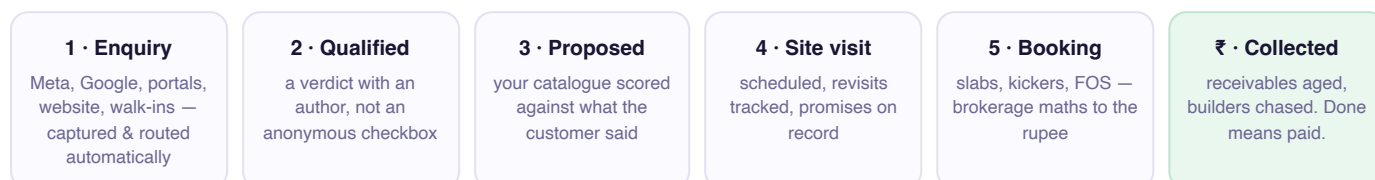


Every lead. Every rupee. Accounted for.

Channelforce is a CRM built for exactly one business: **real-estate channel partners**. It catches leads the second they arrive, works them to the site visit, and chases every rupee of brokerage until it lands in your account. It speaks your language — site visits, possession, BHK, slabs — never "opportunities" and "MQLs".

One thread, first hello to money in the bank



Most CRMs stop at "deal won". For a channel partner that is half the story — **you haven't earned until the builder pays**. Channelforce tracks the whole thread, and every screen answers the same question: **where are my rupees?**

Who it's for

- **The owner** — a business cockpit: 12-month brokerage trend, builder mix, source ROI, collections, and a revenue mountain from banked to full potential.
- **The sales head** — a real funnel with drill-down, pipeline decay priced in ₹, an RNR pool that recycles unreachable numbers, and a performance podium with an overturn audit.
- **Salespeople** — the morning dealt into bands (new · overdue · due today · gone quiet), a Deal Coach suggesting the next best move, one-tap updates. Works on any phone, no install.

Setup is 10 minutes, genuinely: name your brokerage → answer three quick questions (team size, lead sources, what you sell) → import your Excel as-is. A get-set-up checklist walks you through the rest, shaped by your answers.

Where brokerages leak money — and how Channelforce plugs it

Four things happen in every brokerage, every month. None feels like a loss on the day. All of them are.

1 · The 11:40 pm Facebook lead

A lead lands from your Instagram ad at night. Nobody sees it till Tuesday; by then three other brokers have called, and the first usually wins. Channelforce catches it in seconds — **assigned to your least-busy rep, follow-up set for 9 am, campaign attributed** — and now **buzzes that rep's phone** while the customer is still on their sofa.

₹2,00,000 — what one extra booking is worth on a ₹1 Cr flat at 2% brokerage.

2 · The lead that went quiet

He visited, liked it, went silent; your rep moved to fresher leads; six weeks later he bought through someone else. The **Ageing** page prices neglect in rupees — *"₹38 L of pipeline has been silent 7+ days"* — and ranks a chase list by money × silence, so the biggest deals never die quietly.

₹24,00,000 a year, if you rescue just one ₹1 Cr deal a month.

3 · The brokerage nobody invoiced

You booked, celebrated, moved on — and the builder hasn't paid in 74 days. **Collections** ages every receivable like an accountant: collected / pending / overdue for every payable rupee, who owes you by builder, an escalation nudge past 60 days.

₹9,40,000 — the outstanding one pilot brokerage discovered on day one.

4 · The campaign that never books

Two campaigns, ₹40,000 a month each. One quietly returns 3× in brokerage; the other has zero bookings in 90 days — and on a leads-count report they look identical. Channelforce follows every lead from ad to booking, so each campaign shows its **money multiplier** and the duds get flagged.

₹4,80,000 a year, saved by killing one dud campaign.

Your deal lives in WhatsApp. Your CRM has never been able to see it.

Indian property is sold on WhatsApp — and that is exactly where every CRM goes blind. The message leaves, and nothing comes back. Four things quietly go wrong in that gap — and all four are fixed from your rep's own number, with no Business API and no per-message fee.

WHAT YOUR CUSTOMER OPENS

Skyline Realty

Sobha Neopolis — your 3 BHK options

3 BHK · 1,850 sq ft (carpet)

All-inclusive ₹2.1 Cr

What would you like to do?

17

Book a site visit

...

I have a question

🕒

Not right now

- **Send a page, not a PDF.** You see it open — how often, and how long they stayed.
- **They tap back.** "Book a site visit" lands on the lead and buzzes your rep.
- **No dead links.** WhatsApp greys out links from unsaved numbers. Channelforce warns you first.
- **Answered in seconds.** New leads buzz the phone, and every lead is timed.
- **The whole list, one tap each.** A send queue that keeps your place.
- **Correct a price after sending.** Everyone holding the link sees the new one.

WHAT YOUR REP GETS, SECONDS LATER

17

Priya Menon wants a site visit

They tapped it on the page you shared. Call now.

👁️ opened 3x · studied it

⚡ first contact in 4 min

One-to-one, from your rep's own number. Every message goes out from the phone the customer already knows, and nothing sends until your rep taps send — so replies land in their chat, where they will be seen. Broadcast to hundreds is a different job on a different number: it needs the WhatsApp Business API, Meta approval per template and a per-message fee. It is on our roadmap, not bolted onto the conversation that closes the deal.

