EASY**RE**

The first integrated solution for **total control** of divestment and leasing processes.

THE PROPTECH FOR MANAGEMENT **FRACTIONAL REAL ESTATE ASSETS**

WATCH THE VIDEO
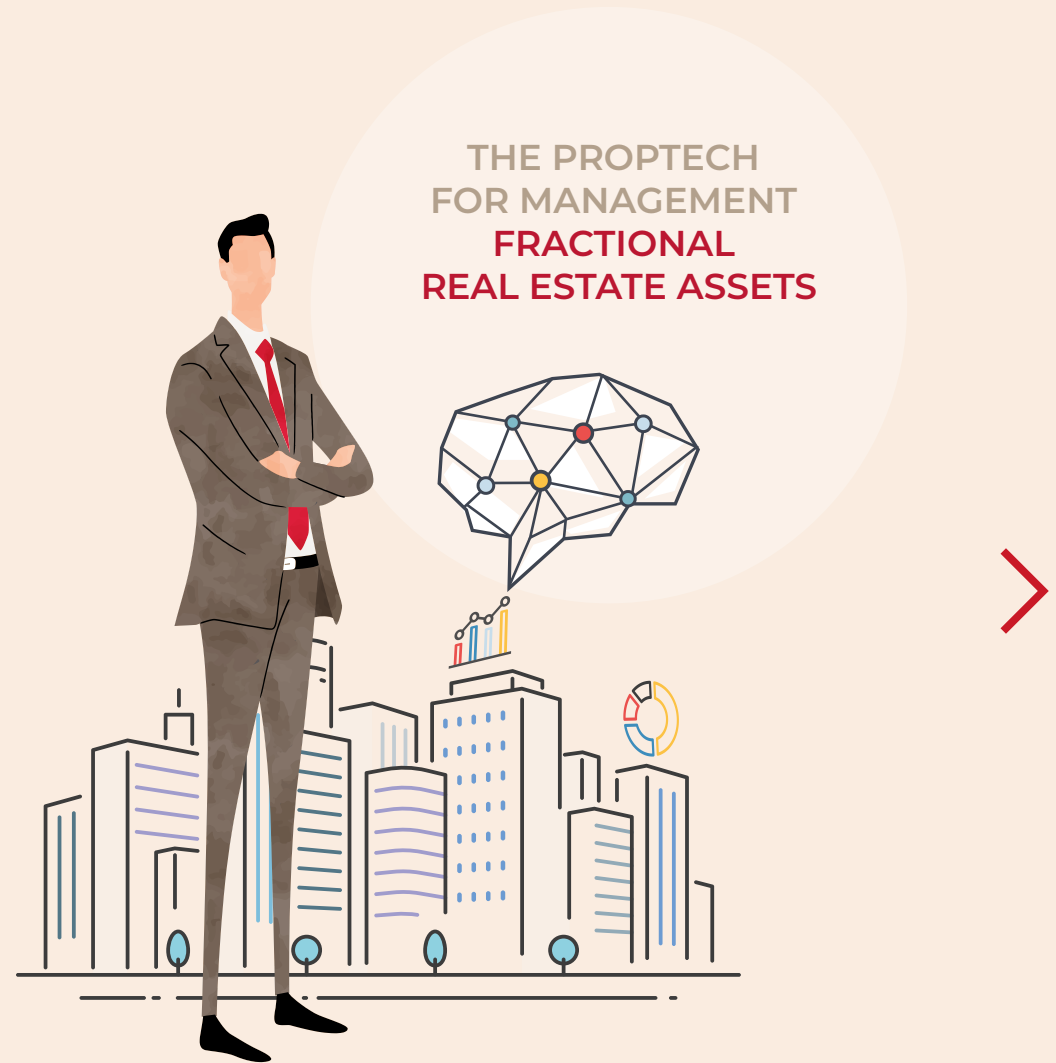
What EASYER does

MACHINE LEARNING ASSISTED ANALYSIS   **DATA-DRIVEN DECISION MAKING**

Using specific KPIs and machine learning, EASYRE makes it simple and straightforward to fully control every step of the process – from budget monitoring to following the progress of marketing campaigns to the management of negotiations of tenant agencies – it promptly flags possible anomalies such as properties not receiving bids or potentially incorrect prices.

Why choose EASYRE

BUDGETARY CONTROL

Are agencies aligned with the assigned goals?

MONITOR COMMERCIAL NETWORKS

How can we measure a broker's efficiency?

