



ELMARIE HUMAN



Database & CRM for Real Estate Success

Master the art of building lasting relationships and leveraging your database to grow a thriving real estate business



PRESENTED BY: ELMARIE HUMAN

THE BIGGEST MISTAKE ESTATE AGENTS MAKE



LISTINGS

CREATE

TRANSACTIONS

RELATIONSHIPS

CREATE

BUSINESSES



OVER 80%
of buyers and sellers
say they would use the
same estate agent again.



YET LESS THAN 20%
actually do.



WHY?
Because the agent
never stayed in touch.



**LONG-TERM SUCCESS IN REAL ESTATE COMES FROM RELATIONSHIPS —
AND YOUR DATABASE IS WHERE THOSE RELATIONSHIPS LIVE.**

SHIFT YOUR MINDSET:

You are not in the property business.
You are in the people business.



1. Focus on **people first** – listings follow naturally (Referrals, Repeat business)



2. Invest in **genuine connections**



3. People buy from those they **know, like, and trust**



WITHOUT A DATABASE



- ✗ No Clear plan
- ✗ Consistently chase new leads

EVERY MONTH STARTS FROM ZERO

VS.

WITH A DATABASE



- ✓ You have **direction**
- ✓ Because:
 - constantly nurturing relationships,
 - creating visibility,
 - building credibility.

YOUR BUSINESS GROWS MONTH AFTER MONTH

THE TRUTH IS:

**Your database is
your real stock
in real estate.**



**1. PROPERTIES
COME AND GO**



**2. MARKETS
CHANGE**



**3. RELATIONSHIPS
COMPOUND OVER TIME**



**4. MORE VALUABLE
EVERY YEAR**



Treat Your Database Like an Asset



Your database is not “admin.”
It is your **future business**.



Successful agents
consistently build and nurture
relationships.



Consistent interaction with your
Sphere of interest.



ADDING VALUE – NOT SELLING
People do business with those who educate,
inform, and add value — not those who sell.



CRM

Consumer Relationship Management System



1. A tool that **organize, manage, and nurture** relationships.



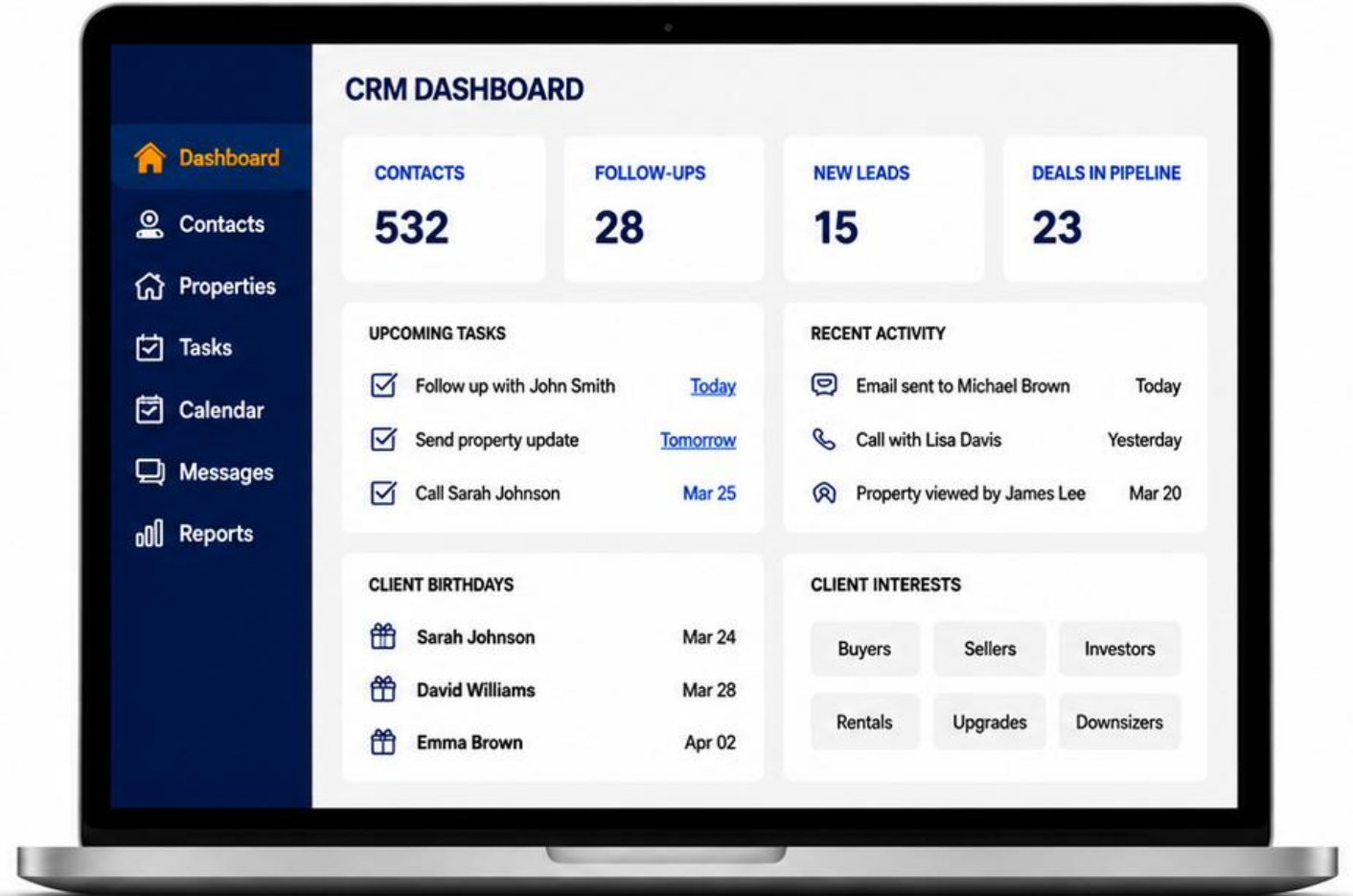
2. It stores important information and communication history **in one place**.



