



Developing Egypt's Real Estate Sector with Zoho

Case Study



Overview

Real Estate Growth and Digital Needs in Beni Suef

Beni Suef is witnessing rapid expansion of residential, commercial, and infrastructure projects.

Developers must manage complex workflows, including:

- Asset and capital management across multiple projects
- Regulatory compliance and documentation
- Contractor coordination and site progress tracking
- Lead management, bookings, and customer service
- Marketing, communication, and trust building with buyers
- Profitability monitoring and data-driven decisions
- Traditional spreadsheets slow down execution, reduce visibility, and limit scalability.

Cloud systems enable standardization, automation, and faster delivery

Key Zoho Applications for Real Estate

Zoho Tools that Transform Construction and Sales

Zoho CRM — Manage leads, automate follow-ups, track bookings.

Zoho Projects — Plan milestones, monitor contractors, control risks.

Zoho Books — Handle billing, expenses, advance payments, installments.

Zoho Creator — Build custom apps for inspections, snag lists, procurement.

Zoho Inventory — Track stock, deliveries, supplier orders.

Zoho Desk — Manage buyer queries, complaints, after-sales requests.

Zoho Analytics — Dashboards for profitability, cash flow, demand trends.

Result: Developers centralize data, accelerate workflows, and increase sales conversions.

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Technology Stack



How Zolute Supports Real Estate Developers

Industry-Specific Implementation for Egypt

- **Tailored System Design** — CRM, Projects, and Books aligned to construction lifecycle.
- **Automated Sales & Booking** — Property mapping, lead routing, pricing, contracts.
- **Project Governance** — Templates with budgets, tasks, approvals, site audits.
- **Custom Low-Code Apps** — Quality checks, inventory, procurement, compliance.
- **Business Intelligence** — KPIs for occupancy, cash flow, revenue, sales performance.
- **Local Market Alignment** — Solutions adapted to Egypt's regulations and buyer behavior.
- **Training & Long-Term Support** — Adoption, scaling, and continuous improvement.



Get In Touch



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