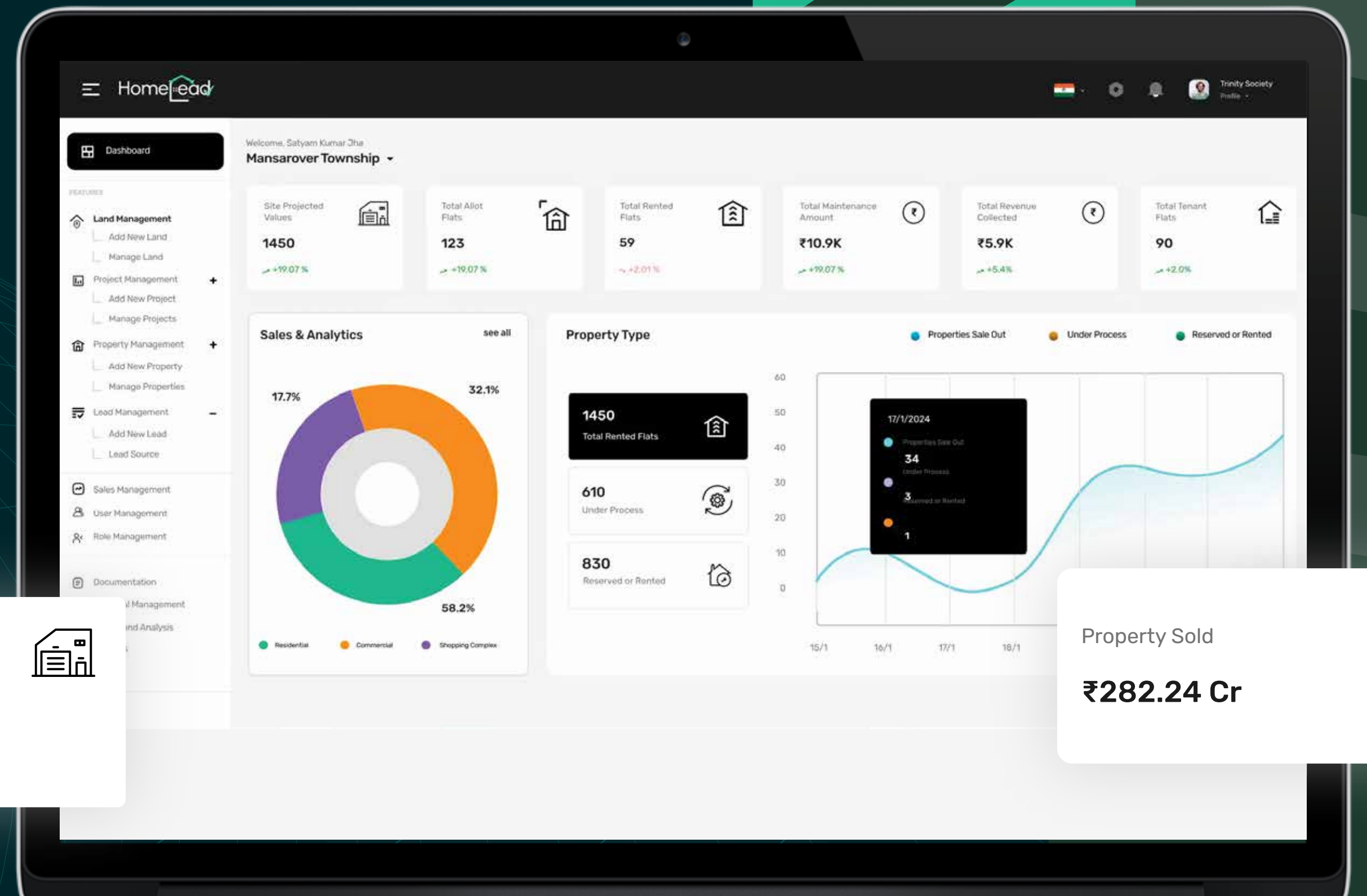
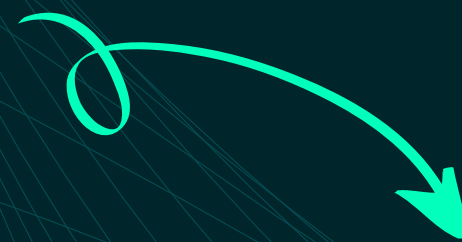




# Simplify. Automate. Sell.

Where CRMs stop, HomeLead starts, your full-scale real estate powerhouse.



Site Projected Values  
**1450**  
+19.07%

Property Sold  
**₹282.24 Cr**



# Why Builders Struggle (Even with a Team)

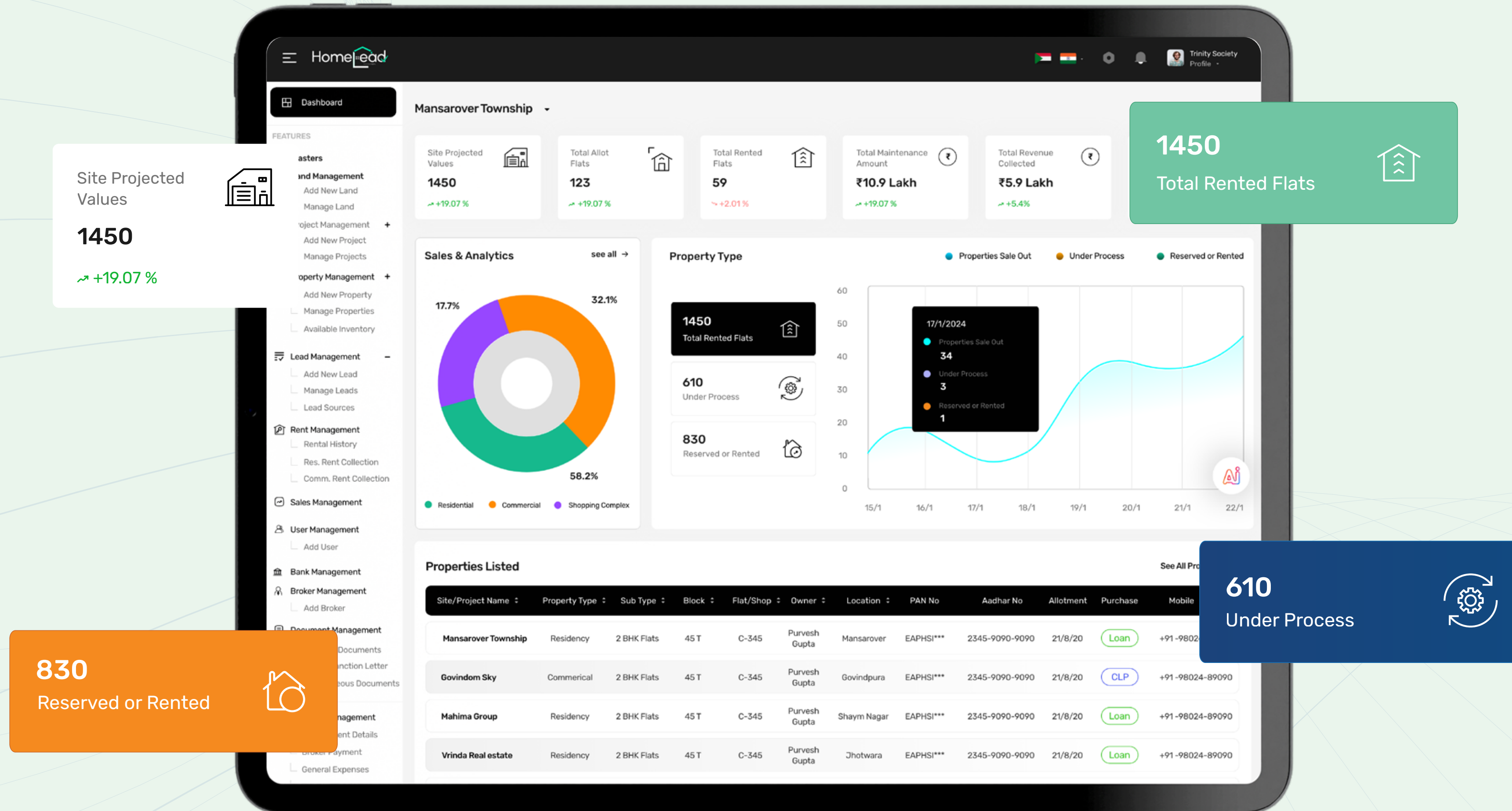
- ✔ Your leads are spread across 5 platforms.
- ✔ Site visits are scheduled... and forgotten.
- ✔ Contractors vanish mid-project.
- ✔ Brokers don't update status.
- ✔ Sales team says, "ho jayega," but CRM says otherwise.

