

- A pitch for your real estate business

Everything your real estate business needs, *in one place.*

A branded website, a custom AI that qualifies buyers at 2am, one-tap posting to Facebook and Instagram, and commission that settles itself.

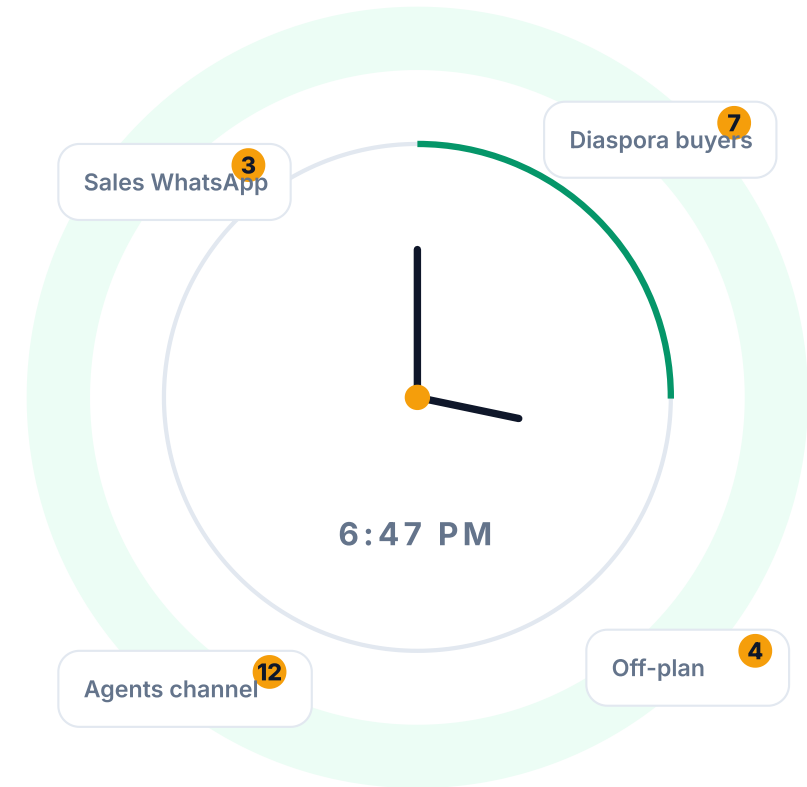
A TUESDAY EVENING

It's almost 7pm. The phone hasn't stopped.

One of your agents is posting a Kilimani 3-bed to Facebook. Then cropping the photos for Instagram. Then updating the office website. Then sharing it in three WhatsApp groups.

Two hours later, a buyer in Dallas sends a message at 2am her time. Nobody replies until morning. By morning, she's already moved on.

By Friday, three of your agents will each insist they were the one who brought the buyer who walked in on Wednesday.



THREE PROBLEMS EVERY AGENCY HAS

You didn't start this business to referee WhatsApp groups.

01 Buyers message at 11pm.

Nobody replies until morning. Serious ones have already moved on by the time your agents open their phones.

02 One property. Four places.

Website. Facebook. Instagram. WhatsApp broadcasts. Every listing posted separately. Two hours, every time.

03 Commission is a fight.

Three of your agents each claim every buyer who walks in. Nobody can prove it. You pick, somebody resents it.

These aren't exotic problems. Every successful real estate agency in Kenya deals with them, every week. What separates the ones pulling ahead is whether they've solved them.

WHAT WE BUILT

One platform. One screen. **Six tools replaced.**

Website, social posting, buyer conversations, commission math, agent permissions — one system, designed by people who have actually run real estate agencies.



A website found by Google — and ChatGPT.

Every site we build is indexed by Google from day one and written to be read by AI search tools. Buyers searching on ChatGPT, Perplexity, or Claude find your listings.



Post once. Everywhere.

Add a property once. We publish it to your website, your Facebook page, and your Instagram — with captions drafted in your house voice. You tap approve.



Your own AI, trained on your listings.

Every business gets its own AI. It knows every property, price, bedroom count, and title status — and takes over the second the office closes.



No more commission arguments.

Every post, ad, share, and referral gets its own tracking link. When the buyer arrives, we know who brought them. Commission is paid, not debated.



Built for how an office really works.

Owner, manager, agent, marketer, referral partner — each role sees only what they should. Departments, permissions, and commission ledgers shaped to reality.



Facebook ads that actually learn.

Your ad budget optimises against real buyer behaviour — the ones who asked for the floor plan, not the ones who scrolled past. Every shilling finds you better buyers over time.

