A 101 GUIDE TO

OPTIMASYS

ALL-IN-ONE SOLUTIONS FOR REAL ESTATE

Real Estate Software, Advanced Web Technologies & Digital Marketing

Content

The Company

OptimaSys Group Spain S.L. is a Full-Service Online Marketing & Web Technologies company specialised in Real Estate offering end-to-end solutions for all your Online Marketing & Web Technology needs.

Headquartered in Marbella, Málaga with representation in various countries and founded in 2009.

Our multilingual & multicultural team understands your business and markets where we deliver results and not just promises.

Here's What Makes Us
Really Special

Real Estate Commercialisation Software

Awarded **Top 10 Best CRM solutions of 2018** by *MirrorReview*, and the only one for the Real Estate industry in this ranking, Optima-CRM is the most practical and customisable real estate software available.

Optima-CRM is a truly All-In-One solutions for small, midsize and large real estate comercialisation businesses who have the need to grow in and adapt to the fast evolving market and trends.

It's the only solution where endusers have a significant impact on the continued evolution of the software.

Strong integration with leading solutions and its open infrstructure make it a unique solution which remains very intuitive and easy to use.

Personalised free demos are available for serious businesses.

Digital Marketing

A dedicated team of professionals consisting of all the advanced and specialised skills needed to create the effective communication channels to your target audiences, guides you through the maze of the ever more complex rules and increasing competitions online.

From organically boosting your website to the top of search engines with white-hat Search Engine Optimisation (SEO) services specilaised in Real Estate businesses, to converting Search Engine Marketing (SEM) campaigns via Google Ads and Social Media Marketing (SMM) campaigns in Facebook and Instagram.

Yet our solutions reach much farther and include several other ways to reach your public, through for example email marketing campaigns created through proven vehicles and messaging.

Professional Websites

To thrive your business where a large part of the battle is won, the internet, you need to take your website to the next level and seriously consider a much more professional approach than some of the popular do-it-yourself tools and templates.

Real Estate websites above most others, are even more sensisitive to speed, original contents and adaptive nature to a variety of devices. It needs to be a very light presentation layer that's compatible with all types of browsers and versions, Google-compatible, whilst being visually very attractive and easy-to-use.

Such characteristics are simply not found in boiler-plate solutions like WordPress templated sites, or similar. You need a true professional solution and with OptimaSys you have the right partner, especially since we've built over 500 successful sites already.

Excellent Support

We believe that support needs to be adapted to our clients, in a language that you understand, available when it counts, meaning we also have high-availability support for things that simply cannot wait, delivered in appropirate mediums such as phone, email, tickets,in person and via chat.

Personalised training enables our clients to become key users of our solutions, as to become independent in the usage of these solutions and reducing the need for support, yet always being able to count on us when you need it!

We don't just sell you solutions.
We deliver them to you every day again, and again!

We Live and Breathe Real Estate Daily

Most Complete CRM
For Real Estate
Best of both worlds: an easy-to-use yet functions-rich solution in constant evolution that in practice truly handles all your needs.

Built-up from the ground with and for Real Estate commercialisation businesses. Constantly working on oncoming new trends and implementing functions you can really apply to make a significant impact.

Marketing & Technology
Combining effective marketing services with a solid technological basis.

Why make compromises when you can rely on true experts in all domains you need to grow your business to a higher level setting yourself aside from your competitors?

Solid and proven techniques and processes for Real Estate are applied to each individual component to ensure the best possible outcome within available budgets & timeframes.

Awesome Support
Fast & in Your Language
All your questions answered within the shortest possible time and in your own language. We do reply to all your queries no matter time or day it is.