**It's not your fault. It's your system.**



# Meet HomeLead

A single platform that connects your sales, brokers, contractors, clients & documents in one seamless, no-nonsense dashboard.




# Dashboard – Your Real Estate Command Center

- ✔ Bird's eye view of sales, inventory, rent, team & progress
- ✔ Real-time status updates, reminders, follow-ups
- ✔ Daily sales & activity breakdown
- ✔ Filters by source, project, broker, team member

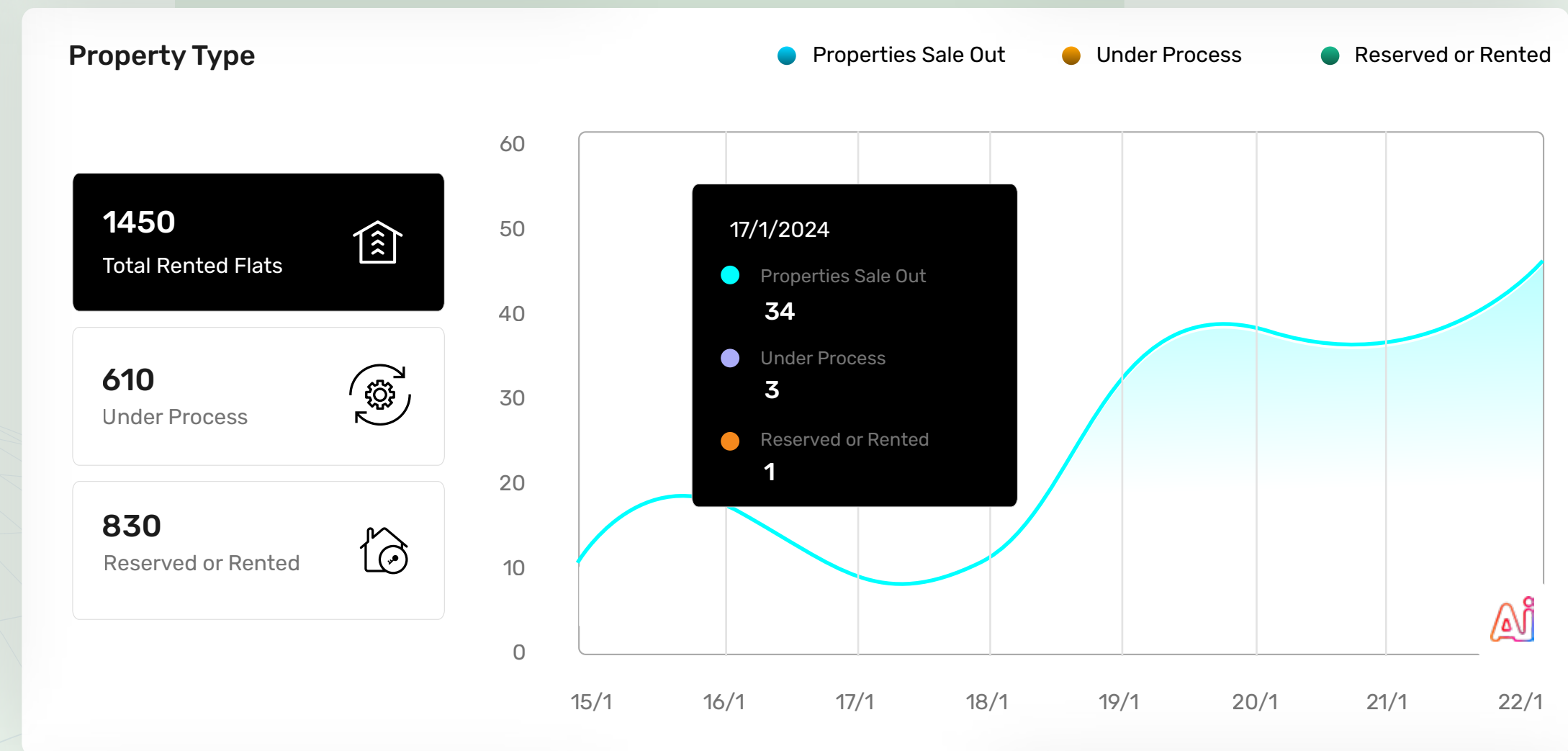
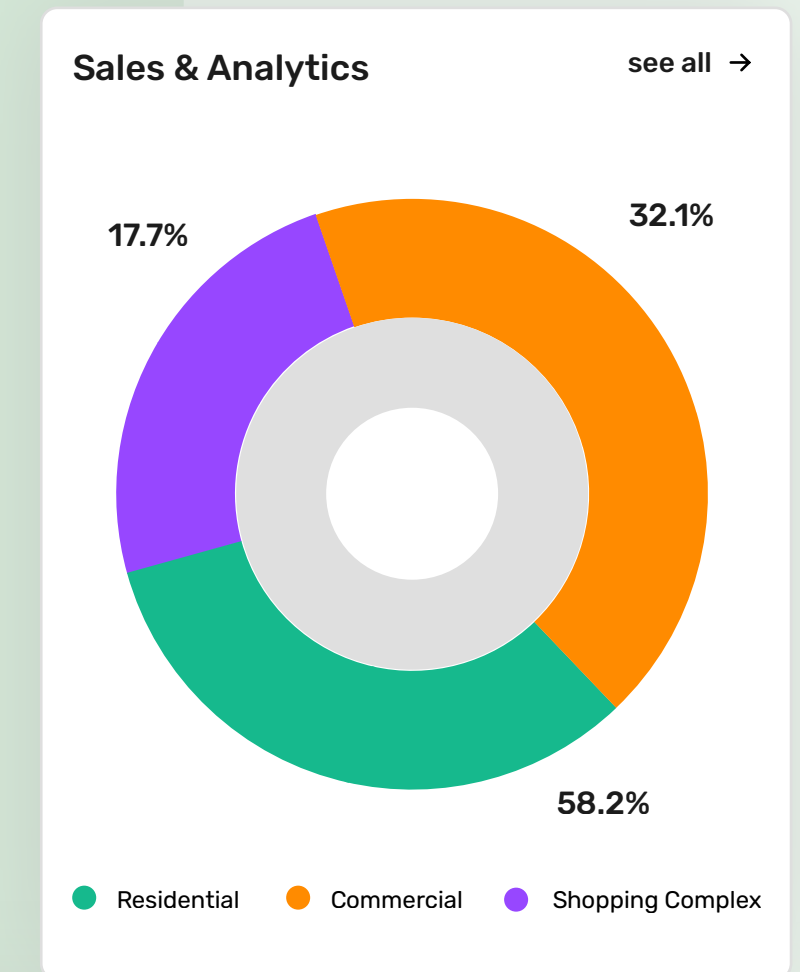
Your business at a glance. Your control in one click. 