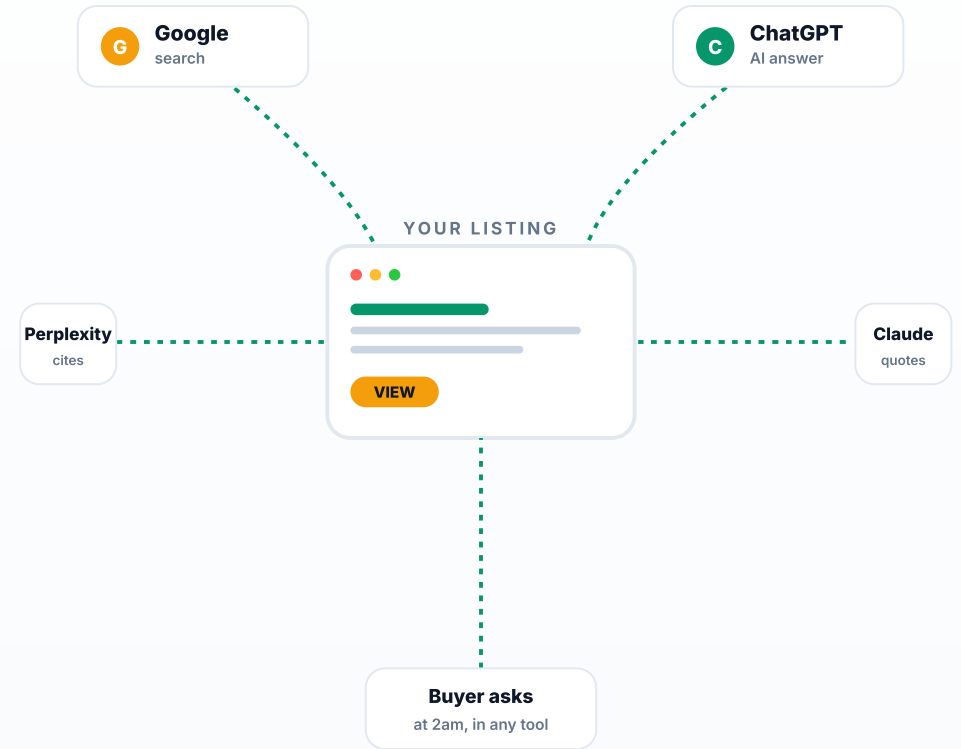
WHERE BUYERS ACTUALLY LOOK

A website found by Google — and by ChatGPT.

Buyers don't just ask Google anymore. They ask ChatGPT. They ask Perplexity. They get Google's AI answer before a single blue link loads. Every Propstroom site is built to show up in all of them — not just indexed, but readable by AI. Your listings become the answer.

A buyer types "3-bed apartment in Kilimani" into ChatGPT. Your property is what it recommends.

Google • ChatGPT • Perplexity • Claude • Gemini



POST ONCE, NOT THREE TIMES

You shouldn't post the same property to your website, then to Facebook, then to Instagram — **three separate times.**

TODAY

Posting one property eats the whole afternoon.

- 1 Photographer dumps 50 photos in the office WhatsApp group.
- 2 Marketing writes a Facebook caption, posts it, then copies it to Instagram and crops the photos again.
- 3 Somebody remembers to add the property to the website — maybe.
- 4 A referral partner shares the Facebook post. No tracking link. Nobody knows it was them.
- 5 Two weeks later, a buyer arrives. Three agents claim they introduced her.

ON PROPSTROOM

One tap. Website, Facebook, Instagram — done.

- 1 The agent uploads the photos once, inside Propstroom.
- 2 We write the caption in your house style. Marketing taps approve.
- 3 One button: the property shows on your website, Facebook, and Instagram — each tagged to who shared it.
- 4 Every click travels through a short, secret tracking link.
- 5 When the buyer walks in, the system already knows who to pay. Commission settles itself.

An AI that knows every property — and never clocks out.

Every business on Propstroom gets its own AI bot. It's trained on your property list, your prices, and the way your best agents speak. The moment your office closes, it takes over.

