

PROPERTY AUTOMATE · PROPGOTO SUITE · PRODUCT CATALOGUE

RealtyGOTO.

The Property Sales Platform — Listing to Title Deed

CRM - SPA - IFRS 15/16 - Off-Plan Compliance Engine - Owner App - one platform, one data model.

10

Stage Sales Lifecycle

12

Native Modules

~90%

Out-of-Box Fit

2-4

Weeks to Go-Live

What's inside this catalogue

Ten sections — from positioning to deployment to a guided start.

01

Positioning

One product. Every sales process.

02

Complete Sales Platform

Twelve modules. One operating system.

03

10-Stage Sales Lifecycle

Listing to title deed, mapped end-to-end.

04

Compliance & Owner App

Global standards - regional connectors - any market.

05

Use Cases

Built for every sales audience.

06

Plans

Core / Pro / Elite — capability-aligned.

07

Deployment Options

SaaS · Private Cloud · On-Premises.

08

Platform Architecture

One OS. Four layers.

09

Why RealtyGOTO

A sales business platform — not a CRM.

10

Get Started

Book a tailored demo.

01

POSITIONING

One Product. Every Sales Process.

RealtyGOTO is not a CRM with bolt-ons. It is the property sales business platform — every process from listing to title deed lives natively in one system.

RealtyGOTO · Property Sales Platform

Most teams run on five tools and five truths.

RealtyGOTO closes the seams — one unified data model, audit-ready by default.

ONE DATA MODEL

Zero stitching

Every process — listing, lead, SPA, payment, handover, title deed — reads and writes the same record. Always.

LIVE IN 2-4 WEEKS

Production-deployed

~90% out-of-box fit. No 12-month implementation project. No custom build before the first deal.

PER-MARKET COMPLIANCE

WAFI · RERA · DLD · MREIQ

Off-plan compliance configured per market — not bolted on. SPA, IFRS 15/16, escrow in one flow.

02

PRODUCT

The Complete Sales Platform.

Twelve modules. One operating system. Every function in the property sales business — on a single configurable platform.

RealtyGOTO · Property Sales Platform

Twelve native modules

Lead capture to final title deed transfer — covered in one platform.

CR Sales CRM & Pipeline

Lead capture, qualification scoring, follow-up automation, broker channel.

LI Listings & Unit Inventory

Live unit master — floor plans, pricing tiers, real-time availability.

KY KYC & Buyer Onboarding

Digital ID, AML checks, document collection, buyer profile creation.

RB Reservation & Blocking

Quotation, unit blocking, hold periods, deposit tracking, approvals.

SP SPA & Agreements

Template-based SPA, e-signature, payment schedule linkage, vault.

FB Financial & Bank Arrangements

Mortgage tracking, installment schedules, escrow coordination.

IF IFRS 15 & 16 Engine

Native revenue recognition, performance obligations, lease accounting.

PR Project Progress & Milestones

Construction milestones linked to payment triggers and buyer app.

UH Unit Handover

Digital snagging, defect logging, key handover, buyer sign-off.

TD Title Deed Transfer

NOC, authority liaison, registration, ownership transfer records.

OA Owner App — iOS & Android

Real-time milestones, payments, push alerts, handover visibility.

ER ERP & Accounting Integration

D365 · NetSuite · Zoho · Odoo · SAP B1 · QuickBooks · PropGOTO Books.

03

LIFECYCLE

The 10-Stage Sales Lifecycle.

From listing to title deed, end-to-end. Every stage of the property sales lifecycle, mapped to native modules.

RealtyGOTO · Property Sales Platform

Listing → CRM → SPA → Handover → Title Deed

No spreadsheets. No email handoffs. No disconnected tools.

STAGE 01 ACQUISITION Listings & Unit Inventory Live unit master, floor plans, pricing, availability.	STAGE 02 ACQUISITION Sales CRM & Pipeline Lead capture, qualification, activity log, broker channel.	STAGE 03 ACQUISITION KYC & Buyer Onboarding ID verification, AML checks, document collection, profile.	STAGE 04 ACQUISITION Reservation & Blocking Quotation, unit blocking, deposit tracking, approval flows.	STAGE 05 PRE-SALE SPA & Agreements Template-based SPA drafting, e-signature, payment schedule.
STAGE 06 FINANCE Financial & Bank Arrangements Mortgage tracking, installment schedules, escrow.	STAGE 07 CONSTRUCTION Project Progress & Milestones Milestones linked to payments, buyer-app updates.	STAGE 08 HANDOVER Unit Handover Snagging, defect logging, key handover, sign-off.	STAGE 09 HANDOVER Title Deed Transfer NOC, authority liaison, fee tracking, ownership transfer.	STAGE 10 POST-SALE Warranty & Final Settlement Post-handover warranty, defect claims, reconciliation.

04

COMPLIANCE

Built on Global Standards.

IFRS 15 / 16 native - in-house KYC review - GCC compliance & integrations - generic compliance engine for every other jurisdiction worldwide.

RealtyGOTO · Property Sales Platform

Built on global standards. Configured for local markets.

