



MADEV

SERVICE BROCHURE

From Project Discovery to Site Visits.

Digital Services for Real Estate Projects

Websites, property listings, advertising and lead automation— connected around your sales journey.

WEBSITES

PROPERTY LISTINGS

GOOGLE & META ADS

WHATSAPP

LEAD MANAGEMENT

DASHBOARDS

SITE VISITS

MADEVTECH · DIGITAL SERVICES FOR REAL ESTATE PROJECTS

Give Every Enquiry a Clear Next Step.

We help real estate projects connect their online presence with an organised enquiry and sales follow-up process. From websites and advertising to WhatsApp, lead management and site visits, we bring the journey together.

EVERY SOURCE, ONE PROCESS

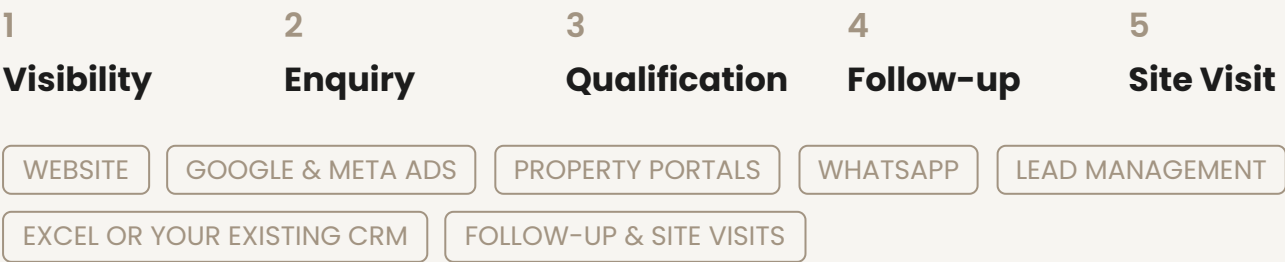
Enquiries can arrive through your website, ads, property portals or WhatsApp. Each one enters the agreed lead-management process, so your team always knows who to contact next.



WHAT THIS MEANS FOR YOUR PROJECT

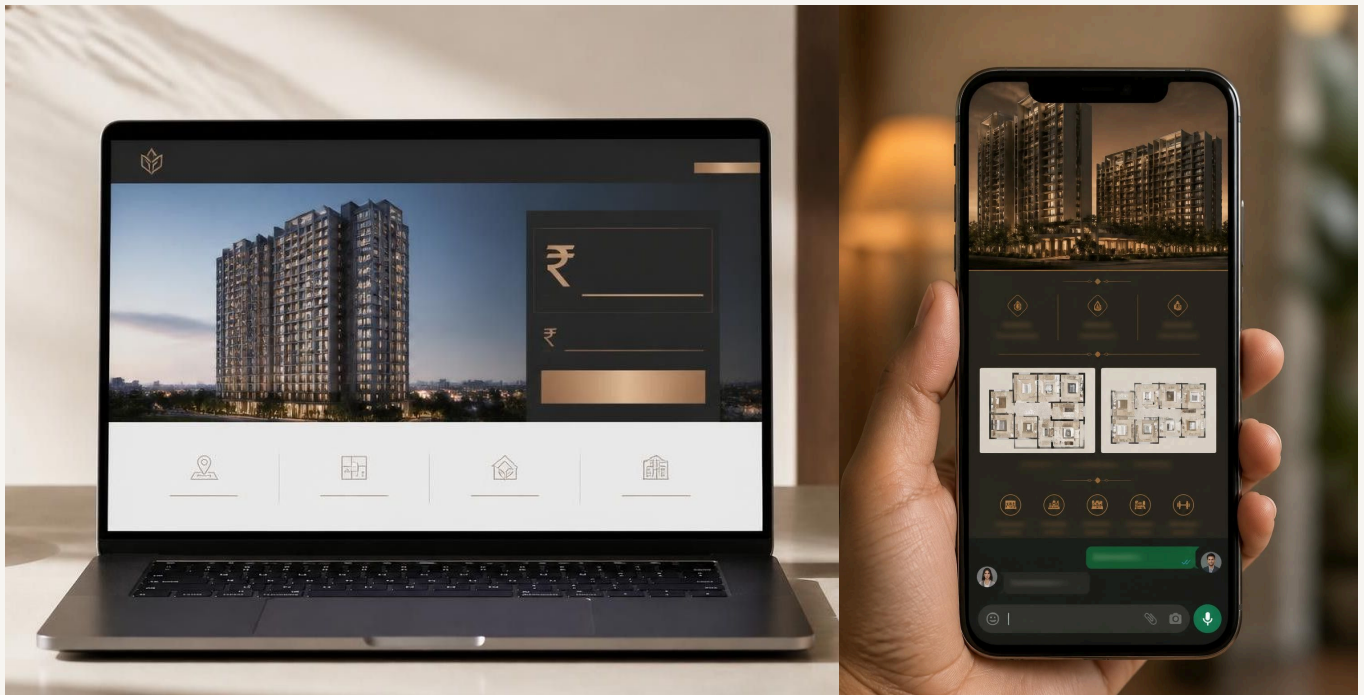
01	02	03	04
A consistent project presence	Faster initial responses	Organised leads and follow-ups	Clear visibility
The same accurate project story across your website, listings, ads and WhatsApp.	Buyers receive a timely first reply and useful project information.	Every enquiry has a source, an owner, a status and a next date.	Management can see enquiries, follow-ups and site visits in one place.