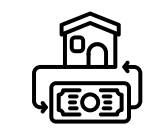
**Lead & Calls** See All Leads →

Source	Leads	Calls
99 Arces	34	6
Magic Bricks	34	6
Housing.com	34	6
Squareyards	34	6
Proptiger	34	6

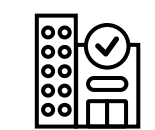
Property Sold 

**₹282.24 Cr**



Rent Amount 

**₹282.24 Cr**

Booking 

**₹282.24 Cr**

# Lead Management, Reimagined

- ✔ Auto-capture leads from Facebook, Google, WhatsApp, Portals
- ✔ Auto-assign based on source/project/location
- ✔ Real-time follow-up tracking
- ✔ Smart reminders + mandatory notes
- ✔ Lead timeline history preserved forever

No lead slips through. No follow-up missed. No excuses.

The screenshot displays the Homelead CRM interface. On the left, a sidebar lists features like Masters, Land Management, and Project Management. The main area shows a 'All Leads' view with a search bar, filters, and a table of leads. A 'Lead Analysis' popup is overlaid, showing a pie chart for 'Last 30 Days' with 124 total leads, 64 fresh, and 40 ongoing. Below the chart, a 'Select Source' dropdown is set to '3rd Party', and a horizontal bar chart shows lead counts from various sources like 99 Acres, MagicBricks, Housing.com, Proptiger, and SquareYard. The lead list table includes columns for L.No., Lead Name, Contact Number, Email Address, Source, Property Type, Budget, and Assign to. A 'Lead Reports' section at the bottom shows a table for agent performance, filtered by agent name 'Sunil Dayal' and lead source 'Magic Bricks.com'.

L.No.	Lead Name	Contact Number	Email Address	Source	Property Type	Budget	Assign to	Action
#409	Avdesh Kumar Sharma	+91-98024-89090	avdesh009@gmail.com	99 acres.com	Residential	30 Lcs	----	Assign Lead
#410	Anil Sharma	+91-98024-89090	anilsharma@gmail.com	Magicbricks.com	Commercial	30 Lcs	----	Assign Lead
#411	Satyam Kumar jha	+91-98024-89090	satyam1122@gmail.com	Housing.com	Residential	30 Lcs	----	Assign Lead
#412	Kamal Gupta	+91-98024-89090	kamal.g@gmail.com	99 acres.com	Residential	30 Lcs	----	Assign Lead
#413	Ranjan Das	+91-98024-89090	Ranjan.d@gmail.com	99 acres.com	Agriculture	30 Lcs	Rohit Kumar	Edit Assign
#414	K.C. Mehta	+91-98024-89090	mehta009@gmail.com	99 acres.com	Residential	30 Lcs	----	Assign Lead
#415	Abhilash Kumar	+91-98024-89090	Abhilash.k@gmail.com	99 acres.com	Residential	30 Lcs	----	Assign Lead
#416	Sunil Dayal	+91-98024-89090	sunil.567@gmail.com	99 acres.com	Residential	30 Lcs	----	Assign Lead

Agent Name	Total leads	Active	Fresh	Ongoing	Not Interested	No. of Calls	Meeting Scheduled	Visit	Revisit
Sunil Dayal	128	39	4	4	2	30	2	2	1
Mihir Saxena	128	39	4	4	2	30	2	2	--
Sunil Dayal	128	39	4	4	2	30	2	2	--

# Property & Project Management

- ✔ Add unlimited projects, units, floors, amenities
- ✔ List unit status: available, booked, blocked
- ✔ Upload photos, brochures, pricing
- ✔ Auto-generated microsites for lead capture