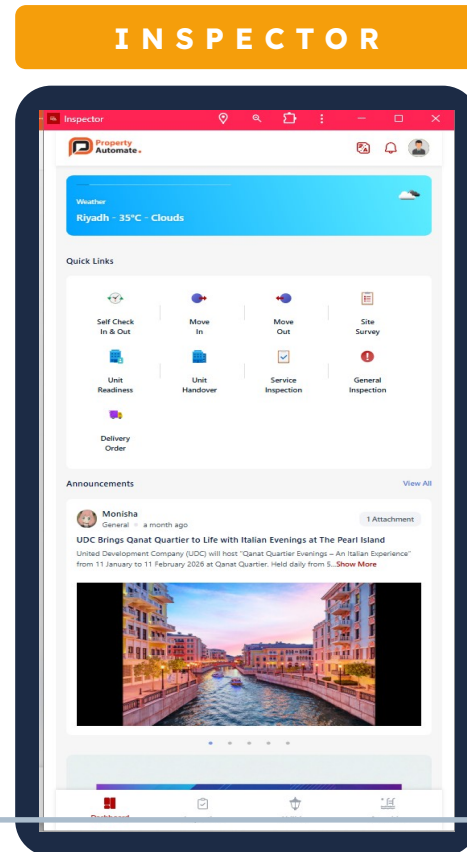
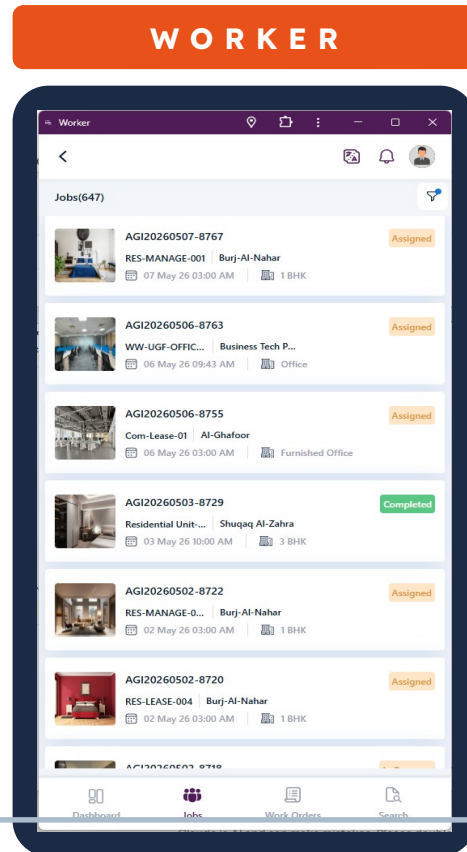
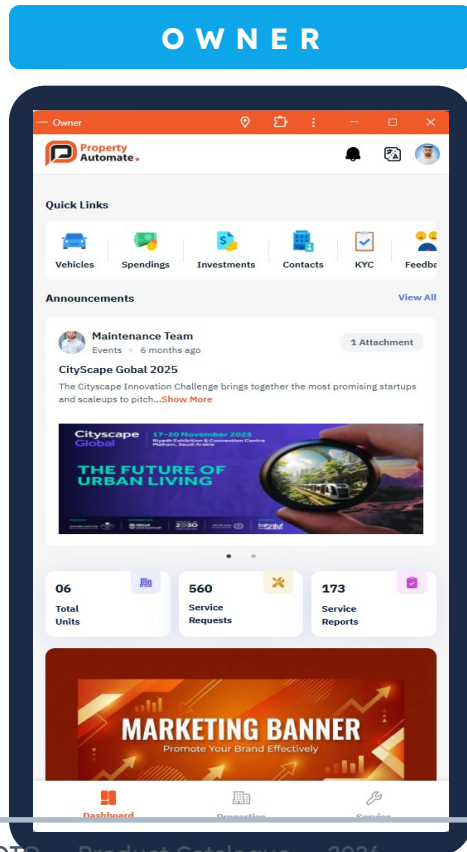
IFRS 15/16 native - in-house KYC review - GCC compliance & integrations - generic engine for every other jurisdiction.

<p>IFRS 15</p> <p>Built-in</p> <p>Revenue Recognition</p> <p>Global standard - performance obligations, milestone-linked recognition, deferred revenue. Native engine applied to every project, every market.</p>	<p>IFRS 16</p> <p>Add-on</p> <p>Lease Accounting</p> <p>Global standard - right-of-use asset, lease liability, interest expense, depreciation. Available across all markets.</p>	<p>KYC</p> <p>In-House</p> <p>Review - Approve - Store</p> <p>PA team manually reviews submitted KYC documents, approves or requests corrections, stores in audit-trailed vault.</p>	<p>GCC</p> <p>Regional</p> <p>Compliance & Connectors</p> <p>Saudi (WAFI) - regulatory requirements confirmed. UAE (RERA / DLD) - integration available on request. Other GCC - configurable.</p>	<p>WORLD</p> <p>Any Market</p> <p>Generic Engine</p> <p>Configurable for every other jurisdiction - your local off-plan rules, your local authorities, your local milestones.</p>
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Three Apps. Owner, Worker, Inspector.

Real product screenshots - live on iOS and Android, white-labelled to your real estate brand.

OWNER - investments, KYC, properties, services **WORKER** - jobs, work orders, dispatch, photos **INSPECTOR** - move-in/out, defects, sign-off



Real-estate-native accounting. Bundled in every plan.

