

## **Centrum Real Estate Management & Advisory Launches DigiREMA – A Free Marketing & Lead Management System for Real Estate Channel Partners**

**Mumbai, 7<sup>th</sup> August, 2020:** Centrum REMA, the Real Estate Management and Advisory arm of the Centrum Group, announces the launch of DigiREMA - a revolutionary online portal for channel partners, to assist in the sales & marketing of real estate projects. DigiREMA, allows the Channel Partners to create a personalized virtual presentation, covering all relevant project details and reach out to potential customers via SMS and other social media platforms. The portal, <https://www.centrumrema.com/CP/> is free to use and comes with a readymade lead management system using OTPs to verify leads.

Speaking about the launch, **Harish Sharma, CEO Centrum REMA** said “DigiREMA will not only help in creating newer markets, but will also become a free lead management tool for channel partners. Given the current situation of COVID-19 and the difficulties in physically visiting project sites, we felt the need to innovate and make accessing information more convenient for the home buyer. DigiREMA will help channel partners extend reach, initiate relevant conversations, engage and close conversions. I am certain that the tool will benefit the whole ecosystem – developers, channel partners and home buyers.”

**DigiREMA – a first of its kind of innovation in real estate marketing in the country; is a free, self-service marketing tool that can be accessed by the channel partner via any device. Once the channel partner registers, he can create a personalized virtual presentation link of the selected project(s), and can send details via SMS, WhatsApp or other social media channels to prospective customers. DigiREMA also provides complete analytics, using dashboards for tracking leads on real time and conversion ratio, e-lockers, customer lifecycle, easy access to all information regarding the project and even tracks payment cycles.**

**About Centrum REMA:** A focused real estate advisory services platform that plays the catalyst for Home Buyers, Channel Partner and Developer. The company assists home buyers from the time they take a decision to buy a home till they step into it. Centrum REMA digital platform provides its clients with proactive project updates, payment schedule and alerts, e-lockers, home loan sections which include calculator, process and checklist, the registration section process and checklist and self-help for solving their queries. For the developers, the platform has inventory management and a microsite for the branding of their projects. It also provides cash flow management and a real-time update of the progress taking place on site.

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