

# Kapture's Real Estate CRM Introduces the Demand Letter Feature

*Kapture's Real Estate CRM allow organizations to manage and streamline all real estate operations such as lead management and payment management.*

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EINPresswire.com/ -- Bangalore, Nov 20th – [Kapture CRM](#) now makes it easier for Real Estate Companies to process payments through a new Demand Letter Feature. The demand letter feature gives the company a slab wise view of pending customer payments. This makes it easier for Real Estate companies to process demand letters at the click of a button.



Traditionally a Real Estate Company would have to dedicate man and mind power to crunching numbers each month to send out demand letters for pending payments. Now with Kapture's backend integrations – through specific formulae added to the CRM – real estate companies have access to all the interest based pending payments to property purchased.

The demand letters can be automated based on the payment schedule and it can be received through both offline and online channels. If extra payments are made – the balance amount gets calculated and the remaining payments get adjusted accordingly.

Kapture's [Real Estate CRM](#) makes it easier for companies to automate the processes of sales, marketing and customer support.

- 1 – Brokers can use the [Mobile CRM application](#) to add notes about the prospect's buying interest thus alerting the central team on the quality of the lead.
- 2 – They can add multiple properties to the backend of the CRM.
- 3 – The Sales Funnel can help companies graphically see the lead journey from lead generated to

deal closed.

4 – The reporting engine can give a clear view of why certain customers did not accept an offer. This information can then be used to tailor offers to prospects who did not make a purchase.

The software also allows you to categorize High, Medium, and Low priority leads. You can also configure call routing settings which automatically assign property specific agents to ensure that you chase every opportunity.

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