Built for Lease, Manage and Sale - the three accounting realities of property. Not generic accounting software adapted - real-estate-native from the ground up.

LEASE

Real Estate Income

IFRS 16 right-of-use assets, straight-lined rental income, service charge reconciliations, rent arrears ageing - all audit-trailed, no spreadsheet chaos.

MANAGE

Portfolio Costs

Capex vs opex coding by investment property, recoverable vs non-recoverable per lease, vendor invoices, multi-entity service charges - close in days, not weeks.

SALE

Off-Plan Revenue

IFRS 15 milestone-based recognition for off-plan sales, SPA instalments, construction-phase revenue, deferred income, performance obligations - audit-defensible.

Seven capabilities. Three lenses. One engine.

Every transaction in this product flows into the right capability automatically. No manual journal intervention. No reconciliation queues.

<p>AP Accounts Payable</p> <p>Capex/opex coding, recoverable per lease, multi-level approval, accruals, prepayments, withholding tax.</p>	<p>AR Accounts Receivable</p> <p>Tenant/buyer/owner invoicing across deal types, receipts, refunds, customer statements, ageing dashboard.</p>	<p>I16 IFRS 16 Lease Acctg</p> <p>Right-of-use assets, lease liabilities, straight-line rental income, depreciation, modifications - lessor & lessee.</p>	<p>I15 IFRS 15 Revenue</p> <p>Off-plan & SPA milestone recognition, performance obligations, deferred revenue, contract modifications - audit-defensible.</p>
<p>CO Collections</p> <p>Customer ageing, dunning workflows, payment runs, write-offs, recoveries, AR collections analytics.</p>	<p>TX Tax Management</p> <p>VAT / GST tax codes, tax invoices, withholding tax, tax reports - configurable per market and jurisdiction.</p>	<p>SI Scheduled Invoicing</p> <p>Recurring rent invoicing, subscription billing, deferred revenue scheduling, period-end cut-off automation.</p>	<p>3L Three Lenses</p> <p>Lease / Manage / Sale - every transaction tagged to its real-estate context. Spreadsheets can't do this. Generic accounting can't either.</p>

**BUNDLED FREE - STANDALONE OR ERP-INTEGRATED - MULTI-ENTITY READY -
AUDIT-TRAILED - REAL-ESTATE NATIVE**

More enterprise. Bundled. Not add-ons.

Where residential apps stop, propGOTO ships these as standard. Every plan. No separate licence. No add-on tax.

DASHBOARDS, INSIGHTS & REPORTS

Role-based, real-time

Property / Facility / Resource Manager dashboards. Lead Pipeline Ops, Performance dashboards, drill-through. Many pre-built reports - agreement, maintenance, vendor, lease, financial - and custom report builder.

CALENDAR & PLANNING

One unified calendar

Property Planning, Activity Planning, Announcements, Resource Allocation, Work Orders, Leave & Time Off, Duty Roster - all on one calendar.

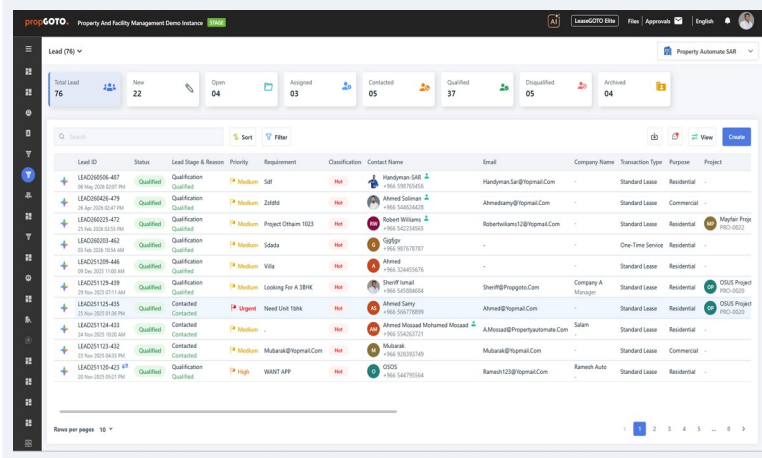
SERVICE - FACILITY - ASSET

Enterprise SFAM

Service tickets with SLA, vendor management, work orders, preventive maintenance, asset register with QR tagging, lifecycle tracking - bundled, not licensed separately.

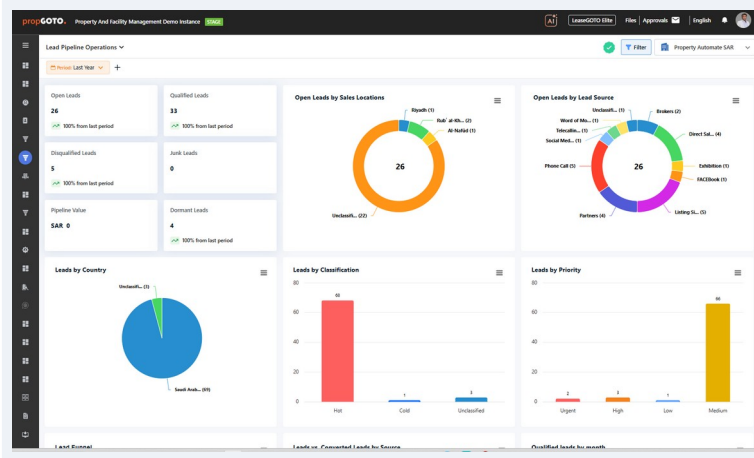
Web Backoffice. Sales Side of the Platform.

