BEFORE YOU BUY

Two tests and sixteen questions, before you buy real estate software.

Every vendor's feature list looks the same. Take this page into any demo, ours included.

The two tests

TEST ONE

Does it only store what people type, or does it act?

Most systems are honest filing cabinets: somebody types what happened, and the system keeps it. A system that acts reminds, checks, creates the documents and asks the customer to confirm.

TEST TWO

Is the money the same on every screen?

Ask for four figures: money received, money checked, money waiting to be checked, and money accounts did not accept. Then ask to see them on the owner's screen, on the accounts screen and in a printed report.

Sixteen questions for the demo

Company: _____ Date: _____

	ASK THIS	A STRONG ANSWER SOUNDS LIKE	VENDOR 1	VENDOR 2	SOFIA
1	**Show me what happens when nobody touches the system.**	**Automatic reminders**, due lists and documents appear on their own.	☐	☐	☐
2	**Move this deal forward. Then try to change it or remove it.**	A recorded event moves it **by itself**. Nobody changes the action by hand. **Every stage needs its step**, and nothing is edited or removed **without approval from the top**.	☐	☐	☐
3	**Prove this site visit happened.**	The customer confirmed it **from their own phone**.	☐	☐	☐
4	**Who checked this payment?**	Somebody in accounts, against the bank. **Not the person who took it.**	☐	☐	☐
5	**Show me the same money in three places.**	**One figure** on the owner's screen, the accounts screen and the printed report.	☐	☐	☐
6	**Can a document be edited after it is issued?**	No. A wrong one is **cancelled with a reason** and **keeps its number**.	☐	☐	☐
7	**Does my customer get an acknowledgement and a statement without asking?**	Yes, **on their own phone**, in my company's name.	☐	☐	☐
8	**Can I set dynamic targets and incentives, with a marketing target and a credit realization target too?**	Yes. Sales, marketing and credit realization **each get their own target**, and the **incentive rules are yours to set**.	☐	☐	☐
9	**Which source brought buyers, not only leads?**	Shown **source by source**, from the enquiry to the closing.	☐	☐	☐
10	**What needs the owner's approval?**	Closings, cancellations, **discounts**, commission rules and targets.	☐	☐	☐
11	**What happens when a salesperson leaves?**	Their customers return to the desk with the **full history**.	☐	☐	☐
12	**What does your system not do, and when is it a bad fit for a company like mine?**	**A plain answer.** A vendor with no answer has not thought about your company.	☐	☐	☐
PERFORMANCE					
13	**Where does it run, and what happens without a network?**	The CRM runs **in the browser**. The ERP for construction and budgeting runs **on the PC, without a network**.	☐	☐	☐
14	**How fast is it when many people work at once?**	It does **many tasks at the same time**, and saves a record or pulls a report in **87 milliseconds**.	☐	☐	☐
15	**Can I run the CRM alone, without the construction and budgeting module?**	Yes. The CRM **finishes its work by itself**, without that module.	☐	☐	☐
16	**What will it do for my people?**	It makes them **more professional**, through transparency, accountability and efficiency.	☐	☐	☐