 19: CONVERSION & OUTCOME ANALYTICS (PART 2)

Connecting Calls To Bookings: True Sales ROI

High call volume is meaningless without qualified sales outcomes. SF Prop CRM connects initial dials directly with site visits, negotiations, unit bookings, and brokerage commissions.



Unique & New Numbers Reach

Measure genuine marketing outreach reach vs repeated calls.

- ✓ **Unique Reached:** Example: 2,548 distinct real buyers reached.
- ✓ **New Prospect Discovery:** Fresh numbers contacted for first time.
- ✓ **Repeat Ratio:** Identify leads requiring extensive nurturing.



Leaderboard & Longest Calls

Recognize top performers and audit high-engagement conversations.

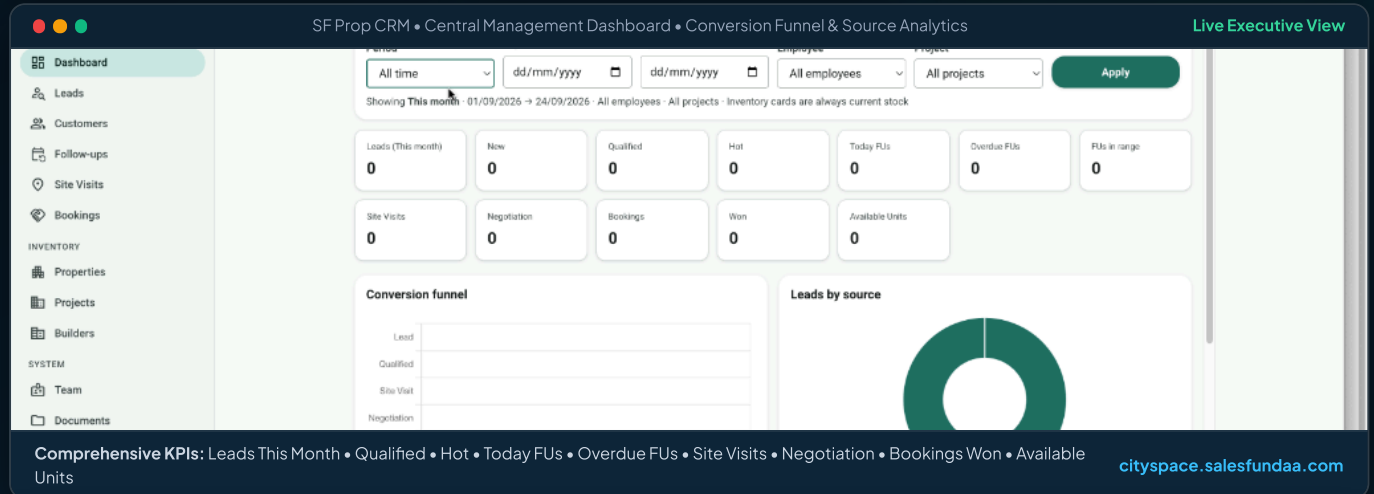
- ✓ **Leaderboard Ranking:** Total dials, connectivity %, and site visits.
- ✓ **Longest Call Auditing:** Inspect calls >15 mins indicating deep interest.
- ✓ **Quality Coaching:** Replicate successful talk tracks across team.



Conversion Funnel Matrix

Complete end-to-end tracking of conversion percentages across stages.

- ✓ **Calls → Connected:** 65% connectivity rate
- ✓ **Connected → Qualified:** Lead priority scoring
- ✓ **Qualified → Site Visit:** Physical property tour
- ✓ **Visit → Booking Won:** Registered revenue



SECTION 19.G: REAL-TIME CALL DISTRIBUTION TRACKER & MULTI-CHANNEL PIPELINE

Outreach Direction
Dialed vs Received
Inbound enquiry speed

Line Connectivity
Connected vs Failed
Telecom carrier audit

Database Penetration
New vs Existing
Fresh prospect ratio

Inbound Responsiveness
Missed vs Answered
Zero customer drop-off



SECTIONS 20 & 21: WORKFLOW & ECOSYSTEM

The Complete Real Estate Telecaller + CRM Ecosystem

How customer enquiries flow smoothly from campaign ingress to telecaller qualification, sales executive site visits, inventory reservation, and closing.