THE BUYER JOURNEY WE HELP YOU ORGANISE



A Digital Home for Your Project.

Project websites that help buyers explore the property and take the next step. Every page answers the questions buyers ask before they ask them.



Configurations

Unit types, sizes and pricing in one view.

Floor plans

Interactive plans for every tower and floor.

Location

Maps, nearby landmarks and travel times.

Registration

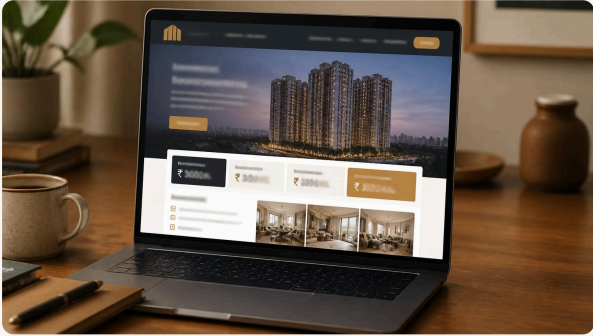
Enquire and book a site visit in minutes.

- Live availability for every unit
- Mobile-first floor plan viewer
- One-click site visit booking

Help buyers understand your project and contact your team from one clear destination.

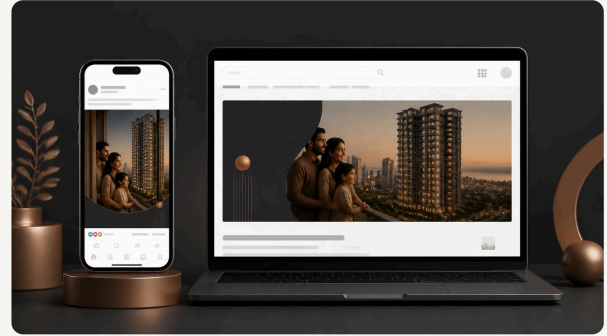
Put Your Project Where Buyers Discover Properties.

Accurate listings on the portals your buyers use, and ads that feed one follow-up process.



Property Portals

Accurate project listings on relevant property portals



Google & Meta Ads

Campaigns planned around your project and enquiry goals

THE BENEFIT *Project discovery and enquiry generation, in one coordinated process.*

Platform names describe channels only.
Madedev Tech is an independent provider, not affiliated with these platforms.

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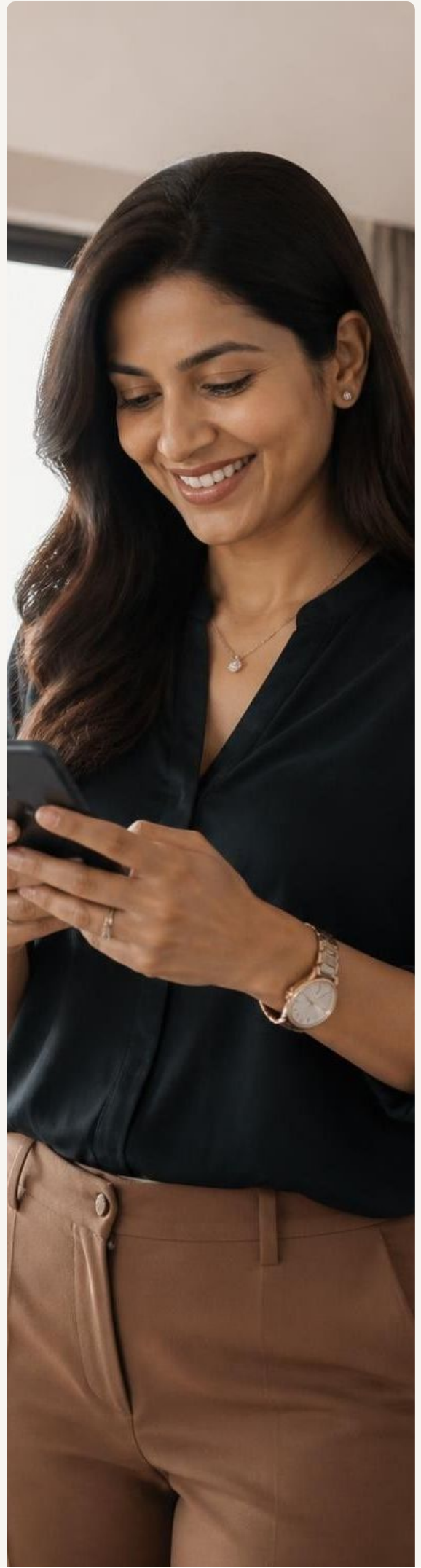
Keep the Conversation Moving.