A shared page vs the PDF everyone else sends

	A PDF ATTACHMENT	A CHANNELFORCE PAGE
Did they open it?	No way to know	Opens, and roughly how long
Price changed after you sent it	The old one is still on their phone	Edit once; every holder sees it
They want a site visit	They have to type, and usually don't	One tap — it buzzes your rep
They forward it to a spouse	You never hear about it	Your rep's name and number ride along
Withdrawn / superseded	Circulates forever	Stops resolving

What's inside

SCREEN	WHAT IT DOES FOR YOU
Leads — Today · List · Board · Cards	The morning dealt into bands (new for you · overdue · due today · gone quiet), each card carrying the Coach's next best move. Filters by stage, zone, project, builder, purpose.
Lead panel	One place per customer: journey rail (Qualified → Proposed → Site visits → Closed), every note and promise timestamped, project-wise comment threads, one-press updates.
Ageing	Pipeline decay priced in ₹: a value-weighted decay spectrum, an owner × age heat grid, and a chase list ranked by money × neglect.
Funnel	A drawn funnel where every band is clickable to the leads behind it — plus booked value, qualification split, and overturned-calls audit.
RNR pool	Ring-no-response numbers park by your rules and recycle to whoever's free; the rescue record shows how many came back and booked.
Projects	Your catalogue with USPs, price bands, brokerage schemes (base + festive kickers) and promotions — feeding the matcher that scores projects against what each customer actually said.
Site visits	A calendar of visit days. One trip, several projects, in order — with what actually happened at each stop recorded on the way back.
Bookings & Collections	Brokerage resolved per booking to the rupee (slab %, kicker, FOS adds, cashback deducts); receivables aged with a who-owes-you view by builder.
Performance	A revenue podium per salesperson, win rates, untouched-lead flags, and the overturn audit — whose "not qualified" calls colleagues keep reversing.
Campaigns	Spend vs revenue duel bars per campaign, ₹-per-lead and ₹-per-booking, zero-booking flags, and lead-routing rules.
Custom reports	A business cockpit for the owner plus a build-your-own report tool: group, filter, subtotal in ₹, save named views.
WhatsApp	A morning queue of follow-ups already written per customer, a send queue that works the list without losing your place, shared pages you can track and correct after sending, and instant alerts when a lead lands. Page 3 in full.
Automations	A 5-step wizard: when a lead is created / goes untouched / changes stage → only if source, zone or budget match → assign, follow-up, categorise or notify.
Teams & roles	Seven built-in roles plus custom ones; each person sees exactly their scope — own leads, team, zone, city or all.

The detail brokers notice: qualification is a **verdict with an author** — "Qualified · by Pre-Sales · Tuesday". When a salesperson reverses a telecaller's call, it's on the record. Accountability without arguments.

Point every lead source here — then close the loop

Leads walk in by themselves

- **Facebook & Instagram Lead Ads** — set up with you during onboarding
- **Google Lead Forms** — paste one URL into your ad account; two minutes, self-serve
- **Your website / landing pages** — a one-line snippet any developer recognises
- **Property portals** — via webhook
- **Excel / CSV** — import your existing book as-is

Every arriving lead is **worked, not just stored**: matched to its campaign (auto-created if new), routed to a rep by your rules, follow-up set by your automations, source stamped for honest attribution — and the owner's phone buzzed.

The ad feedback loop (exclusive)

Meta and Google optimise for whatever you report back. Most brokers report nothing — so the algorithms chase form-fills and quality slides. Channelforce closes the loop:

- **1.** Every ad lead lands carrying its click identity — captured automatically
- **2.** You work it normally: qualified · site visit · booked with ₹ value
- **3.** Those milestones flow back — Meta in real time, Google on a daily feed

So the algorithms learn which clicks became **buyers**, and hunt for more of them.

What the loop buys you:

- **Cheaper qualified leads** — ads optimise for people who qualify, not people who fill forms
- **Ads that chase big tickets** — bookings return with brokerage value, so bidding favours the ₹2.4 L deal over the ₹40 K one
- **A moat that compounds** — every month teaches *your* ad account about *your* buyers; a competitor can't copy that
- **Zero extra work** — no exports, no spreadsheets; it runs itself

Guarded like the money it represents

- **Walled off per brokerage** — your data is isolated in the database itself, not by a screen filter. No query can cross the wall.
- **Money on a need-to-know basis** — brokerage figures are masked by role at the database layer. Salespeople book deals; your margins stay yours.
- **Yours to take, any day** — one click exports every record as CSV. No lock-in.

Against a typical CRM

	A TYPICAL CRM	CHANNELFORCE
Built for	Any sales team	RE channel partners only
Tracks	"Deal value"	Your brokerage — slabs, kickers, payable, collected
Stops at	Deal marked won	Money in the bank
Dead leads	Sit in a list	Recycled by rule , rescues tracked
WhatsApp	An add-on that blasts	Tracked pages, a send queue, and links that actually open
Ad spend	A separate spreadsheet	₹-multiplier per campaign + feedback to Meta/Google
Setup	Weeks, consultants	10 minutes, self-serve

Getting started, in order

- **1.** Open **channelforce.co.in** on your phone → Start now → create your workspace (three quick questions, all skippable).
- **2.** Import your Excel of leads — nothing to reformat.
- **3.** Add your first project and invite the team; everyone sees only their scope.
- **4.** Connect Google yourself in two minutes; we set up Facebook with you.
- **5.** Watch the Today view take over your mornings.

Pricing: free for 90 days, then ₹799 per login per month — everything included, no card to start.

Questions: founder@channelforce.co.in