MAXIMIZE SALES

Which promotional channel has the best ROI?

DEFINE STANDARDS

Are collaborators following agreed-upon timelines?

IMPLEMENT COMPLIANCE
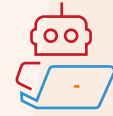
Does the data processing comply with the GDPR?

Follow the certified data to find the answers >>>

EASYRE

BUDGETARY CONTROL

MONITOR COMMERCIAL NETWORKS

MAXIMIZE SALES

DEFINE STANDARDS

IMPLEMENT COMPLIANCE

SECURITY

BUDGETARY CONTROL

Define your goals and map out the path to reach them

With EASYRE you can develop clear and detailed sales forecasts, sharing targets with funds, brokers and agents, in order to **empower each professional involved and guide them toward shared targets.**

Consolidation makes it possible to monitor the real-time performance of each SGR, fund and agency to **immediately identify any possibly critical issues.**

KPI

Analyzing

Planning
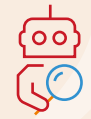
Performance

MONITOR COMMERCIAL NETWORKS

Verifies performance, analyzes data and identifies success factors

EASYRE allows you to maintain full control even over extended sales networks thanks to **KPIs that measure the operational efficiency of real estate agencies.**

Intensity of promotional activity, quality of ads, response time: any useful data is constantly monitored and **available for any level of aggregation, from the SGR down to the individual real estate agent.**

By analyzing the data, it is possible to not only identify any inappropriate or suspicious behavior, but to also bring out emerging successful case histories and **define best practices to be implemented across the entire network.**

EASYRE

BUDGETARY
CONTROL

MONITOR
COMMERCIAL
NETWORKS

**MAXIMIZE
SALES**

DEFINE
STANDARDS

IMPLEMENT
COMPLIANCE

SECURITY

3

MAXIMIZE SALES

Control is in your hands, and the results right before your eyes

EASYRE makes use of a centralized call center that ensures a 100 percent response rate and allows **complete tracking of the leads** generated by each campaign.

With this certified data, it is possible to measure the impact of each and every business activity and find out, for example, which channels generate the most contacts, which leads are most likely to convert into sales, how agent response times affect sales possibilities and much more.

EASYRE also offers **support for campaign planning on real estate portals**, suggesting timing and publication methods that guarantee better results
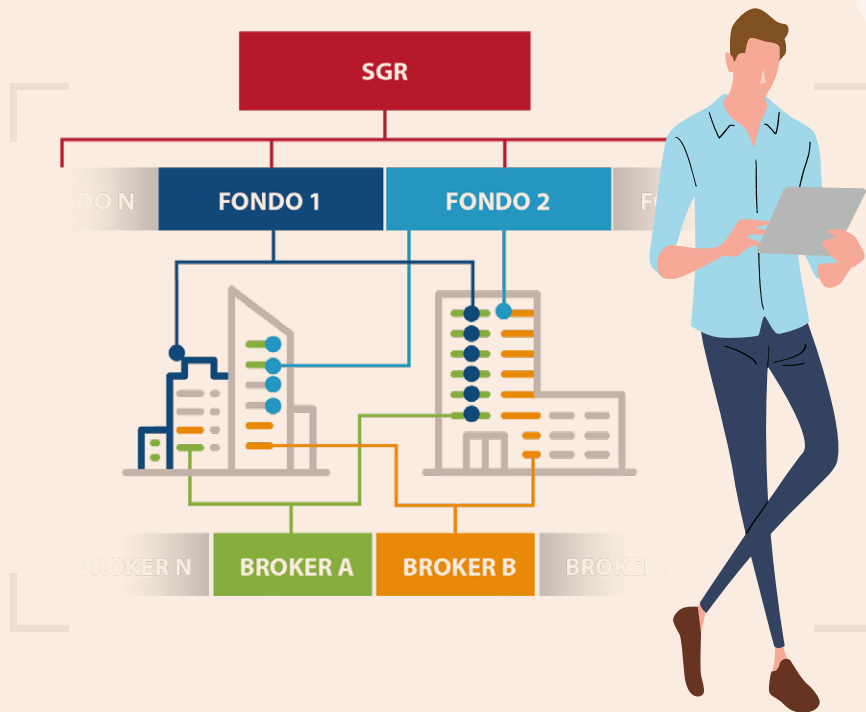
EASY**RE**

BUDGETARY
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NETWORKS

MAXIMIZE
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**DEFINE
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IMPLEMENT
COMPLIANCE