SECTION 20: 9-STEP SEAMLESS OPERATIONAL WORKFLOW

- 1 Multi-Source Ingress**
Portal, website, meta ads or CSV
- 2 Automated Assignment**
Routed to available telecaller
- 3 Smart Dial Pad Launch**
1-Tap dial with contact profile
- 4 Auto Activity Capture**
Call logged with duration & SIM
- 5 Conversation & Need Log**
Budget, location, BHK noted
- 6 Follow-up / Property Share**
Instant WhatsApp brochure
- 7 Sales Executive Handoff**
Site visit assignment & prep
- 8 Site Visit & Negotiation**
Live property walkthrough
- 9 Booking & Commission**
Unit blocked, closed & tracked

SF Prop CRM • Real Estate Project & Inventory Management (18 Units Configured) Units Status: Available • Sold • Booked • Negotiation • Hold • Reserved

Dashboard Leads Customers Follow-ups Site Visits Bookings INVENTORY Properties Projects Builders SYSTEM Team Documents

Search unit / location | All projects | All BHK | All status | 18 units | Add property

● Available ● Booked

Godrej Emerald - 0602 T3-C Shop-Floor 3- Thane	PRICE ₹96,00,000	STATUS Sold	
Lodha Belmondo - 0501 T2-B 3 BHK-Floor 2- Palghar	PRICE ₹32,08,331	STATUS Sold	
Lodha Amara - 0404 T1-A 3 BHK-Floor 1- Thane West	PRICE ₹92,60,604	STATUS Booked	
Runwal Avenue - 0303 T3-C 2 BHK-Floor 15- Ambenath	PRICE ₹84,54,794	STATUS Under Negotiation	
Runwal Gardens - 0202 T2-B 2 BHK-Floor 14- Badlapur East	PRICE ₹74,72,790	STATUS Hold	
Godrej Emerald - 0101 T1-A 1 BHK-Floor 13- Thane	PRICE ₹67,42,964	STATUS Reserved	

Godrej Emerald (T3-C ₹96L Sold) • Lodha Belmondo (₹32L Sold) • Lodha Amara (T1-A ₹92.6L Booked) • Runwal Avenue (₹84.5L Negotiation) Live Unit Locking

For Telecallers

- ✓ Faster dial cycles with 1-tap dialer
- ✓ Full buyer info directly on screen
- ✓ Zero repetitive manual diary entries
- ✓ Never miss scheduled callbacks

For Sales Managers

- ✓ Employee-wise calling & duration logs
- ✓ Real-time connectivity rate auditing
- ✓ Follow-up compliance monitoring
- ✓ Seamless telecaller to closer handoff

For Business Owners

- ✓ Centralized calling data & zero lead leakage
- ✓ Measure campaign ROI to actual bookings
- ✓ Granular user access & data export control
- ✓ Unified business intelligence platform

**SECTION 23: COMPREHENSIVE CRM CAPABILITIES****SF Prop CRM: The 7-Pillar Real Estate Ecosystem**

SF Prop CRM is not just a calling tool—it is a complete, enterprise-grade cloud operating system managing the entire lifecycle of real estate development and consultancy.

1. CRM & Customers

- Customers & Leads Database
- Lead 360° Comprehensive Profile
- Follow-ups & Task Reminders
- Site Visits Scheduling & Logging
- Bookings & Unit Confirmation

2. Property & Inventory

- Builders & Builder Contacts
- Multi-Phase Project Catalogs
- Unit Inventory Status (Available/Sold)
- Unit Price History & Floor Rise
- Rule-Based Property Matching

3. Telecalling Suite

- Dual-SIM Mobile Support
- Smart Contacts Sync & Search
- Integrated Sales Dial Pad
- Automatic Cloud Call Logging
- Employee-Wise Call Reports

4. Omnichannel Comms

- One-Tap Direct Voice Calling
- WhatsApp Brochure & Chat Links
- Automated SMS Notification
- Professional Email Templates
- Online & Physical Meeting Scheduler

5. Astra AI™ Engine

- Astra AI™ Assistant Assistant
- Natural Language CRM Queries
- Automated Lead Requirement Summary
- AI-Driven Lead Scoring (0–100)
- Intelligent Business Insights

6. Analytics & Reports

- Lead & Source Performance
- Hourly Calling & Duration Trends
- Site Visit & Conversion Ratios
- Booking & Sales Velocity Reports
- Brokerage & Commission Ledger

7. Enterprise Security & Governance

Role-Based Access Control (Admin, Closing Manager, Telecaller) • Record-Level Ownership Rights • Masked Contact Details • Strict Data Export Restrictions • Complete Audit Trails

Bank-Grade Cloud Safety**Infrastructure:** ISO Cloud Architecture**APIs:** WhatsApp Business & REST Endpoints**AI Core:** Astra AI™ Real Estate LLM**Sync:** Low-Latency Mobile WebSockets**THE ULTIMATE REAL ESTATE SALES PLATFORM****ONE PLATFORM. COMPLETE REAL ESTATE SALES CONTROL.**

SF Prop CRM brings your leads, telecallers, sales executives, properties, follow-ups, site visits, bookings, commissions and analytics together into one connected, unbeatable system.

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