Real screenshots from the propGOTO web backoffice - what your sales and operations teams use every day.



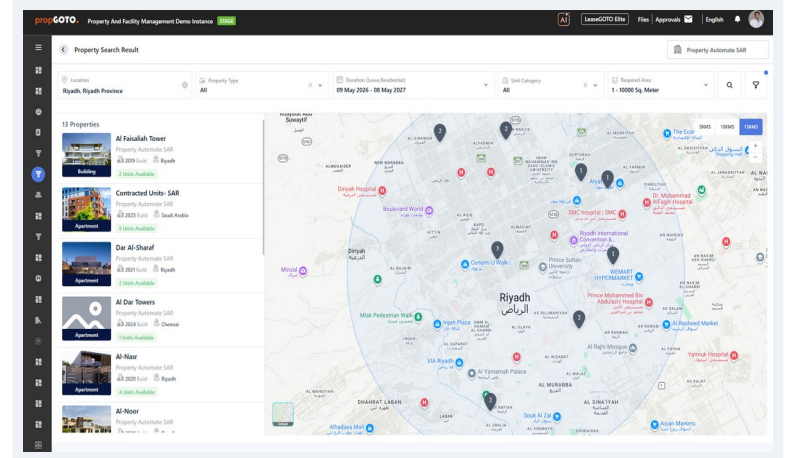
CRM

Lead pipeline, qualification, and contacts



Operations

Pipeline ops dashboard, KPIs, conversions



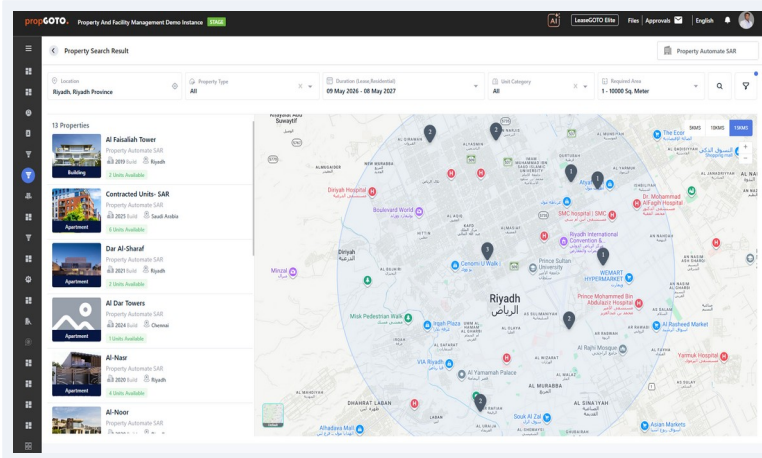
Property Search

Search inventory across portfolio

SERVICE MANAGEMENT IS FREE IN EVERY PLAN - NO LICENCE - NO ADD-ON - PROPGOTO STANDARD

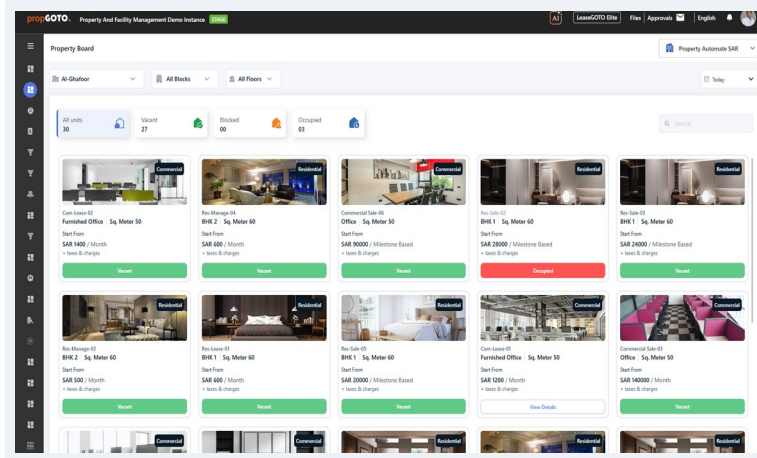
More Backoffice. Inventory and Pricing.

Property inventory, board view, and quotations - all on one platform.