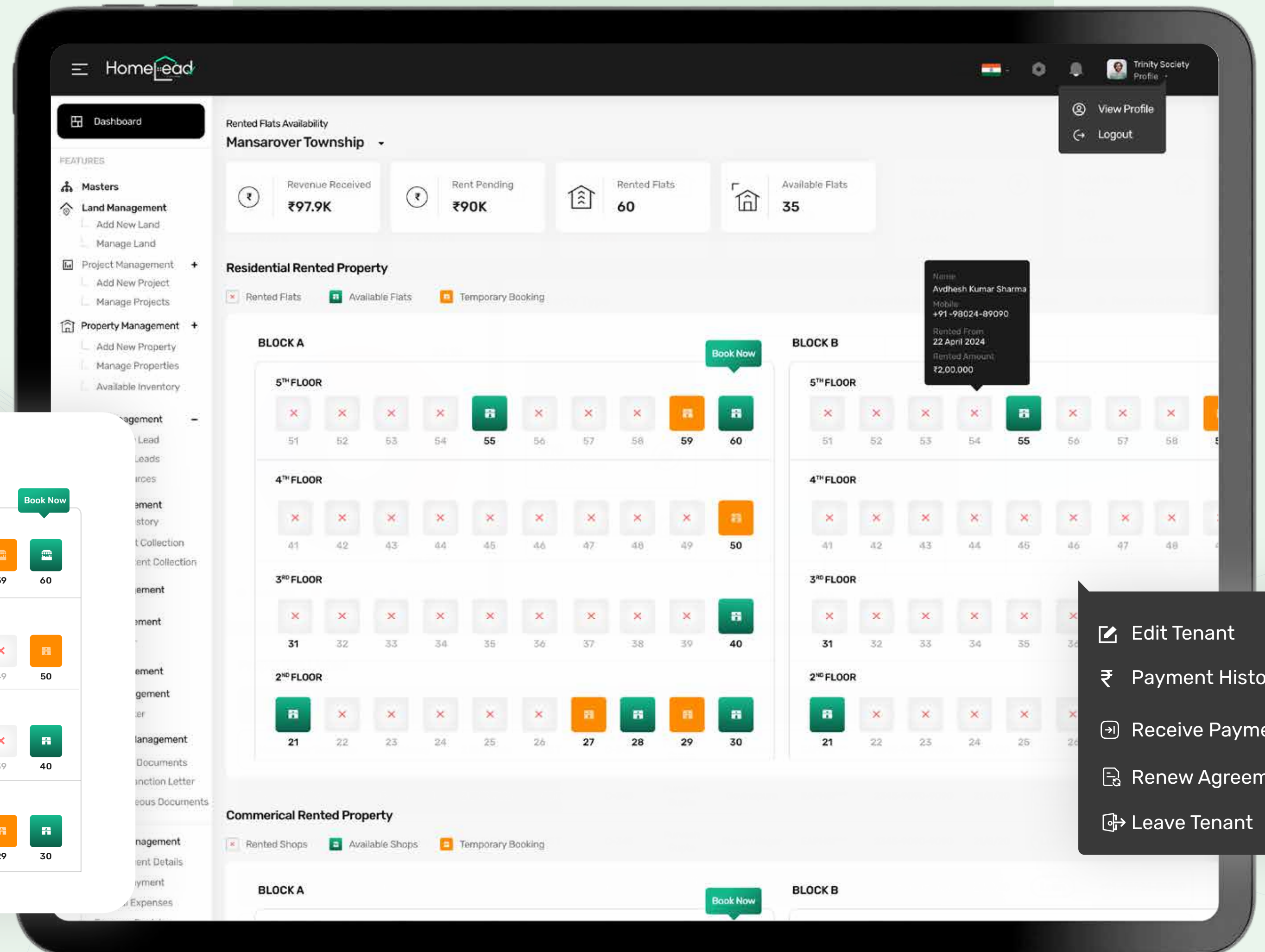
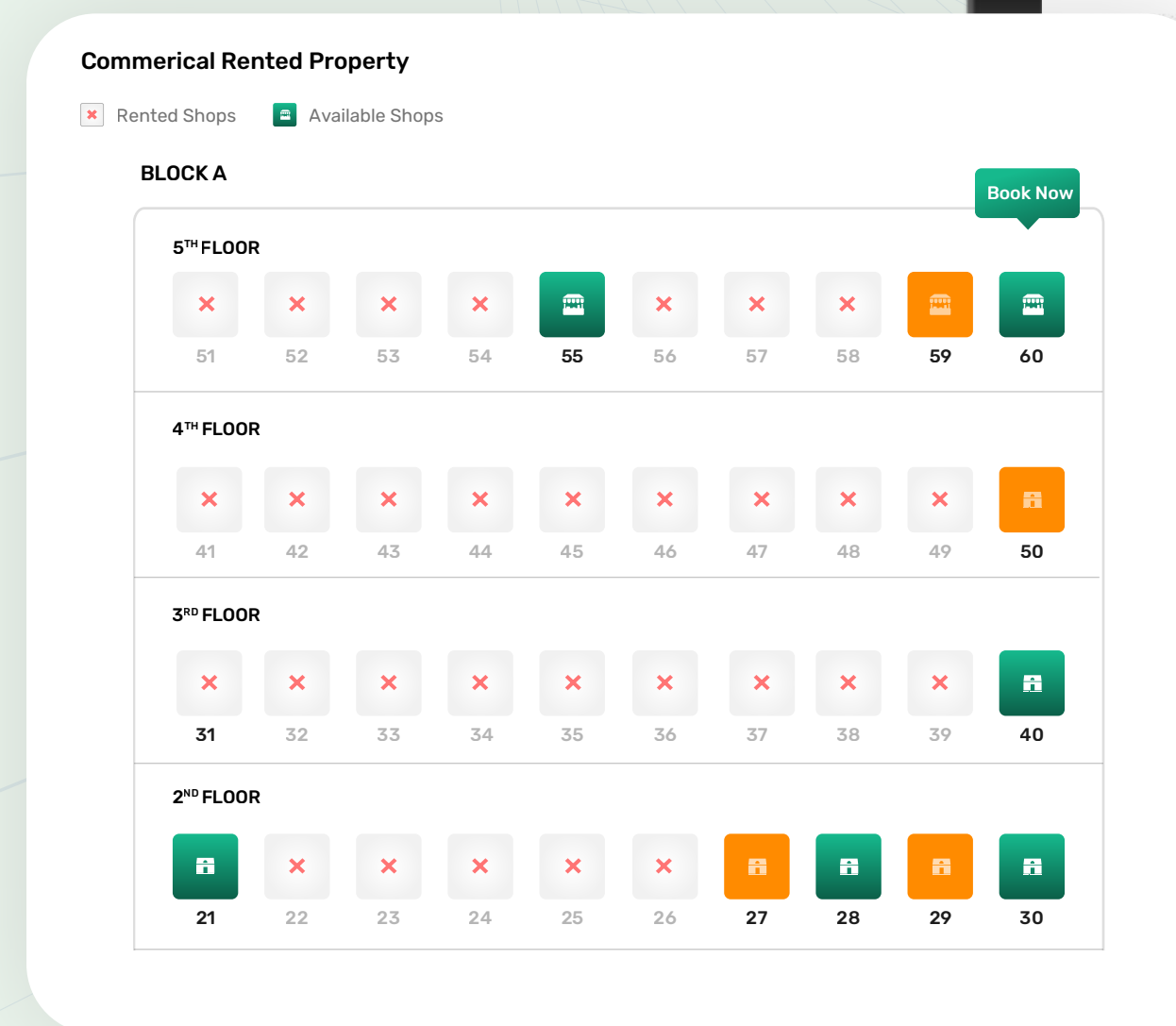
**Market-ready listings in minutes. No tech needed**

The screenshot displays the Homelead dashboard interface. The main content area is titled "Manage Properties/Units" and features a search bar and a table of property listings. The table columns are: Property Type, Property Sub Type, BHK, BHK Type, Block, Floor, Flat No., Carpet Area, and Budget. The table contains 10 rows of data, all for Residential Independent House units with 1 BHK, Simplex type, Block A, Floor G, Flat No. 220, and a Carpet Area of 1150 Sq.ft. The Budget for each unit is ₹15.8Lcs. A context menu is visible over the table, offering "Edit Property" and "Delete Property" options. The left sidebar lists various management features under categories like Masters, Land Management, Project Management, Property Management, and Lead Management. A modal window for "Add Property Images" is open, showing a grid of image uploads and a text area for "About Property". A floating window in the top right corner shows filters for "Select Project" (Govindam Paradise), "Property/Unit Type" (Residential, Commercial), "Property/Unit Sub Type" (Office Space), and "Block No." (A, G, 220).