1. Trained on every property you sell.

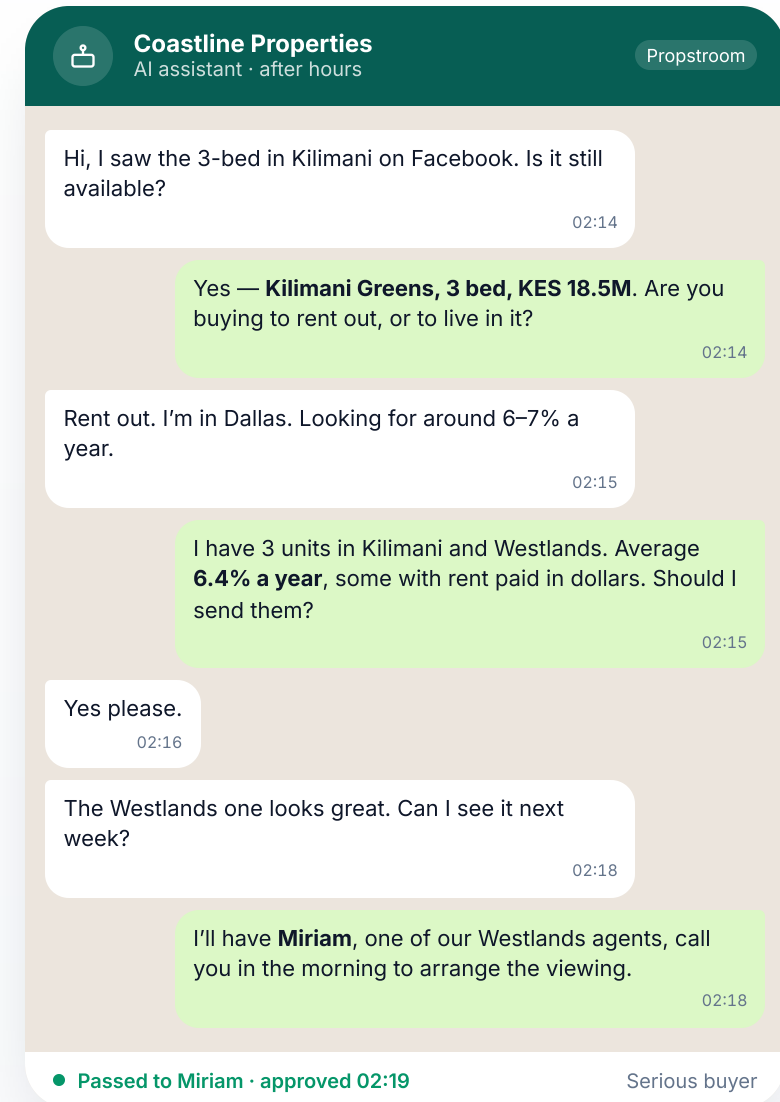
The moment you add a property to Propstroom, your AI learns it. Price, size, title status, rental history — so it never gives a buyer wrong information.

2. Takes over when the office closes.

2am buyer in Dallas. Sunday morning question. Public holiday enquiry. Your AI replies in seconds, every time.

3. Humans still close the deal.

The AI never commits a price or books a viewing alone. The moment a buyer becomes serious, a human agent approves the handover before it's sent.



COMMISSION, SOLVED

Every click. Every share. Every referral. Tracked quietly, settled fairly.

Every Facebook post, every advert, every WhatsApp forward your team or referral partners make gets its own short, invisible tracking link — the buyer never sees it.

When a buyer walks into your office two weeks later, Propstroom already knows how they got there. The commission sheet writes itself, and you pay the right person — automatically, without a single argument.

Every ad tagged to an agent

Every promoter post has its own link

Every walk-in matched to a source

Commission ledger updates itself



WHO THIS IS FOR

Real estate businesses that have **outgrown** spreadsheets.



Sales agencies with 20+ agents

Stop managing your team out of WhatsApp groups. Each agent gets a login, a view of their pipeline, and a commission record that reconciles itself at the end of every month.



Property developers

Take a project from marketing-phase renders to the last unit sold. In-house agents, external brokers, and promoters all sell under your brand — with attribution baked in.



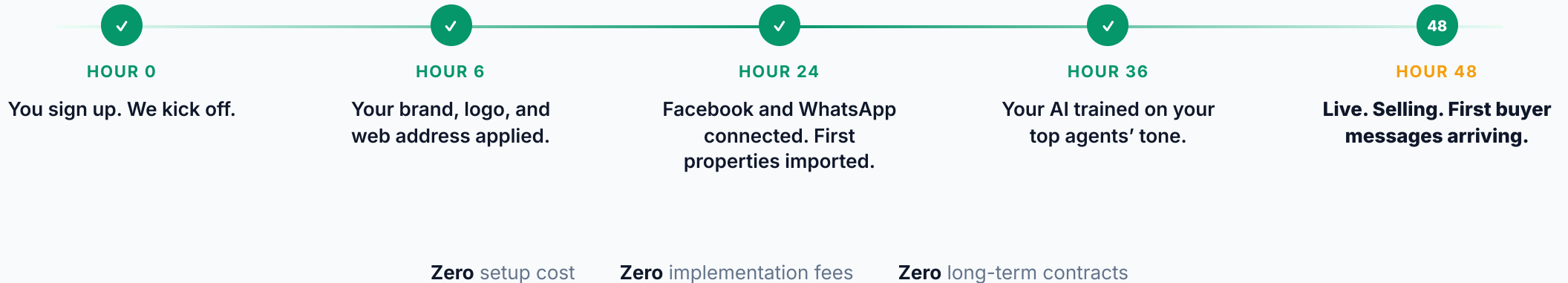
Firms selling to Kenyans abroad

Reply to a buyer in Dallas at 2am Kenya time, without getting out of bed. Diaspora enquiries are where your AI earns its keep — they usually vanish by breakfast if nobody answers.