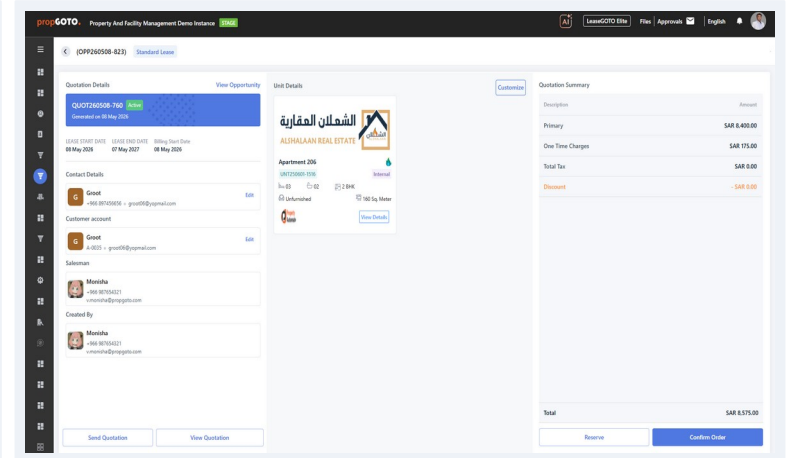
Property Search

Search inventory across portfolio



Property Board

Visual board - vacant / booked / occupied



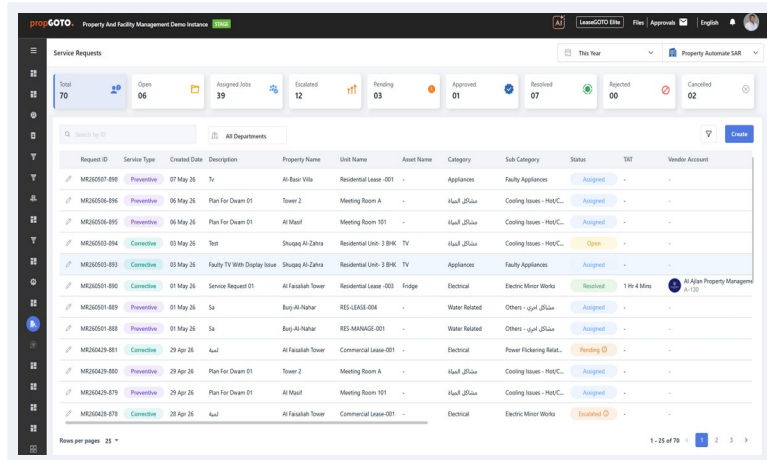
Quotation

Build and send buyer / tenant quotes

SERVICE MANAGEMENT IS FREE IN EVERY PLAN - NO LICENCE - NO ADD-ON - PROPGOTO STANDARD

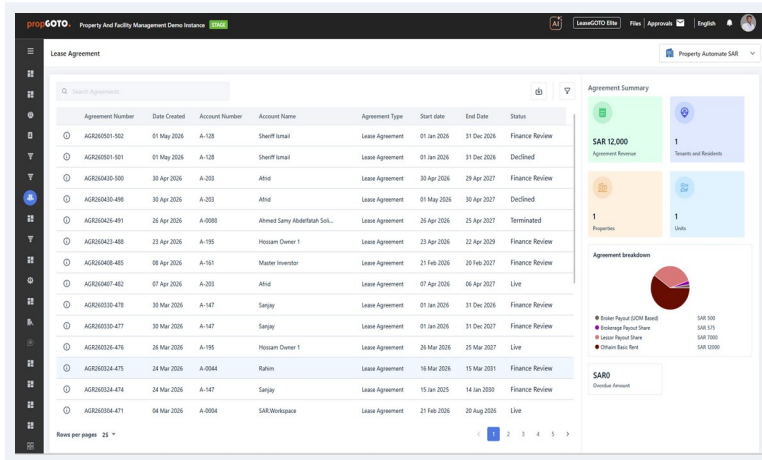
Even More Backoffice. Service and Operations.

Service management, agreements, and posted invoices - your back office.