We create WhatsApp journeys that share project information, collect buyer preferences and connect interested customers with your sales team.

WHAT THE JOURNEY CAN HANDLE

- Automated initial responses
- Project details and brochure sharing
- Floor plans and location information
- Configuration, budget and buying-timeline capture
- Site-visit requests
- Agreed follow-up flows
- Sales-team notifications and human handover

Automated follow-ups operate through agreed messaging permissions and platform-supported workflows, such as buyer opt-in and approved message templates. Your sales team can step in at any point.

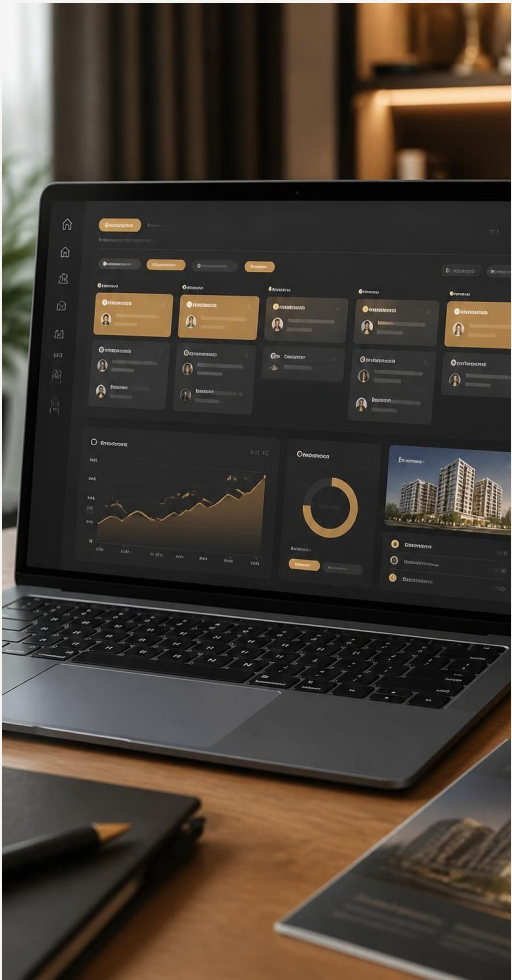


Bring Your Enquiries Into One Clear View.

Lead Management

We organise enquiries in structured Excel workflows or connect them with your existing CRM.

- Lead source and project interest
- Contact details and buyer preferences
- Assigned salesperson
- Lead status and follow-up date
- Conversation notes
- Site-visit status and outcome
- Supported lead-source connections



Lead register · sample data only

TOTAL LEADS	QUALIFIED	FOLLOW-UPS DUE	LEAD-TO-VISIT
122	54	17	17%

Give sales teams a clear next action and management a useful view of performance.

All names and figures shown are sample data for illustration and do not represent Madev Tech or client results. Available data, connections and update frequency depend on your CRM, platforms and agreed setup.



SITE-VISIT MANAGEMENT

Make the Next Step Easier to Arrange

Buyers request a visit on your website or WhatsApp. Your sales team confirms it.

1	2	3	4	5
Request	Review	Confirm	Remind	Follow up
Pick a project and time	Sales checks availability	Buyer gets the appointment	Reminder before the visit	Outcome recorded

What the buyer does

- Requests a preferred date and time
- Receives written confirmation
- Gets a reminder before the visit

What the sales team sees

- Lead source and project chosen
- Requested slot awaiting check
- Confirmed appointment and status



Build a Personal Brand Buyers Trust.

We help you show up consistently wherever buyers look for a home.

- Professional website and profile
- Social media presence
- Content and video
- Reputation and reviews



MADEV TECH · WORKING WITH MADEV

Let's Connect Your Project's Digital Journey.

Every engagement follows a clear, agreed process—so you know what we are building, how it connects to your sales team, and how we will review it.

1. Understand your project and current sales process
2. Define the services and connections required
3. Build, configure and test
4. Launch the agreed channels and workflows
5. Review performance and improve

Let's Discuss Your Project.

Give every enquiry a clear next step.

WEBSITE

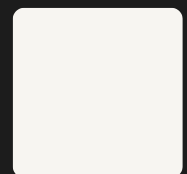
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