Our technical and functional are specialisets in Real Estate marketing & technologies, answering you via phone, email, an interactive Tickets system, and even via chat.
You matter to us...and you will feel at ease with the best service available.
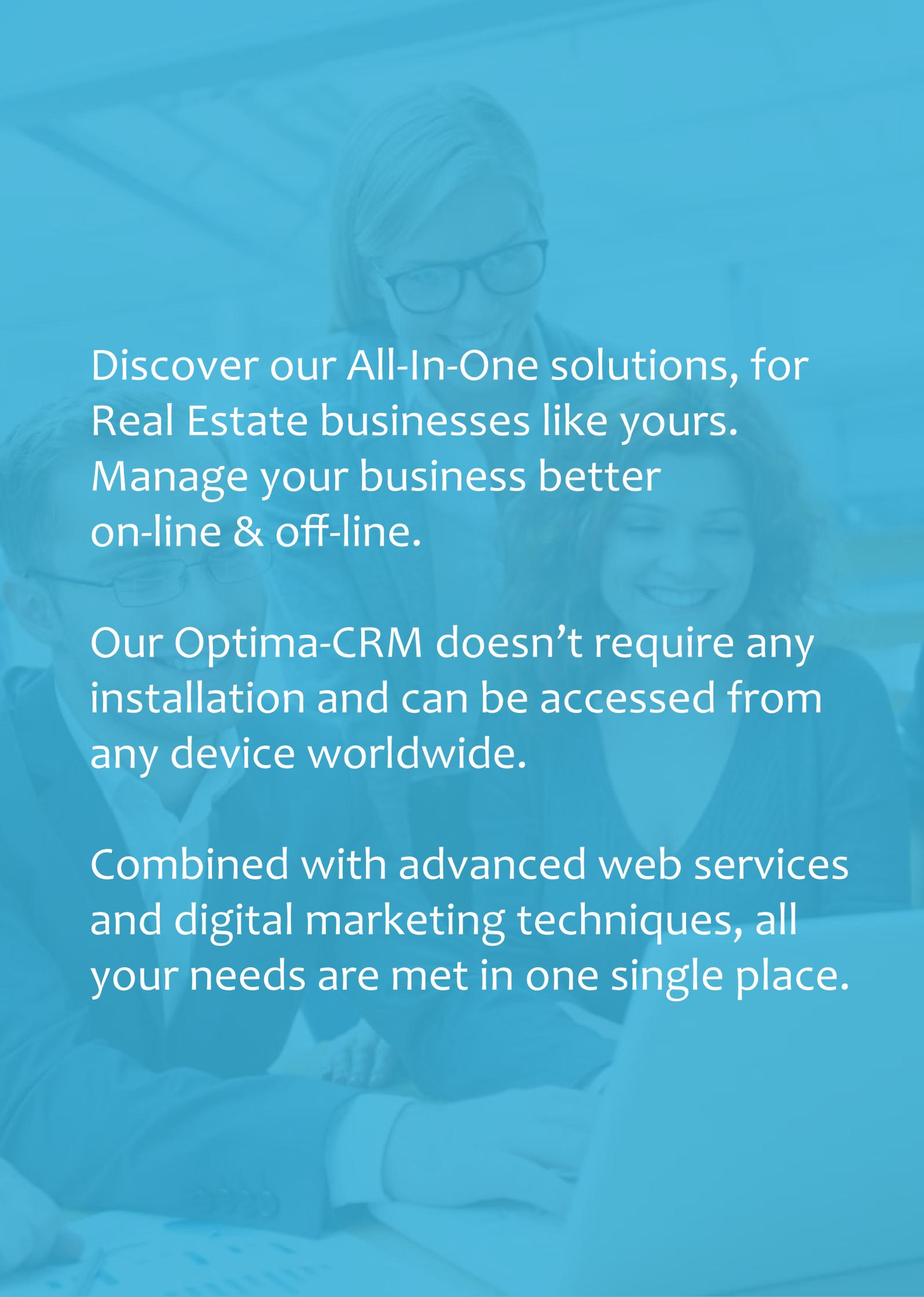
Discover our All-In-One solutions, for Real Estate businesses like yours. Manage your business better on-line & off-line.

Our Optima-CRM doesn't require any installation and can be accessed from any device worldwide.

Combined with advanced web services and digital marketing techniques, all your needs are met in one single place.

Top 10 Worldwide

Optima-CRM is in the Top 10 CRM solutions worldwide in 2018!

Optima-CRM was awarded a Top 10 spot as one of the best CRM solutions in the world in 2018 by *MirrorReview*, a leading magazine of innovative technologies.
This Top 10 features Optima-CRM as *the only CRM for Real Estate.*

CEO and Founder Geert Rillaerts found the greatest joy and challenge of his career in establishing OptimaSys Group Spain SL. It was created with the 'all-in-one solutions' philosophy, catering to the needs of a specialised real estate commercialisation industry.

Optima-CRM is the most complete and Easy-To-Use CRM solution for Real Estate. It has all the elements that keeps your businesses and teams in control. It saves the users much time and be more productive with its automated activities creation, bidirectional connections with portals and MUCH MORE.

Optima-CRM offers your company so much more and continues where others stop.