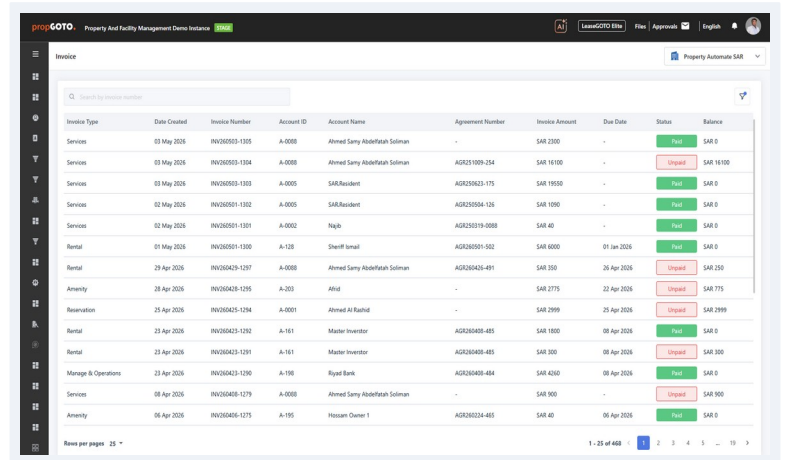
Service Management **FREE**

Tickets, SLA, vendor dispatch



Agreements

Sale agreements, e-sign, vault



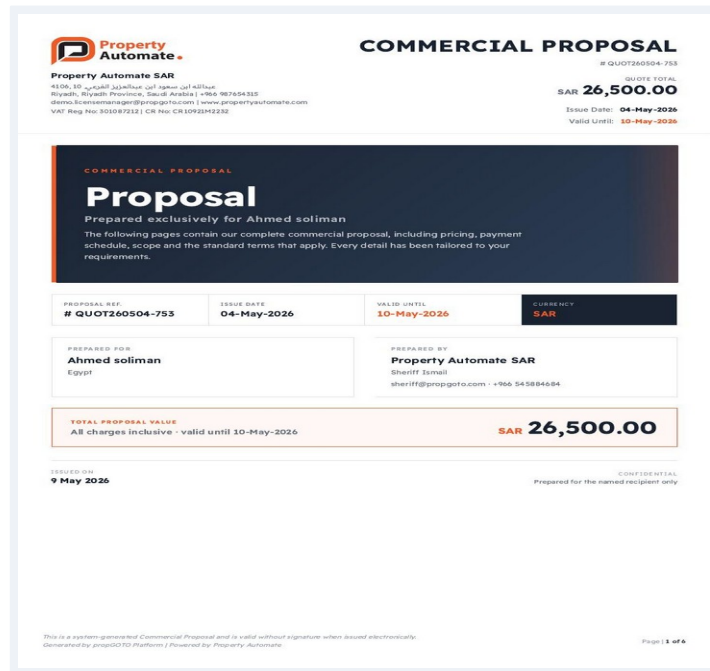
Posted Invoices

Receivables, ageing, ERP posting

SERVICE MANAGEMENT IS FREE IN EVERY PLAN - NO LICENCE - NO ADD-ON - PROPGOTO STANDARD

Documents you send to customers.

Every proposal, quote, and contract - branded, audit-trailed, and signature-ready. System-generated. Bundled in every plan.



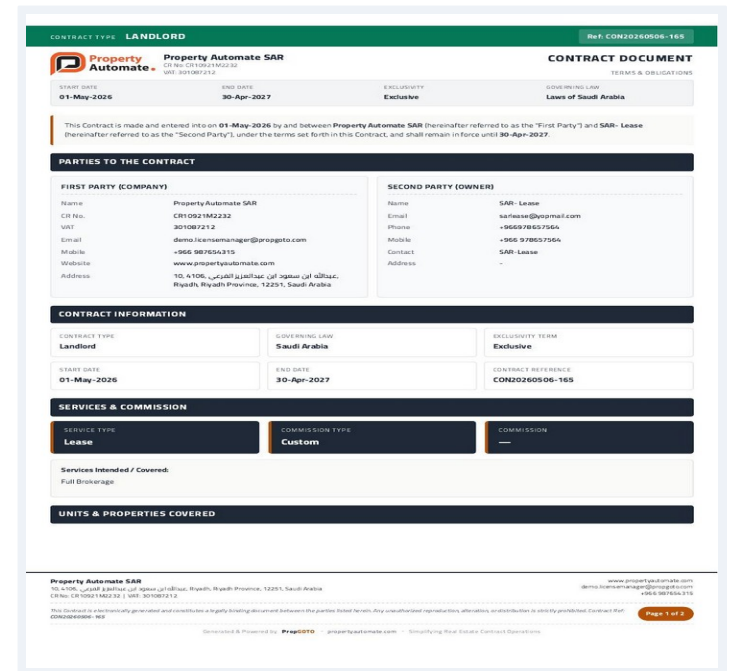
Commercial Proposal

Buyer / tenant proposals - branded, signature-ready, audit-trailed



Off-Plan Proposal

WAFI compliant off-plan proposals with milestone schedules



Landlord / Service Contract

Landlord-broker exclusivity contracts with full audit trail

Reports your operations team uses every day.

Real-time analytics on every transaction. Per-agreement profitability. Maintenance lifecycle. Treasury posting. All bundled, all live.

Property Automate SAR
PROPERTY AUTOMATE SAR
FINANCIAL INTELLIGENCE
#MR260501-889 Ahmed soliman Issued 09-May-2026

REVENUE - IN SAR 14,000.00
COST - OUT SAR 8,400.00
NET MARGIN SAR 5,600.00

MAINTENANCE REQUEST #MR260501-889 CUSTOMER Ahmed soliman PROPERTY UNIT Burj-Ai-Nahar-UNT241224-0004 PERIOD May 2026

AR INVOICE TRAIL

INVOICE NO	DATE	AMOUNT	TAX	TOTAL	STATUS
INV260505-0504	09-May-2026	SAR 14,000.00	SAR 2,100.00	SAR 16,100.00	PAID

AP INVOICE TRAIL

INVOICE NO	DATE	VENDOR	AMOUNT	TAX	TOTAL	STATUS
No vendor invoice recorded against this maintenance request yet.						

P&L WATERFALL

SAR 16,100.00

REVENUE - NET MARGIN CASCADE

NET MARGIN YIELD 40.0%

CASH CONVERSION CYCLE

SPD -0.00
CCO 0.00
NET CASH +SAR 0.00

PROPERTY AUTOMATE SAR
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Financial Intelligence

Real-time treasury posting, P&L waterfall, cash conversion cycle

Property Automate SAR
PROPERTY AUTOMATE SAR
MAINTENANCE REQUEST 360° Insight Report
#MR260501-889 Issued 09-May-2026

MR 360° **ASSIGNED**

MR INFORMATION

PROPERTY Medium CATEGORY Water Related MAINTENANCE TYPE Maintenance RATED VIA Manager

WHAT WAS REPORTED

Subject Schedule created from Preventive Plan sa
Problem Since 01-May-2026 02:00AM

REQUEST STATE

MR No MR260501-889
Status ASSIGNED
SLA IN PROGRESS
Charging Non Chargeable
Refusing IN-HOUSE
Service Advance
Linked Agreement