3. Helps agents to:
 - **Stay consistent** with follow-ups,
 - **Build stronger** relationships,
 - **Never lose track** of a client or referral.



4. A tool that helps turn relationships into **long-term business**.



A good CRM helps you stay organized today so you can **build lasting relationships** tomorrow.

KEEP IN TOUCH CONSISTENTLY



A database without consistent contact has **little value**.



The ideal is to be in touch **24 times per year**, but not less than **12 touches per year**.



Regardless of the method of communication you use, it is crucial to use it **consistently and systematically**.

USE DIFFERENT COMMUNICATION METHODS TO KEEP IN TOUCH:



Emails



WhatsApp messages



WhatsApp Video Messages



Phone calls



Social Media Posts



Face-to-Face



INFORMATION YOU CAN SHARE TO STAY IN CONTACT:



Market updates



Birthday messages



WhatsApp check-ins



Helpful property advice



Holiday greetings



Consistency builds
trust over time.

ASK FOR REFERRALS CONSISTENTLY



Many agents ask once and then stop. Instead, **make referrals part of your normal communication:**

“



“If you know anyone needing property advice, feel free to connect us.”

“



“I’m never too busy to help your friends or family.”



People refer agents they **remember.**

Real Estate CRMs



Prop Data

propdata

A well-known South African real estate CRM with strong property portal integration, lead management, marketing tools, and listing syndication. Popular with established agencies.



Portal
Integration



Lead
Management



Marketing &
Syndication



PropCon

propcon

A user-friendly South African CRM designed specifically for estate agents. Includes listing management, digital marketing tools, CRM functionality, landing pages, and reporting features.



Listing
Management



Digital
Marketing



Reporting &
Insights



Landing
Pages



Entegral Base CRM

entegral
BASE

Part of the Entegral property platform ecosystem and commonly used by agencies needing listing syndication and CRM integration with property portals.



Portal
Integration



Listing
Syndication



CRM
Integration

CRM & POPIA COMPLIANCE

A CRM helps you communicate professionally and compliantly.



Keep a record of when and how
a client gave you their contact details.



Allow clients to unsubscribe
or opt out of future marketing communication.



Keep communication organised and targeted,
rather than sending unwanted
bulk messages.



Record communication history,
helping you demonstrate responsible
management of personal information.

THE BIGGEST BENEFIT

When you consistently **add value**, stay in touch,
and **build genuine relationships...**



You no longer have to
rely on cold calling.

Your business begins to grow through:



Referrals



Repeat business



Your Sphere
of Influence



People who already
know, like and trust you

CHASING BUSINESS



- ✗ Interrupt
- ✗ Strangers
- ✗ Cold Calling
- ✗ Unpredictable

VS

ATTRACTING BUSINESS



- ✓ Relationships
- ✓ Trust
- ✓ Valuable communication
- ✓ Consistent growth



POPIA isn't there to stop us from doing business.
It's there to **encourage** us to **build better relationships**.

THE NEW RULE



The goal is no longer to **contact more people**.



The goal is to contact **the right people**, in the **right way**, with **the right records**.



A compliant database is not a limitation—it is a **competitive advantage**.





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