# Rent Management

- ✓ Add owner/tenant details
- ✓ Set rent amount, start/end dates
- ✓ Track payments, due dates, and collection history
- ✓ Auto-reminders for upcoming rents & renewals
- ✓ Download rent receipts anytime

Rental income, simplified and systemized.





# Contractor Management

- ✔ Assign tasks, track progress, update completion
- ✔ Add timelines, budgets, files, and notes
- ✔ Monitor real-time status on every unit
- ✔ Centralized contractor database with contact & payment info
- ✔ From contracts to materials we manage it all effortlessly.

From foundation to finishing,  
everything tracked.

The screenshot displays the Homelead Contractor Management interface. The main view is the 'Agreements' section, which shows a list of contractors for the project 'Govindam Paradise'. The list includes columns for S.No., Contractor Name, Phone No., Reg./License No., Contractor Type, Payment Mode, Start / End Date, Paid Amount, and Balance. A search dropdown is visible, listing contractors like Yash De, Ganga De, Pranav Reddy, Viraj Pal, and Abeer Pau.

S.No.	Contractor Name	Phone No.	Reg./License No.	Contractor Type	Payment Mode	Start / End Date	Paid Amount	Balance
01.	Yash De	+91 - 8461492230	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Ganga De	+91 - 9810073516	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Pranav Reddy	+91 - 8973444670	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Viraj Pal	+91 - 8641245046	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Upkaar Sridhar	+91 - 8511325526	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Ishanvi Oommen	+91 - 9370845066	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Abeer Pau	+91 - 7805388236	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000
01.	Janaki Hora	+91 - 9777968454	HB2312314	Individual	Cheque	04/07/2025 to 25/12/2026	₹ 2,50,000	₹ 12,70,000

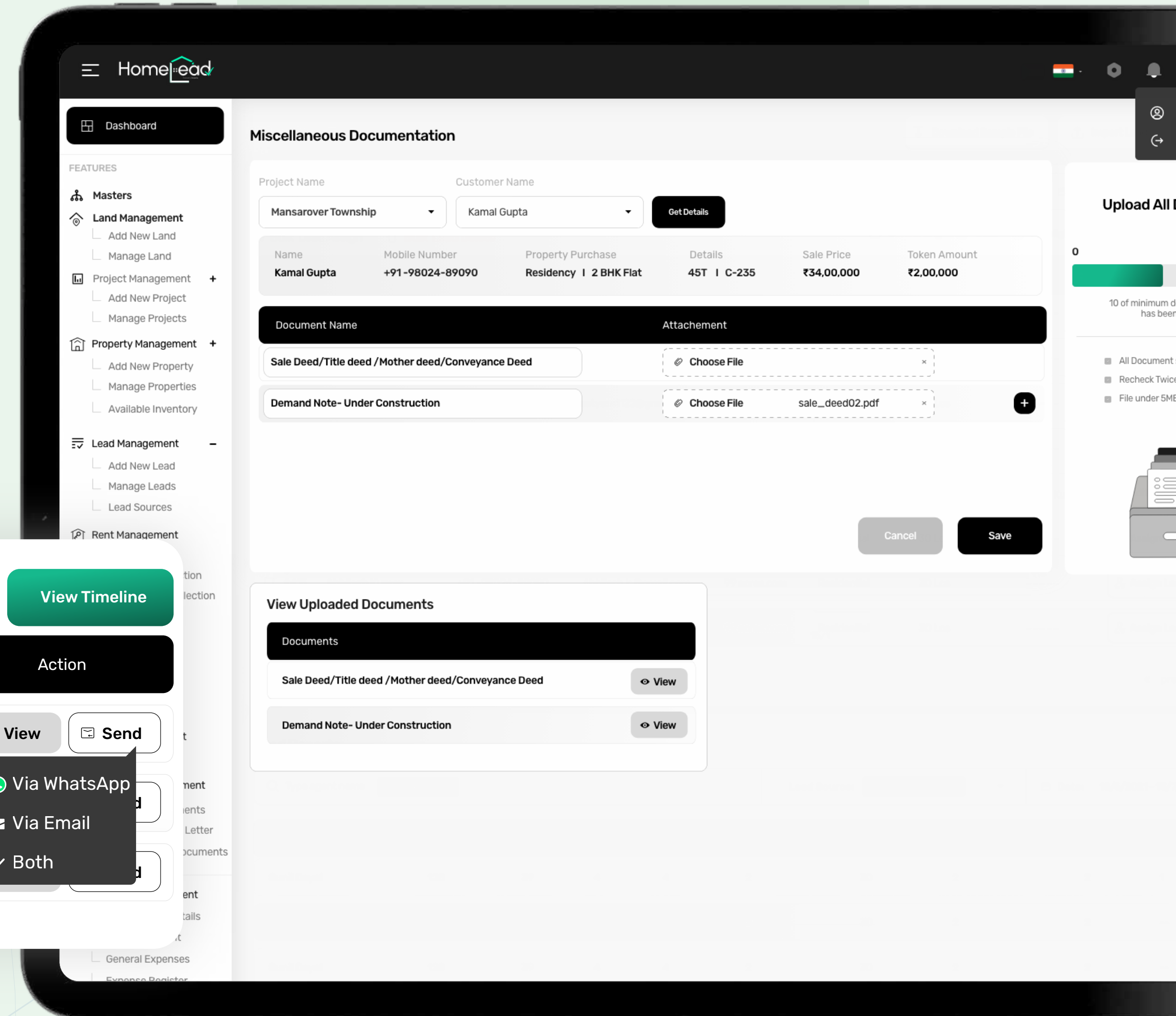
Search results dropdown:

- Yash De / 9005156165 / mars / 393
- Ganga De / 9005156165 / mars / 393
- Pranav Reddy / 9005156165 / mars / 393
- Viraj Pal / 9005156165 / mars / 393
- Abeer Pau / 9005156165 / mars / 393

