

**B**REAL.

# WHAT IS **BReal** AND WHAT DOES IT DO?

**BReal** is a SaaS real estate software specialized in managing the administration of commercial and residential properties for rent & sale and buildings.

We created this complete while flexible application that adapts to different business models, company sizes and countries.

Available in Spanish and English, BReal has clients in Mexico, USA, Chile, Guatemala, and Panama.

Our Operations center is located in Chile, the Marketing department in Mexico and the Engineering and Development area in India.

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# WHO IS ITS FOUNDER?

**BReal** was created in 2013 by Roberto Anrique, a engineer and real estate investor specialized in creating online businesses who was able to anticipate the challenges of the technological boom.

**T**hanks to the extensive trajectory of its founder in the generation and implementation of Internet technologies, the company integrates the perspective of processes, allowing many complex processes to be organized in a simple way in an easy-to-use software.

**T**he founder's experience as a manager of an important portfolio of properties incorporates the perspective of the property manager,

which allows the software to be very complete, representing in detail the needs of users and clients.

**A**dditionally, the experience of its creator as a real estate investor allows the software to include the investor client's perspective, offering a greater harmony with the needs of his clients' clients.

**F**rom a business perspective, the BReal platform merges the previous perspectives allowing to organize each of the needs of the real estate sector in a comprehensive, profitable, scalable and regional business model.

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## Our Vision

Facilitate and streamline the work of each of the actors that make up the real estate sector with an easy to use tool and the best world technology.

## Our Mission

**BReal** is committed to promoting the real estate sector in Latin America. Through the most disruptive technology, Our software has an economic and social impact, and facilitates the rapprochement between companies and clients through the most innovative solutions.



# WHY IS BReal A UNIQUE SYSTEM?

## Our software has unique qualities:

- World-class technology (Salesforce): that offers maximum robustness and security for its customers.
- 99,9% Uptime.
- Maximum flexibility to adapt to different types of companies and businesses.
- A very complete system that includes all the stages of the real estate business processes.
- Can be integrated into various systems.
- Classic, Lightning and Mobile interface.

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Our software is developed with Salesforce technology, considered one of the most innovative companies internationally and the best CRM in the world. This partnership provides the most powerful Real Estate Asset Management System:

Most robustness technological platform that allows **BReal** clients to manage their business from anywhere.

Permanent update of functionalities by the **BReal** team and technology Salesforce base.

Customer access to the Appexchange solutions ecosystem (Salesforce partner portal), which allows adding new products with complementary functions and natively connected to **BReal**, including electronic signatures, marketing campaigns, among many other aspects.

# MULTI-INDUSTRY

The system is specially designed for multiple business models and the management of various types of properties:

- Residential and commercial properties.
- Management of rental portfolios, CRM and building management.
- Multifamily buildings.
- Malls.
- Warehouse centers.
- Management as a tenant and as a landlord.

## The features of the Property Management Module include:

- Property Registry and Lease Agreements.
- Simple and multi-property contracts.
- Staggered leases.
- Readjustment of monthly income due to inflation variation.
- Monthly rent in multiple currencies. The contract can be in one currency and payment can be received in another.
- Control of expiration of lease contracts.
- Process of rent collection and delinquency control.
- Process of settlement of payments to owners.
- Process of recording and allocation of expenses.
- Income and expense budget.
- Book of income and expenses by owner and by lease.
- Calculation of the guarantee to be returned to the outgoing tenants.
- Work orders to suppliers.
- Tenant portal.
- Owner portal.
- Supplier portal.
- Applicant portal.
- Online payment of leases, liquidation to owners and payment to suppliers.
- Tenants and owners chat.
- Tenants and suppliers chat.



## SALES AND LEASE CRM MODULE INTEGRATES THE FUNCTIONALITIES:

- Registration of all the property characteristics.
- Online publication with the Goplacelit property portal and reception of interested parties.
- Registration and monitoring of those interested in buying or leasing properties.
- Control of business opportunities by property, stakeholders and executives.
- Management of rental or sale quotes.
- Management of visits to properties.
- Generation of the lease contract in case of lease
- Generation of the sale process in case of a sold property.