THE ONBOARDING

From sign-up to fully live — in 48 hours.

No multi-month implementation. No consulting fees. No change-management. Here's the entire timeline from the moment you say yes.



PRICING

A plan for every size of business. Pay yearly, save 30%.

Starter

For a single agent or small team finding their feet.

KSh **9,999**

per month, billed yearly
(KSh 12,999 paid monthly)

- ✓ Up to 25 properties at a time
- ✓ 3 agent logins
- ✓ A Propstroom-hosted website
- ✓ Your own AI bot
- ✓ Facebook + Instagram posting
- ✓ Tracking links and commission math

Where most start

Pro

For a business with marketing and 10+ agents.

KSh **29,999**

per month, billed yearly
(KSh 38,999 paid monthly)

- ✓ Up to 200 properties at a time
- ✓ 15 agent logins
- ✓ Your own web address (yourbrand.com)
- ✓ Departments + granular permissions
- ✓ Facebook ads that learn from real buyers
- ✓ AI tuned to your top agents' tone
- ✓ Priority support

Agency

For multi-office firms and property developers.

KSh **79,999**

per month, billed yearly
(KSh 103,999 paid monthly)

- ✓ Unlimited properties and logins
- ✓ Full white-label — your name only
- ✓ Direct Facebook ad campaign control
- ✓ One-click company login (SSO)
- ✓ Dedicated account manager
- ✓ We handle your entire setup

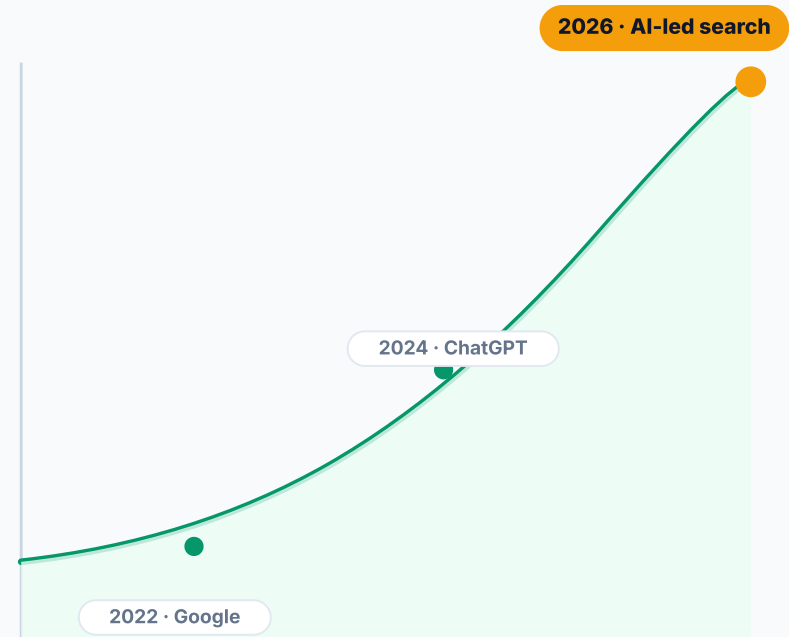
WHY NOW

The way buyers shop for property is changing faster than most agencies can keep up.

Kenyans don't call agents first anymore. They message on WhatsApp at midnight. They ask ChatGPT before they ask a human. Diaspora enquiries come in at 2am — in their time zone, not yours.

The agencies that adapt will own the next decade. The rest will spend it chasing.

Propstroom is the shortest path. 48 hours to live. Nothing to rip out. Your own Facebook, your own WhatsApp, your own brand — just faster, smarter, and impossible to argue with at



HOW BUYERS START THEIR SEARCH

THE NEXT STEP

20 minutes is all we need to show you how it works.

Send us a WhatsApp. We'll walk you through a real business running on Propstroom. If you sign up, your own business is live the same way within 48 hours — your brand, your Facebook pages, your properties, your AI speaking in your voice.



WhatsApp [+254 715 380 296](https://wa.me/254715380296)

or visit propstroom.com

48 hrs

From signing up to live and selling.

KSh 9,999

Starter, per month billed yearly.

Zero risk

Export your data any time. No lock-in.