Here are some examples of great characteristics:
- **Open Infrastructure**: seamless bi-directional integrations for real time in- and output of data.
- **Safety First**: all aspects of safety are implemented, including technical and legal protections.
- **Newest Technologies**: delivering all advantages of latest tools & technologies.
- **Fully customisable**: molding fully to your company's and users' needs.
- **Visual Management**: graphical control panels allow for all key interactions managed from single screens saving lots of time and making it an intuitive & enjoyable solution.
- **Process Automation**: event sequences allow users to define custom automated creation & management of activities, templated email notifications, property alerts, automated feedback emails.

Following major factors make OptimaSys Group stand out from its competitors:
- Newer solution applying the latest technologies
- Broader base of functions & real estate transaction types.
- All-in-one approach contributing to increased efficiency & cost-saving
- High personal touch with multi-lingual support

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Integrating technologies to achieve complete solutions will be a must in the coming years. Additionally, all softwares should focus on its open infrastructure, allowing the necessary in & out points to seamlessly communicate with all types of software solutions including the competitors. Making CRM solutions even more agile will benefit the user who has a central solution that ties into excellent third party extensions. Any process should always be defined and created together with the user community, which we noticed is not yet the case for many software companies. It's not about the technology so much, it is and will always be about the processes.

- Geert Rillaerts, Founder & CEO of OptimaSys

Real Estate CRM

CRM or Customer Relationship Management is a very broad term. Optima-CRM focuses on practically proven elements that allow you to take and keep control over your business and your teams.

