



CHANNELFORCE

The CRM built for real-estate channel partners.

Capture every lead · Close more deals · Collect every rupee of brokerage.

Leads & pipeline

Brokerage engine

Collections

Analytics

channelforce.co.in

Broking runs on chaos — and it costs you deals

1

Leads scattered everywhere

WhatsApp, phone diaries, Excel. Enquiries slip through the cracks and go cold.

2

Juggling many builders

Dozens of projects, moving prices and offers. Hard to pitch the right one to the right buyer.

3

Brokerage is guesswork

Which builder pays the most this month? What's still uncollected? Nobody really knows.

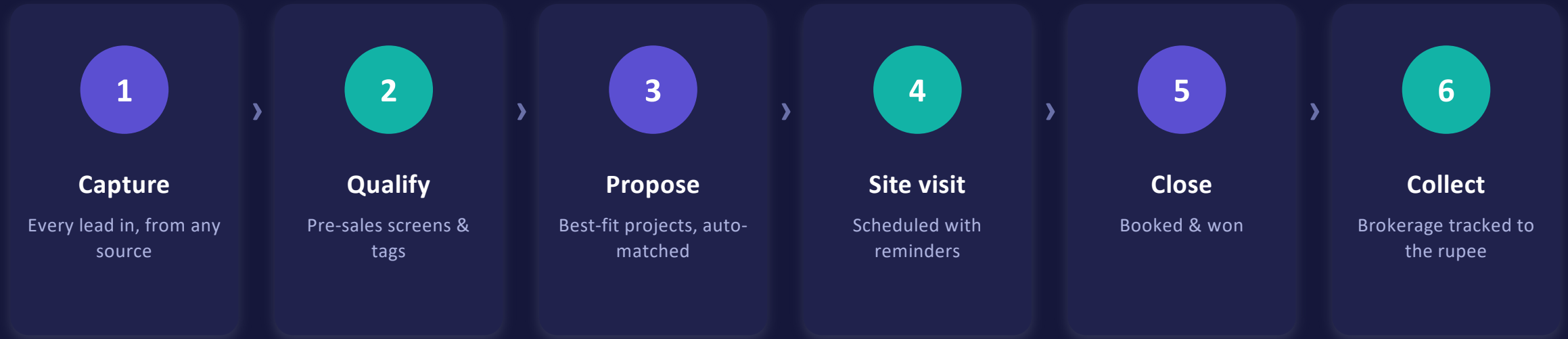
4

No visibility for owners

No live pipeline, no team performance, no funnel. You're flying blind.

One platform — the whole customer journey

From first enquiry to brokerage in the bank, on one system your whole team lives in.



Nothing falls through the cracks — because it all flows through one pipeline.

Never lose a lead — always pitch the right project



Every lead, owned

One salesperson owns each lead — no more 'who's handling this?'



Live pipeline stages

Enquiry → Qualified → Site visit → Visited → Won, visible at a glance.



Follow-ups & reminders

Call-backs, RNR, missed & due-today — so no one goes cold.



Pre-sales handoff

Telecallers qualify, then hand clean leads to the right salesperson.



Recommended for this lead

Auto-matched on budget, zone, ready/under-construction and possession timeline.

Skyline Greens

Prestige · East · 3 BHK

92%

Palm Meadows

Brigade · North

78%

Lake Vista

Sobha · East

71%

Built for a team of 1 — or 100

Roles stack on one person and the rights add up. A one-person shop wears every hat; a big org spreads them out.

Sales Head

Sees & runs everything

City Head

Their city / cities

Zonal Head

Their zones

Team Leader

Their team's leads

Salesperson

Only their own leads



Telecallers, alongside

Qualify inbound leads and pass them to the right salesperson — a clean pre-sales layer.

Squeeze every rupee — brokerage slabs, built in



Builder- & project-wise slabs

Set rates like '1–2 units → 3%, 4–5 → 6%', with date ranges.



'Where's the max right now?'

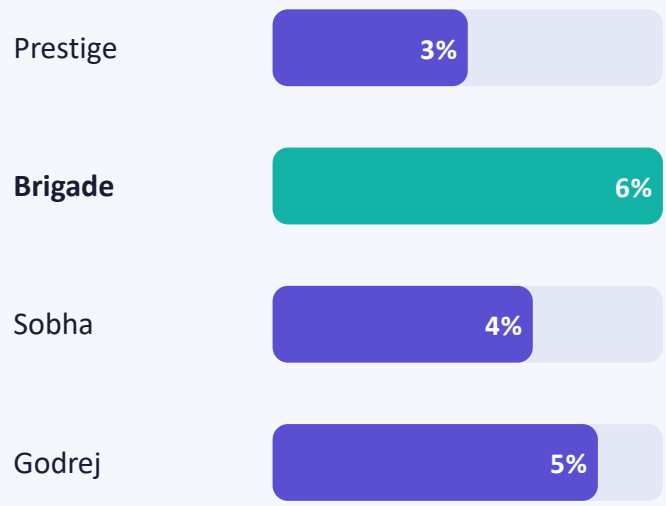
The system flags the builder paying the highest brokerage — so your team pushes it.