# DETAIL OF THE PROPERTY SALE PROCESS:



- Data record of the promise, property title and key contacts.
- Gantt chart of the sale process with its respective milestones.
- Registration of payment documents for the sale .
- Automatic generation of the list of documents that the property's legal folder must contain.
- Registration and control of repairs or incidents that may occur during the process.
- Registration of information associated with bank financing.
- Registration of the operation in the Real Estate Custodian or Public Property Registry.
- Record of the property handover process.
- Control of payment of commissions to executives.







## BUILDING AND CONDOMINIUM MANAGEMENT SOFTWARE INCLUDES THESE FUNCTIONALITIES:



- Record of building expenses.
- Calculation of common expenses.
- Collection of common expenses.
- Capture of requirements tickets.
- Generation of work orders.
- Project management.
- Inventory of building equipment.
- Management of service contracts.
- Insurance management.
- Certification management.

The system architecture is built in a modular way, allowing scalability and flexibility. The data fields are grouped into object structures and these in turn are organized into business process modules:

**Fields:** it is the most basic unit of information. The system allows to record all kinds of information and even create new fields or hide those that are not required.

**Objects:** they are displayed in the system as tabs (contacts, companies, owners, condominiums, properties, leases, payments, etc.). Each object contains information fields related to the same record.

For example, all the fields necessary to describe a property or a lease.



**Applications:** modules that bring together objects necessary to manage different business processes:

1. Management of rental properties.
2. **CRM** for sale and rental of properties.
3. Buildings administration and maintenance operation
4. Administration of common expenses of buildings.
5. Tenant Portal.
6. Owner Portal.
7. Suppliers Portal.
8. Rental Applicants Portal.
9. Electronic payment of leases and payment to suppliers.

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**Documentary record:** it allows you store any type of documents and files in such a way that they are linked to each of the system's records, as photographs of the properties, lease contracts, mandates, among other documents.

## **Communication:**

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- 1.- Sending emails.
- 2.- Creation of templates that allows to create emails and documents automatically such as lease agreements, collection notes and many others.
- 3.- Task creation and scheduling.
- 4.- Upload external emails directly to the system.

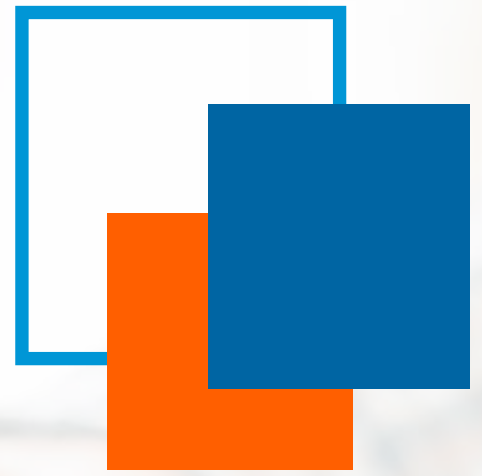
**Traceability and Data Auditing:** Every time a user modifies a field, the record of who did it, the date / time, the previous value and the new value remains.

## **Massive Update and Data Backup:**

- 1.- The system allows the massive loading and updating Excel data.
- 2.- Allows the massive download of all the information registered in the system at any time or on a scheduled basis.
- 3.- The system allows you to create workflows to execute automatic actions such as filling in data, sending emails or generating tasks.

**Reports and Charts:** The system has a machine for reports and graphs of various types. Each client can modify existing reports or create new ones simply and quickly.

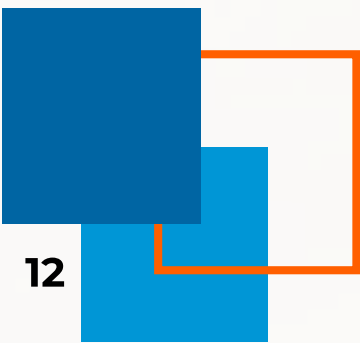
# WHAT VALUE DOES BReal PROVIDE?