SMART

COMPLETE

SAFE

EASY

AFFORDABLE
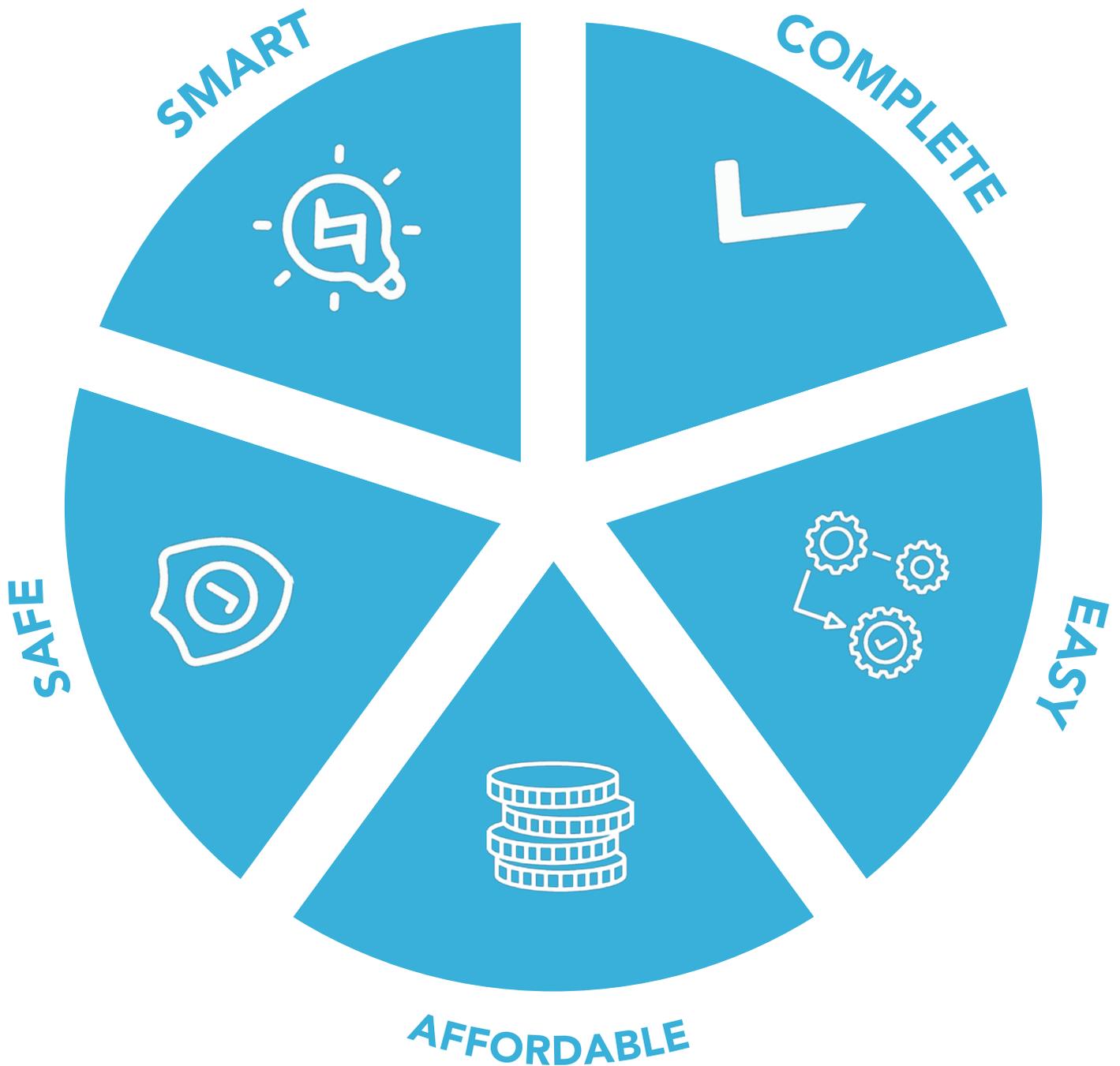
Integration

Integrating with external services & systems makes Optima-CRM your central management system where you can find all the information to run your business from.

Automation

Built-in accelerators through automation of activities and processes enables you to not only be more productive by saving time, it also avoids you (or anyone in your team) ever again forgets to do anything.

Extensions

Optima-CRM is the core of all your activities and we built a series of extensions where Optima-CRM stays the core yet with bolt-on functions so you can venture into new markets and expand your business footprint in various markets.

Fully Customisable

Your business is unique. Your online presence and the way you do business as well. Your Optima-CRM solution adapts to your needs through its heavily customisable character: make it yours!

Safety First

Your data is the most important asset of your company (besides your employees of course)...Optima-CRM protects it beyond what you can imagine. Furthermore do we keep track of all changes made by any user in your agency.

All About YOU

Optima-CRM is completely built around YOU. Processes and elements are defined together with you and your colleagues in your industry creating best-business-practices in Optima-CRM. We also apply technologies that make the solution easy to use for even the less technical users.

Real Estate Websites

Experience that counts with **500+** successfully delivered websites...and counting!

Advanced hybrid technologies websites for a better user experience, compatibility to all browsers and sensitive to search engines for better and faster organic ranking.

No boring templates but **unique master pieces** making it a much better experience for your visitors, increasing conversions and positive reactions.

Lightweight presentation layers instead of heavy sites that load slowly. No unneeded libraries to load such as technologies like WordPress require.

Custom CMS (content management system) built-in to CRM to update any piece of content of your website, when and whatever you want to change.
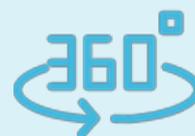
Integrated **virtual tours** & 360° images.

Built in as many **languages** as required and prepared for **SEO**.

Solutions for **all budgets** and possiblity to finance over 24 months.
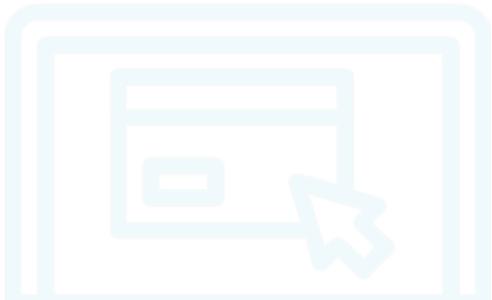
Professional **dedicated and managed hosting** taking speed, support and reliability beyond your typical hosting for maximised up-time without surprises the way it should be.
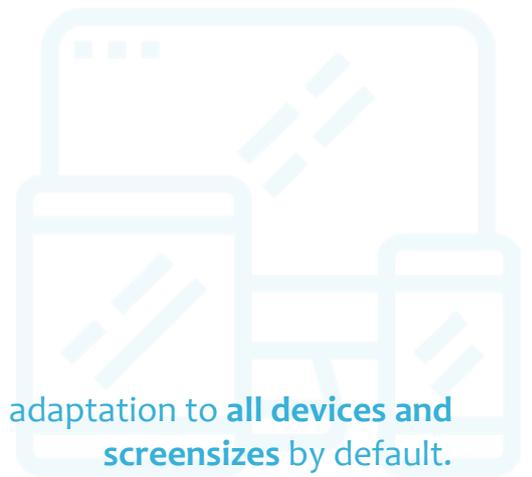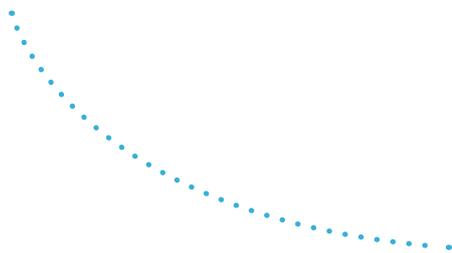
Responsive adaptation to **all devices and screensizes** by default.