Best rate on every lead

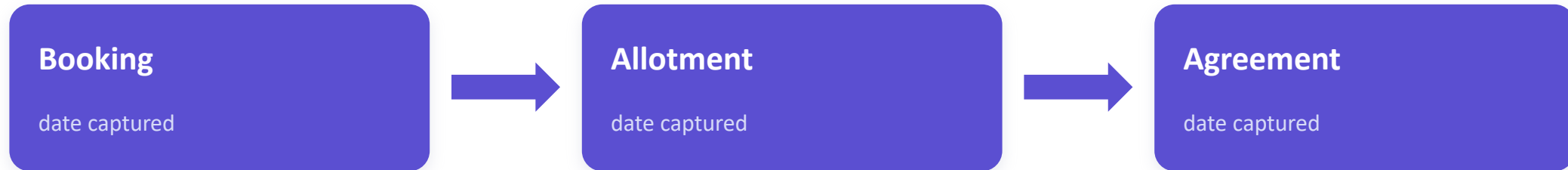
Each proposed project shows its live brokerage, with the top one badged.

Brokerage % by builder



★ Focus now: Brigade — 6% brokerage

From closed to collected — nothing left on the table

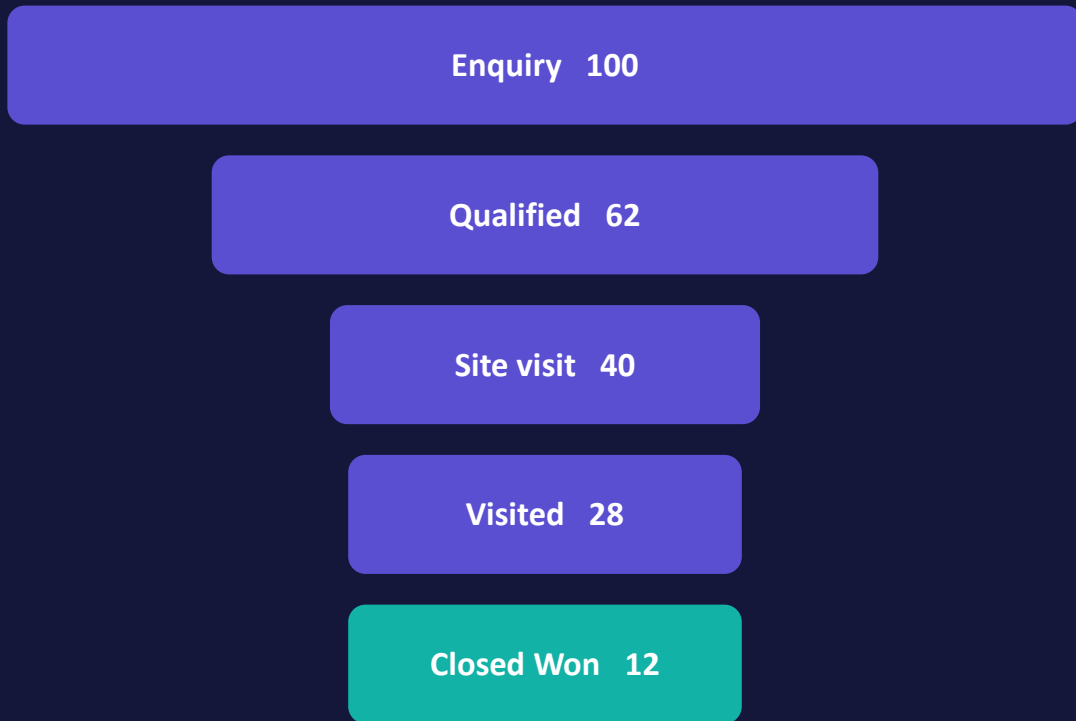


Every stage stamps its date — so collections ageing is automatic.

AGREEMENT VALUE	BROKERAGE	FOS	AGEING
₹1.2 Cr	₹3.6 L	₹0.5 L	14 days

Live totals across all bookings · red-flags anything ageing past 15 days · brokerage + FOS tracked together.

See everything. Decide faster.



Live conversion funnel



Board & funnel views

Kanban by stage + win-rate by team and zone.



Report builder + CSV

Build any report, pick columns, export.



Campaign ROI, stitched

Budget → spend → leads → revenue, end to end.



Field attendance (GPS)

Punch-in at site with map coordinates.

MADE TO FIT YOU

Shape it to your business — no code



Custom fields

Add your own fields to leads & projects — text, number, date, dropdown.



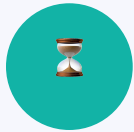
Custom pipeline

Rename, recolour, reorder and add your own deal stages.



Automation rules

'When this → do that.' Auto-assign, follow-up, tag, notify.



Stale-lead alerts

Untouched for 2, 3, 7 days? Auto-nudge the owner.



Mobile-first

Your field team runs the whole thing from a phone.



Plan tiers

Switch premium modules on per client — you decide.



Cf

CHANNELFORCE

Your data is yours. Always.



Airtight isolation

Every broker's data is walled off — never mixed with another's.



Cloud & mobile

Runs from anywhere; nothing to install.



Your own space

Your team, your projects, your brokerage — private to you.

Start your free pilot

channelforce.co.in

Plans that grow with you — Starter · Growth · Pro