# Document Automation

- ✔ Auto-generate booking forms, demand letters, receipts, NDAs
- ✔ Pre-approved legal templates
- ✔ One-click download + client sharing

Speed + consistency  
= professional trust



Document Name	Generated Date	Action
Allotment Letter	12/2/24	<a href="#">View</a> <a href="#">Send</a>
Booking Receipt	12/2/24	<a href="#">Via WhatsApp</a> <a href="#">Via Email</a>
Agreement to Sale (Builder & Buyer)	12/2/24	<a href="#">Both</a>

# Reports That Actually Help

## Track sales by:

- ✔ Project
- ✔ Source
- ✔ Team member
- ✔ Site visits
- ✔ Agency/broker
- ✔ Lead status
- ✔ Export in 1 click

**Data-backed decisions > gut feeling.**

**Homelead** | Trinity Society Profile

Dashboard | Mansarovar Township

Overall Sales: ₹97.9K (+19.07%) | Property Sold: 100 (+19.07%) | Booking: 60 (+19.07%) | Rented Flats: 35 (+19.07%) | Booking Cancelled: 4 (+19.07%) | Refund to Customer: ₹97.9K (+19.07%)

**Broker Sales**

Broker	Sales
Ravi Kumar	₹97.9lcs
Krishan Singh	₹10Cr
M. Ali	₹52.0lcs
Mahendra Soni	₹52.0lcs
Pradeep Sharma	₹97.9lcs
R.C. Chand	₹10Cr
Rakesh Dayal	₹52.0lcs

**Property Sales**

L.No.	Lead Name	Property Type	Sub Type	Block	Flat/Shop	Sale Price	Booked On	Payment Received	Assign to	Purchase	Status
#409	Avdesh K. Sharma	Residency	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Rohit Kumar	Loan	BOOKED
#410	Anil Sharma	Commerical	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Sunil Dayal	CLP	CANCELLED
#411	Satyam Kumar Jha	Residency	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Mihir Saxena	Loan	BOOKED
#412	Kamal Gupta	Residency	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Rahul Soni	Loan	BOOKED
#413	Ranjan Das	Commerical	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Sodala	CLP	CANCELLED
#412	Kamal Gupta	Residency	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Rahul Soni	Loan	BOOKED
#413	Ranjan Das	Commerical	2 BHK Flats	45 T	C-345	₹15.8Lcs	21/8/20	₹5.0Lcs	Sodala	CLP	CANCELLED

**Team Sales**

Agent Name	Revenue
Rohit Kumar	₹97.9lcs
Sunil Dayal	₹10Cr
Mihir Saxena	₹52.0lcs
Rahul Soni	₹52.0lcs

**Sales Performance** (Last 30 Days)

Agent Name	Revenue	Total Leads	Converted
Sunil Dayal	₹90Lcs	39	12
Mihir Saxena	₹90Lcs	39	12
Mehul Roy	₹90Lcs	39	12

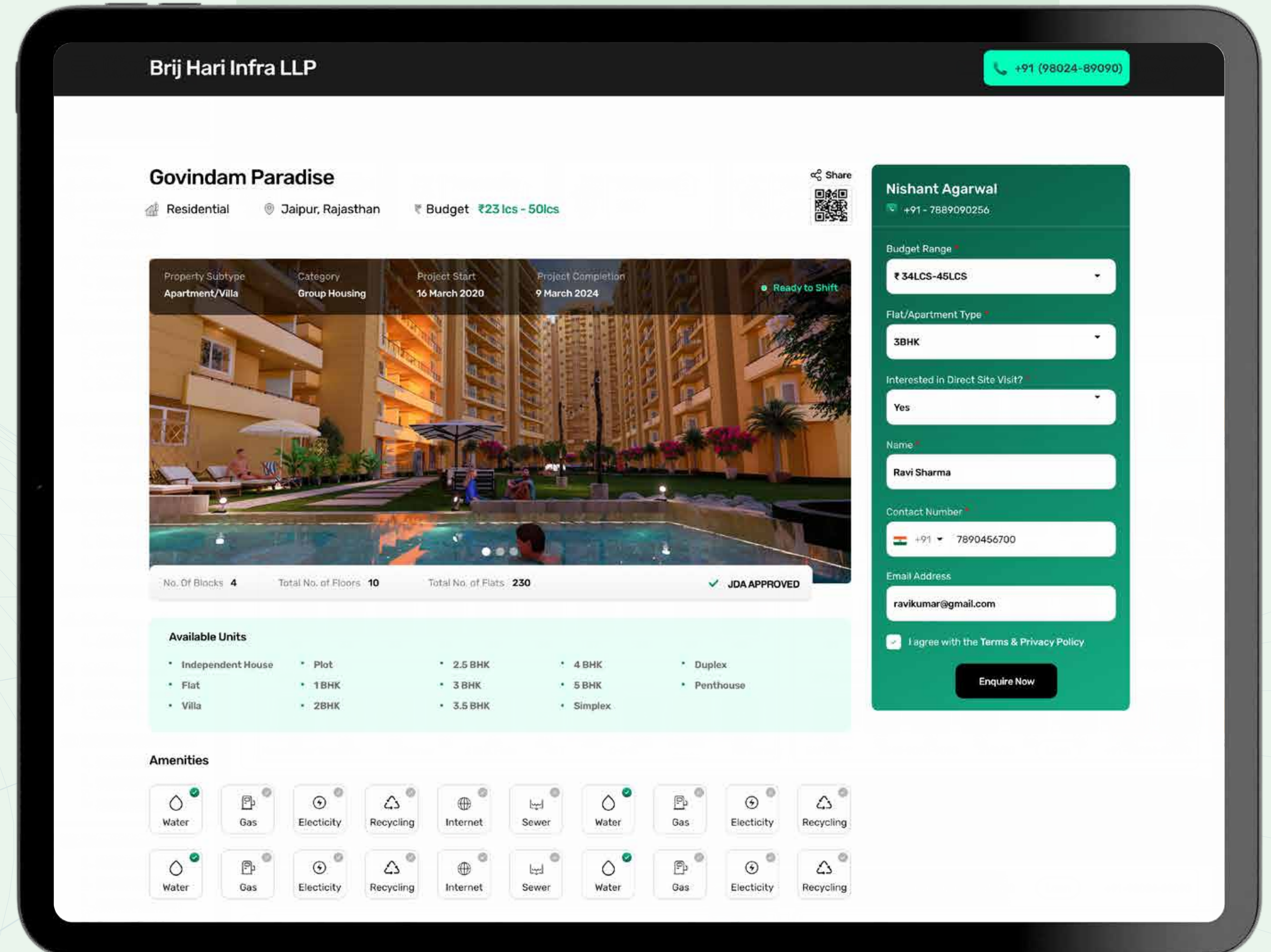
**Payment Method Calculation**

Method	Revenue	Percentage
Loan	₹97.9lcs	50%
Both	₹10Cr	24%
CLP	₹52.0lcs	26%

# Project Microsites

- ✔ Beautiful landing pages for each project
- ✔ Unlimited photos, videos, brochures
- ✔ Built-in enquiry forms connected directly to CRM
- ✔ Share with brokers, clients, and run ads on them