PROPERTY UNIT & ASSET

PROPERTY & UNIT Burj-Ai-Nahar
Unit No UNT241224-0004
Unit Name RES-LEASE-004
Location
GPS 25.283775, 46.328172

REQUESTOR & CONTACT

PRIMARY CONTACT Name Ahmed soliman Mobile +966 544624428 Email ahmedsoliman@pagoapp.com Preferred Date / Time 01-May-2026 (No Preference) Preferred Slot No Preference

ALTERNATE CONTACT Name Mobile Company

PROPERTY AUTOMATE SAR
Page 1 of 4

MR 360 Report

Maintenance request 360 - lifecycle, jobs, materials, posted invoices

Property Automate SAR
PROPERTY AUTOMATE SAR
PROFITABILITY REPORT AGREEMENT INSIGHTS
#MR260501-889 Ahmed soliman Issued 09-May-2026

PROPERTY AUTOMATE SAR
#MR260501-889 Ahmed soliman Issued 09-May-2026

1. AGREEMENT INFORMATION

LESSOR Property Automate SAR
LESSEE Sanjay
Account No. A-147
Address Riyadh, Riyadh Province, Saudi Arabia
VAT Reg. No. 301087212
CR Number CR1092142032
Phone +966 987654321
Email demo@scsmanager@pagoapp.com
Broker

2. PROPERTY AND UNIT INFORMATION

PROPERTY / PRODUCT Al-Nahar UNIT ID UNT241224-0004 UNIT NAME Commercial Lease -005 UNIT TYPE 800 Sq. Meter

3. EXECUTIVE SUMMARY

SCHEDULED REVENUE SAR 120,000.00
POSTED REVENUE SAR 120,000.00
COMMISSION & PAYMENTS SAR 0.00
NET PROFITABILITY SAR 120,000.00
PROFIT MARGIN % 100.0%

4. PROFITABILITY ANALYSIS

POSTED REVENUE SAR 120,000.00
TOTAL COMMISSION & PAYMENTS SAR 0.00
NET PROFIT SAR 120,000.00
PROFIT MARGIN % 100.0%

Formula: Net Profit = Posted Revenue - Commission & Payment Amount
= 120,000.00 - 0.00 = 120,000.00 SAR
Profit Margin % = (Net Profit / Posted Revenue) * 100 = 100.0%

PROPERTY AUTOMATE SAR
Page 1 of 3

Profitability Insights

Per-agreement revenue, commission, margin % - audit ready

05

A U D I E N C E

Use Cases.

Built for every sales audience — single off-plan tower to multi-region developer with brokerage channel.

RealtyGOTO · Property Sales Platform

Configured for your business model.

Not adapted from someone else's.

01

Residential Developers

Primary sales for villas, apartments, and gated communities — single or multi-project portfolios.

02

Commercial Developers

Office, retail, and mixed-use sales with bulk and per-unit deal structures.

03

Off-Plan Sales

Pre-launch, off-plan and under-construction sales with full regulatory compliance.

04

Brokerage Operations

In-house and external broker channels, commission management, deal attribution.

06

PLANS

Three Plans. One Platform.

Core for direct sales. Pro for broker channels and IFRS 15. Elite for full off-plan compliance, IFRS 16, and the buyer app.

RealtyGOTO · Property Sales Platform

Capability comparison — Core / Pro / Elite

Add capabilities as your business grows. Same platform, configurable per plan.

Capability	Core	Pro	Elite
FOUNDATION			
Sales CRM, Pipeline & Activity Log	✓	✓	✓
Listings & Unit Inventory — floor plans, pricing, availability	✓	✓	✓
KYC & Buyer Onboarding — ID, AML, document collection	✓	✓	✓
Reservation & Blocking — quotation, hold, deposit	✓	✓	✓
SPA & Agreements — templates, e-signature, vault	✓	✓	✓
PropGOTO Books integration (or standalone accounting)	✓	✓	✓
PRO			
Broker Channel — onboarding, allocation, commission	—	✓	✓
IFRS 15 Revenue Recognition Engine	—	✓	✓
Financial & Bank Arrangements — mortgage, installment, escrow	—	✓	✓
Sales Performance Analytics & Dashboards	—	✓	✓
ERP Integration — D365, NetSuite, Zoho, Odoo, SAP B1	—	✓	✓
ELITE			
Off-Plan Compliance — WAFI · RERA · DLD · MREIQ	—	—	✓
IFRS 16 Lease Accounting	—	—	✓
Project Progress & Milestone Engine	—	—	✓
Unit Handover — snagging, defect logging, sign-off	—	—	✓
Title Deed Transfer — NOC, authority liaison, registration	—	—	✓
Owner App — iOS & Android	—	—	✓
Warranty & Post-Handover Settlement	—	—	✓

07

DEPLOYMENT

Three Ways to Deploy. One Platform.

Choose the deployment that fits your IT policy, data sovereignty and timeline. All three options run the identical RealtyGOTO platform.

RealtyGOTO · Property Sales Platform

SaaS · Private Cloud · On-Premises

Same platform — different infrastructure profile.

propGOTO.Start

Shared SaaS

Fully managed cloud — fastest path to go-live. Automatic updates, regional data centres, lowest operational overhead.

Live in 2-4 weeks

MOST POPULAR

propGOTO.Exclusive

Private Cloud

Dedicated private cloud, isolated infrastructure, custom domain, full data sovereignty, dedicated security perimeter.