On-Site SEO services available to get a head-start for your SEO project.
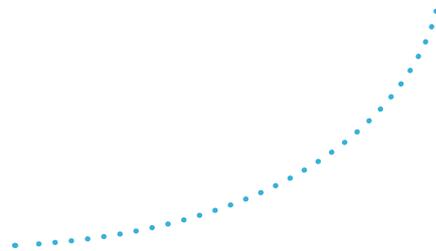
Off-Site SEO marketing services to grow ranking of your site in search engines faster and steadier.

Digital Marketing

Analytics

Driving relevance to create customers: using tools and techniques to track and measure what matters. Qualitative and quantitative data from your business and competitors is tracked and analysed to make decisions and adjustments to the online marketing process and its elements.

Analysis is not a static nor a one-time activity. It evolves in nature, whereas the initial analysis is one to set the stage for the optimisation, yet it changes into checking and measuring specific elements so that the evolution of the site's ranking can be recorded and measures can be implemented to steer it in the desired direction periodically.

Campaigns

Nurturing your online market, tailoring marketing profiles and brand by using funnel techniques to match your customers' criteria and with the objective to create loyal customers.

There are many types of campaigns that can be applied, such as Facebook or Google Ads campaigns, just to mention two of them. Each campaign has its own set of objectives and metrics. The principle is simple: spend as little as possible to get as much as you can get out of each campaign. Whether it's new followers on social networks, or people registering their info on your website or landing page.

Lead Generation

Lead generation comes through focused organic positioning and efforts, yet also from paid campaigns which drive calls-to-action, use for example email marketing campaigns, or the most known amongst the many: Google Ads. There is an important SEO component as part of the process, whereas well-SEO'd landing pages increase the quality score by Google, lower the cost of ads and show ads higher.

Lead generation is specifically geared towards telling a visitor what to do and to reward them for doing so.

Video

Video marketing for SEO is the future of digital marketing and it leads to more conversions. Video sites are the second biggest go-to places for people searching on the internet. Putting the right video strategy in place taps in a mega huge potential!

Moreover, making an original video is no longer expensive and creativity is the only limit now. Ask us how you can have your own affordable video creation team!

Exclusive Content

Exclusivity in setting marketing goals through unique content for each customer. We define and establish specific categories and tags which are consistently used throughout the program. Good and exclusive content will get the attention of influencers who will be more likely to share it and make your content go viral reaching a much more ample audience. It's also a requirement for search engines to recognise your as the expert in your field.

Social Media Optimisation (SMO)

A proper optimisation of the diverse social media channels and communities leads to raising your public awareness. We do this by creating shareable content to drive traffic to your sites and networks. The social channels put at your disposal many tools and spaces often underused where we maximise their usage to your advantage.

Content Creation

Creating a digital marketing strategy in order to establish brand authority and drive conversions. The relationship between content and branding is a solid basis to impact your business. Creating good content for social media encourages people's participation and engagement sharing your content to their networks.

Social Media Setup

As with every step of the Online Marketing process, there's quite some intelligence going into the setup of your social media channels. By choosing and working with the best channels (read: those channels most relevant to your business model), we can best create your image fitting your business profile and achieve your objectives, reaching your target audience more effectively.

Link Building

Off-site SEO works mainly on link building, creating quality links that are relevant to your page. Link building is earning third party respect through other reputable pages linking back to your page. The way you earn this is by producing rich content whereas those sites are willing to refer you. Link building is NOT an automated process using some software to create as many links as possible... that would be considered black hat techniques once again and hurt your ranking in the end.

Search Engine Optimisation (SEO)

Search Engine Optimisation is all about creating strategies to increase relevant web traffic to your website and striving for high rankings on as many as relevant keywords (search terms) as possible. It measures your authority in your industry and relevance in today's market place. Unique and relevant content is key to driving SEO, together with a concise applied SEO strategy.

RUN
WITH

Optima-CRM®
CRM for Real Estate