**BReal clients manage to save around the 40% to the 70% of the management time while increasing their income:**

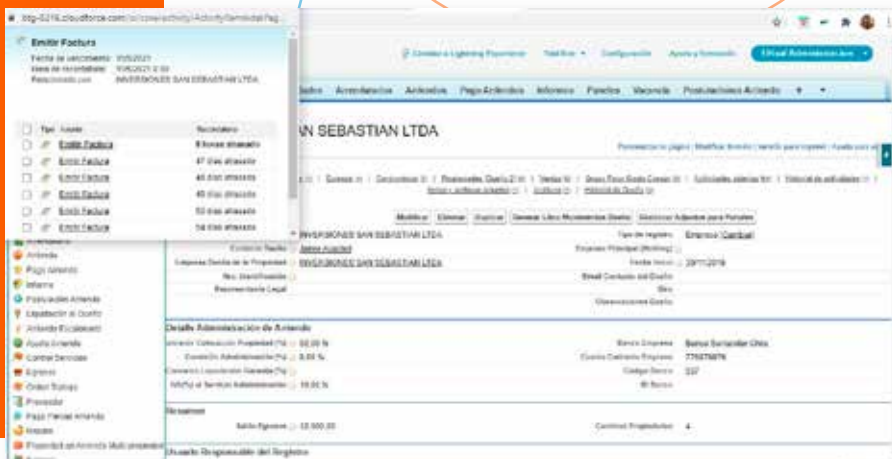
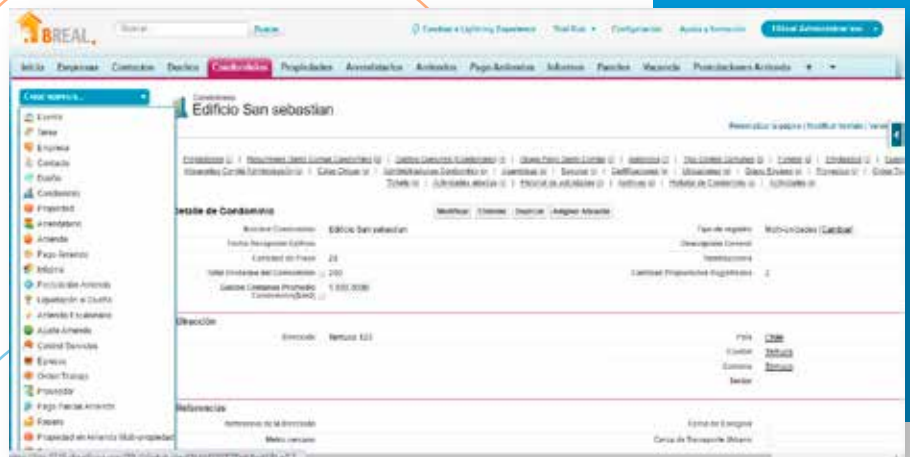
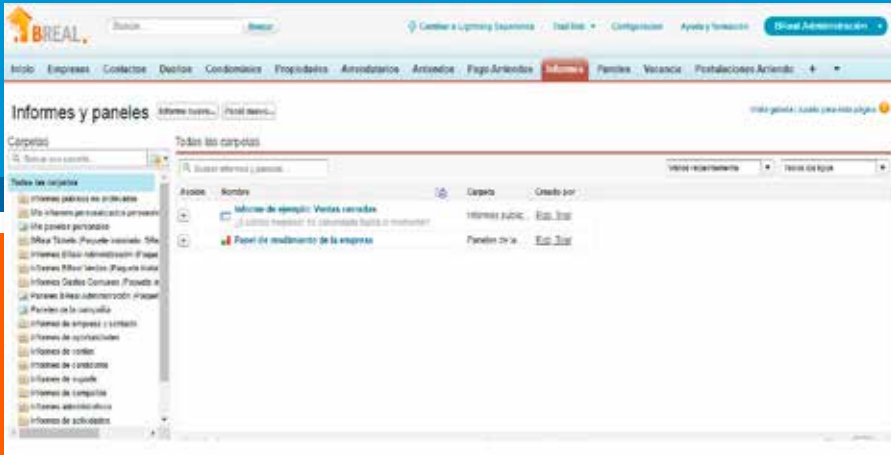
- Reduction of sending emails from 10 minutes to 30 seconds.
- As all the information is centralized in the system, search times are reduced.
- Increased capacity to manage problems, reducing their size and impact.
- Clients speed up their ability to react and solve problems, preventing them from growing and becoming more expensive to solve.
- At the same time, they increase the execution capacity by having information that is quickly accessible and with better communication between tenants, administrators, suppliers and owners.
- Increased ability to generate incomes.
- Increased satisfaction of tenant and owner customers by providing them with access to up-to-date and online information, and with faster and higher quality answers.

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# Property Administration

Software for the best real estate asset management designed by real estate administration experts.



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## **Our commercial office**

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