Live in 6-8 weeks

propGOTO.OnPremises

On-Premises

Full deployment on your own servers — maximum data control, custom security policies, complete infrastructure ownership.

Live in 8-12 weeks

08

ARCHITECTURE

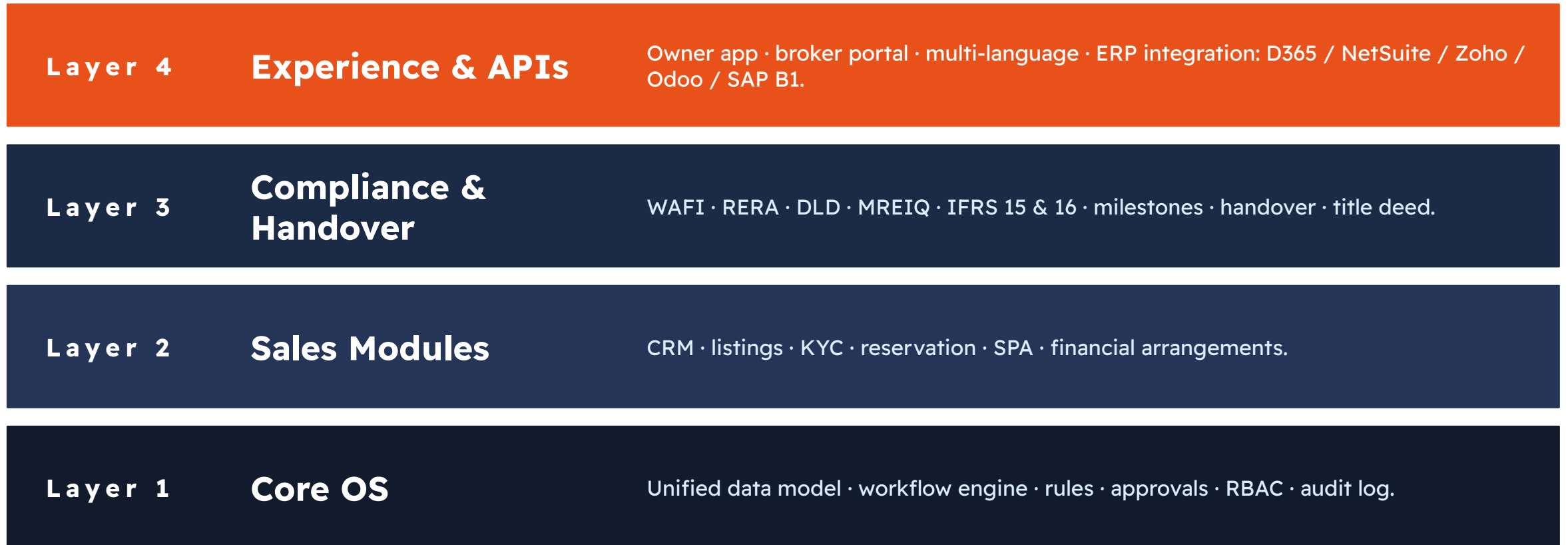
One Operating System. Four Layers.

RealtyGOTO runs on the propGOTO OS — the same platform powering the full propGOTO product suite.

RealtyGOTO · Property Sales Platform

Layered architecture — ~90% out-of-box fit

From the unified data model up to the experience layer and integrations.



09

DIFFERENTIATION

Why RealtyGOTO.

Most property sales software is a CRM with bolt-ons. RealtyGOTO is a sales business platform — the entire lifecycle on one operating system.

RealtyGOTO · Property Sales Platform

Typical property-sales software vs RealtyGOTO

Eight differences that decide the deal.

Typical property-sales software	RealtyGOTO — One Platform
✗ CRM with separate contracts in Word	✓ CRM, listings, SPA & IFRS 15 - one platform
✗ Manual KYC, scattered documents	✓ In-house KYC review + central document vault
✗ Off-plan compliance bolted on or absent	✓ IFRS 15/16 native + GCC compliance & integrations
✗ Service / Facility / Asset Mgmt sold as separate modules	✓ Enterprise SFAM bundled in every plan, no extra licence
✗ No buyer visibility post-sale	✓ Owner App - iOS & Android with milestone updates
✗ Email-based handover workflow	✓ Digital snagging, sign-off, key handover, Inspector App
✗ Title deed in PDF folders	✓ Title Deed Transfer module with NOC & registration
✗ IFRS 15 in spreadsheets	✓ Native IFRS 15 revenue recognition engine
✗ 6-18 month implementation projects	✓ 2-4 week SaaS go-live, ~90% out-of-box fit

10

GET STARTED

Book a RealtyGOTO Demo.

See the full sales platform — listings, CRM, SPA, IFRS 15/16, off-plan compliance, owner app — running on a real configuration tailored to your project mix.

RealtyGOTO · Property Sales Platform

Let's get you live in 2-4 weeks.

We'll tailor the demo to your project mix, broker channel, and ERP environment.

EMAIL

**info@
propertyautomate.com**

Sales - Demo - Partnership

WEB

www.propgoto.com

Product - Catalogue - Resources

CALL

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UAE +971 56 503 7417

IND +91 89 254 41119



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