The New Digital Infrastructure: A Primer in Property Sales

Many real estate companies struggle with capital adequacy issues as property costs constantly change due to market fluctuations. While some decided to offer discounts on ongoing property deals, others facilitated customer finances to meet their paying capacity. However, these activities should aim to build a new digital infrastructure that allows property sales to meet every customer's needs. Acumatica with Real Estate Dimensions (RED) is a vertical solution designed to meet the needs of contractors, developers, and construction businesses to thrive in a customer-centric and profit-driven digital economy.

Automated sales processes achieved optimum results. Typically, a team member gathers leads from their sources and forwards them to sales representatives or agents. With an integrated CRM, sales teams can easily seize every opportunity by logging in all potential customer leads and information using standard customer management protocols. Moreover, RED accelerates the sales process through its property sales module, which quickly provides customers with flexible financing computation and term options, conversion of reservations into sales contracts, and a complete table of periodic equity and loan payments.

Built on Acumatica's future-proof cloud platform, RED has a real end-to-end integration for the entire real estate operations. Realtors and property managers can increase tenant onboarding efficiency by automating the new customer requests, property and contract terms, and managing applicant approval or disapproval. Equipped with a document detailed payment history, property owners can manage risks and provide flexible due dates to ensure buyer's compliance. Consequently, streamlining the delivery of property buyers in elevating the customer experience.

Product Highlights and Capabilities:

Customer Relationship Management (CRM)	Enhance generating of leads, business accounts, opportunities, and sales proposals from a consolidated, single location providing users with a 360-degree, real-time view streamlining all customer information management needs.
Sales Automation	Manage contacts and prospect accounts through the sales pipeline using opportunities and quotes with a complete ERP integration that supports customer conversion and post-deal reporting.
Property Sales	Streamline buyer experience by taking control of customer requests, including pending construction, punch lists, and turnover schedules to handle property contracts efficiently.
Compliance	Automate viewing of all documentation needed for submission by monitoring the completeness of the requirements submitted to the agreement, tracking lien waivers, insurance policies, certificates, notices, and safety notices through configurable options.
Property Financing	Provides payment flexibility by offering multiple financing schemes that meet customers' capability. Improves collection efficiency through automated demand letters to help manage and enforce foreclosures.
Lease Management	Ensure compliance by creating, managing, and renewing leases with flexible terms. Configure start and end dates, rent charges, renewal status, contacts, security deposits, late fees, utility details, lease history, insurance requirements, and other information with accuracy and promptness.
Retainage	Streamline invoicing and payments by tracking initial retainage and withholding money on vendor payments in customer invoices throughout the project for progress billing, time and material billing, and other project cost commitments.
Cost Codes	Enhance your account classification with an effective way to organize, manage, track, analyze, and budget project work.
Commissions & Incentives	Boost your team's performance by creating various commission schemes and sharing to release commissions regularly whenever a payment milestone has complied.
Property Management	Save time and money through consolidated financials and an overview of your property details, including property type, fees, maintenance schedules, addresses and lot details, expenses, lease administration details, and more.
Maintenance Management	Respond to every tenant's needs by creating maintenance work orders for field technicians or leveraging the native field service application for advanced service dispatch, scheduling, and reporting.

Acumatica is the only major global ERP player that has NO PER-USER FEES.

Our flexible deployment and modern growth-friendly licensing puts customers first and are ready to scale with your changing needs. All employees can now use your ERP system and digitally transform your organization.