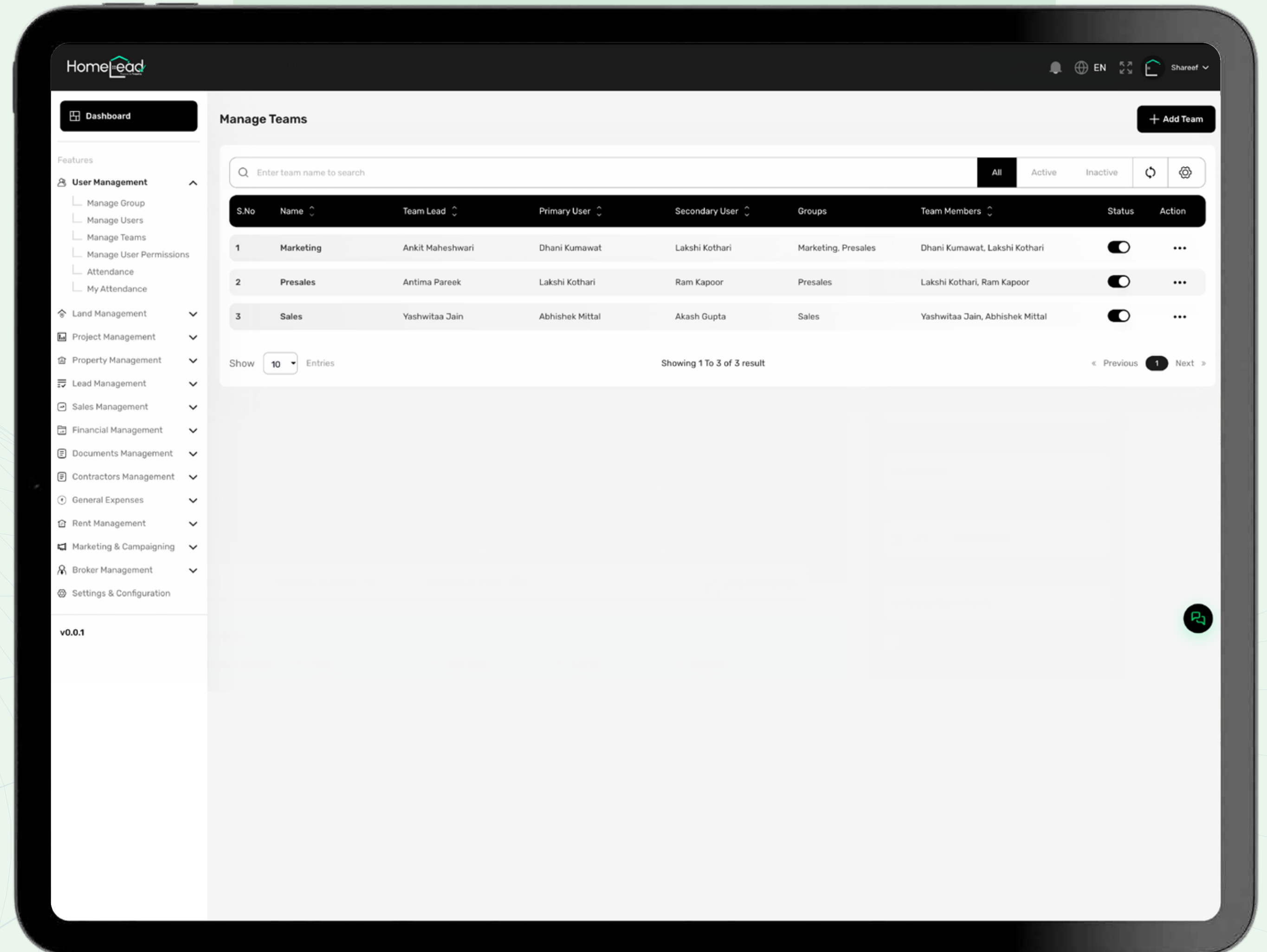
Your digital storefront,  
no dev team needed.



# Team Management

- ✓ Add salespeople, marketing, back office
- ✓ Set custom roles & permissions
- ✓ Track attendance via geo-tag & selfie
- ✓ Upload employee docs
- ✓ Performance view per user/team

It's like HR meets sales manager  
– inside your CRM.



# Seamless Integrations

- ✓ Facebook
- ✓ Google Ads
- ✓ IVR
- ✓ WhatsApp
- ✓ 99acres, MagicBricks, Housing
- ✓ Website APIs

All sources. One system.