SECURITY

SGR

FONDO 1

FONDO 2

BROKER N

BROKER A
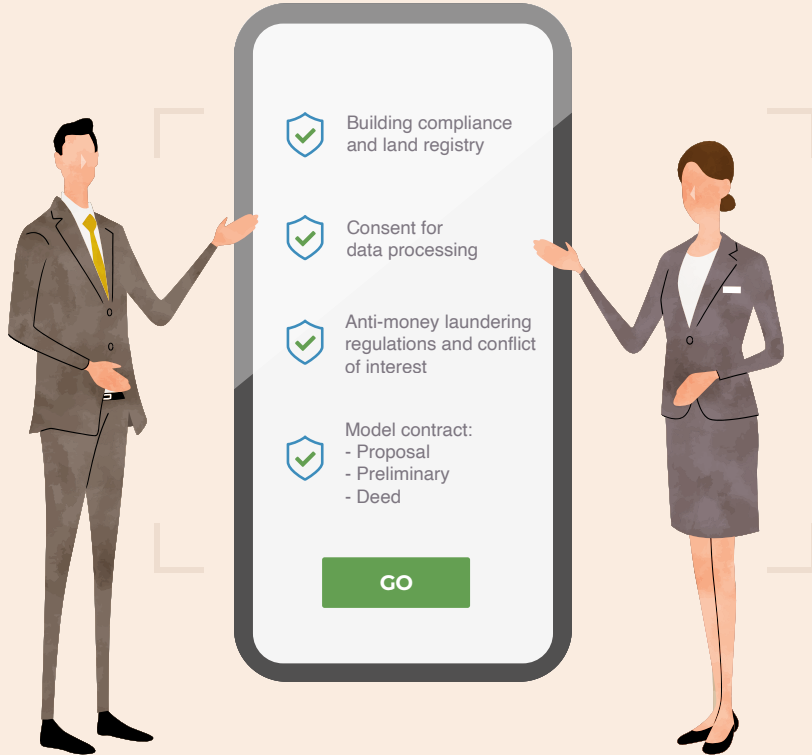
BROKER B

BROKER

DEFINE STANDARDS

Transforms your business into an efficient machine

EASYRE is not just a simple management system, it is **an efficient, easy-to-follow and highly automated work method** that makes it possible to minimize errors and inefficiency.

Every event - from contact request to purchase proposal triggers a **system of notifications and alerts responsible for engaging the professional responsible** for each task. In addition it is also possible to check compliance with the SLAs set to monitor the efficiency of each collaborator

The system processes listings directly from the property unit form to ensure correctness of information and stylistic conformity.

EASYRE

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MAXIMIZE
SALES

DEFINE
STANDARDS

**IMPLEMENT
COMPLIANCE**

SECURITY

Building compliance
and land registry

Consent for
data processing

Anti-money laundering
regulations and conflict
of interest

Model contract:
- Proposal
- Preliminary
- Deed

GO

IMPLEMENT COMPLIANCE

A solution with all
the right qualifications

EASYRE is able to ensure **compliance by default thanks to a workflow** developed in collaboration with experts in the field.

From building and land registry compliance and consent for data processing to anti-money laundering regulations and conflict of interest: EASYRE ties the progress of negotiations to the acquisition of the necessary documentation, **reducing the risk of litigation or sanctions.**

The exchange of documents is encrypted and mediated by the EASYRE platform, which allows access for qualified personnel only and prevents sensitive material from being transmitted in violation of the GDPR.

≡ EASY**RE**

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SECURITY

Maximum protection against attacks and misuse

Defending the system from intrusions and attacks hackers is essential, but not sufficient. In addition to firewalls, antivirus, encryption and SSL-certified access, **EASYRE adopts solutions to protect data from possible abuse by authorized personnel.**

✔ Track all operations performed on the platform

✔ Prevents massive downloads of sensitive data

✔ Makes the DB unreadable even for system administrators.

Designed to be compliant

The ability to exploit the full potential of the data collected is what makes EASYRE such an effective control tool, and thanks to the "by design" implementation of GDPR compliance, the entire process takes place in total security.

In fact, all **data acquired are strictly encrypted and can be anonymized to feed machine learning systems in full compliance with regulations.**

Always accessible, on any platform

EASYRE is a SaaS (software as a service) and does not require installation; simply log in via a browser to **have full access to all functions from any device**, even when on the move and always in complete security.

D.P.S. Soluzioni Informatiche S.R.L.

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