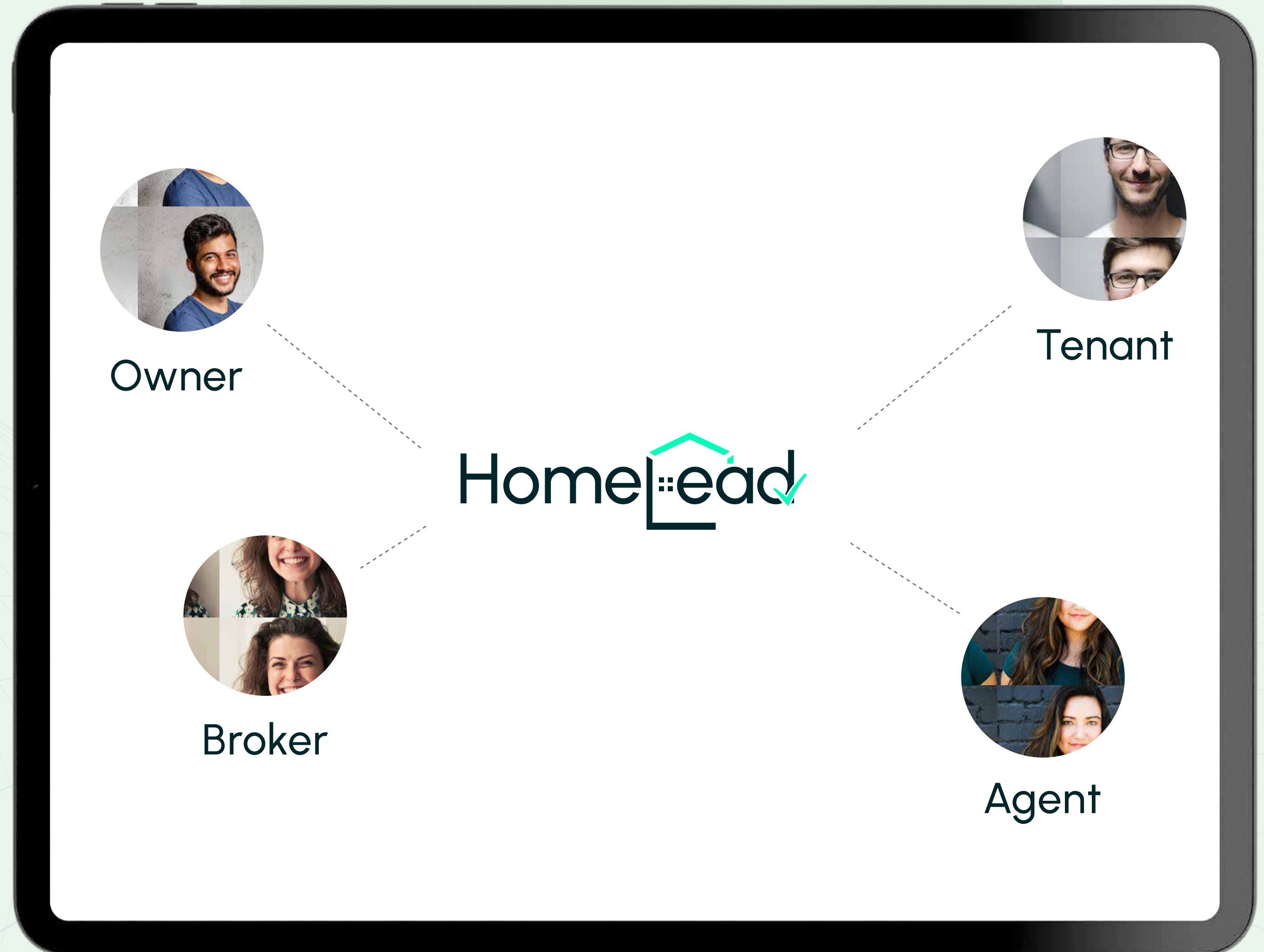
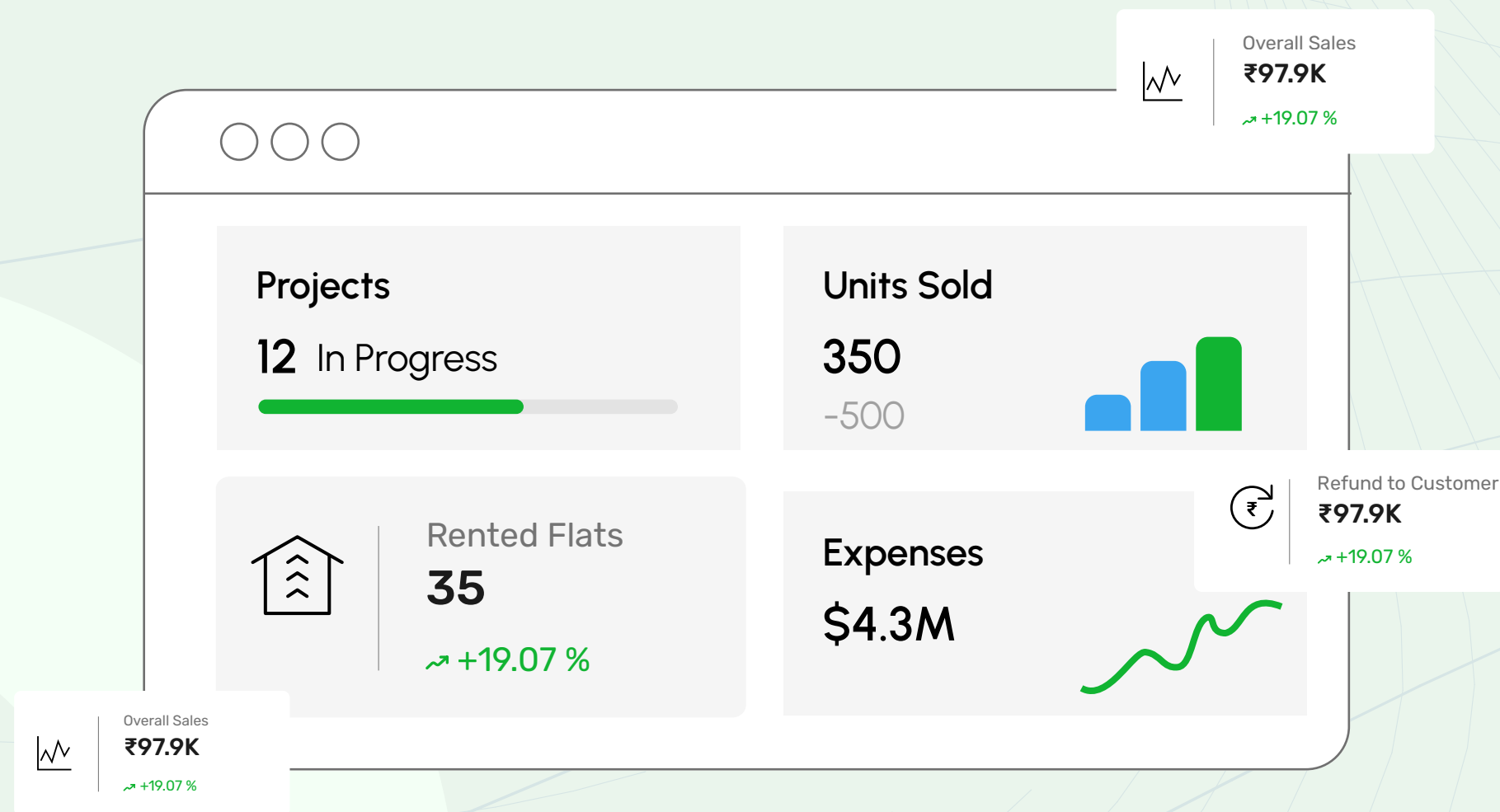
**3rd Party Source**

- 99 Acres
- MagicBricks
- Housing.com
- Proptiger
- SquareYard
- MagicBricks
- Housing.com
- Proptiger
- SquareYard

# Why HomeLead Wins

- ✓ Built for builders, not just sales teams
- ✓ Mobile-first, multilingual, smart UI
- ✓ Fast onboarding, faster ROI
- ✓ Dedicated account manager + WhatsApp support

No jargon, No delays. Just sales.



# Let's Build Smarter Together



Call:  
+91 7240044470



Website:  
[www.homelead.in](http://www.homelead.in)



Email:  
[sales@homelead.com](mailto:sales@homelead.com)

Book a Demo

Property Sold  
₹282.24 Cr



Rent Amount  
₹282.24 Cr



Booking  
₹282.24 Cr

