

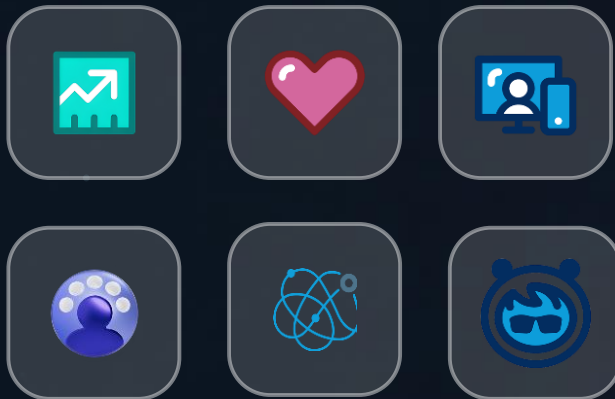
Devsinc

salesforce

SALESFORCE OFFERINGS FOR REAL ESTATE

Reimagining Real Estate with Salesforce and AI

A Salesforce and AI Offering Built for Real Estate Networks Across MENA



THE GAP

The Opportunity, and the Gap Behind It

\$141B → **\$260B**

2025

by 2034

The GCC real estate market is set to nearly double within a decade, and Saudi Arabia's 2026 foreign ownership law is widening the buyer pool further. Most broker networks are scaling faster than the systems built to support them.

MARKET REALITY

- Missed follow ups quietly cost real revenue every quarter
- Brokers calling in for status, pulling your team off closing to answer questions
- Slow to adopt AI, while faster brokerages are already closing deals first
- Buyers and partners waiting on updates nobody can give them in real time



THE OPPORTUNITY

- One trusted pipeline, checked in real time
- Partners and customers self serve by default
- AI embedded in the workflow, not bolted on
- Growth measured in outcomes, not headcount added

WHO WE ARE

A Decade of Salesforce Expertise, Built for Real Estate

Devsinc is a certified Salesforce partner with over 15 years of experience and 50+ Salesforce projects delivered across MENA. We work with growing real estate networks specifically, building Sales Cloud, Service Cloud, and Experience Cloud around how brokers, developers, and partners actually operate across borders.

50+

Salesforce projects

30+

Certified experts

15+

Years of experience

4.8★

AppExchange rating

WHY DEVSINC



Audit First, Build Second

We diagnose real pain points before touching any configuration.



Phased Delivery, Not All at Once

One workflow proven and adopted before the next one starts.



AI Grounded in Clean Data

Agentforce and Einstein run on data your team can trust.



Real Remediation Expertise

We fix degraded orgs as often as we build new ones.

CORE CLOUDS FOR REAL ESTATE · PART 1

The Deal Pipeline



Sales Cloud

- Buyer and investor inquiries captured and scored
- Pipeline mapped to your real closing stages
- Forecasts leadership can commit to before launch



Service Cloud

- Maintenance, tenant, and owner cases auto routed
- SLA tracking, nothing slips past handover
- One view of every resident or investor



Experience Cloud

- Dedicated portals, brokers, developers, buyers
- Real time unit and deal status, no calling in
- Self service documents, payments, contracts

CORE CLOUDS FOR REAL ESTATE · PART 2

The Growth Layer



Marketing Cloud

- Campaigns segmented by buyer profile
- Nurture across email, SMS, and WhatsApp
- Launches tied directly to live inventory



Data Cloud

- One unified profile per buyer, broker, property
- The foundation every AI feature depends on
- Real time data across every sales center



Agentforce & Einstein

- Flags a stalled deal or cold lead automatically
- Answers routine buyer and broker questions
- Scores leads, right agent called first

HOW WE ACTUALLY WORK

Our Approach

1

**Audit**

Understand real pain points across your broker network first.

2

**Data Foundation**

Fix the buyer, broker, and property data everything depends on.

3

**Internal Workflows**

Sales and Service Cloud rebuilt around how deals actually move.

4

**External Experience**

Broker and buyer portals layered in once the foundation holds.

PROOF

fäm Properties

Dubai's exclusive real estate project sales and marketing partner for developers, managing an AED 12 billion+ portfolio through a broker network spanning 100+ countries. With end-to-end expertise across project marketing, sales, operations, and sellouts, fäm Properties helps developers maximize reach and accelerate project success.



THE CHALLENGE



Data Nobody Fully Trusted

Records degraded until teams stopped relying on them daily.



Forecasting and Missed Follow Ups

Deals slipped through the cracks as pipeline visibility disappeared.



Partners Locked Out of Self Service

Customers, developers, and agents had no way to self serve.



No Real Support Process

Cases moved through the business with no path to resolution.



A Network Running on Phone Calls

Brokers fell back on calling in and waiting for status.

PROOF, CONTINUED

What We Delivered

Devsinc rebuilt fäm's entire Salesforce ecosystem as one unified platform, fixing the data foundation first.

CORE CLOUDS USED

**Sales Cloud****Service Cloud****Experience Cloud**

“

Managing over AED 12 billion in property sales through a broker network spanning 100+ countries, we needed one place for our brokers to check deal status instead of calling us all day. Devsinc Sales Cloud and Experience Cloud implementation solved exactly that, giving us one view of every deal and letting partners self serve on status.

Raed Hechmi
Operations Manager, fäm Properties



THE RESULTS

95%

forecast accuracy

90%

fewer redundant fields

45%

less manual back and forth

90%

better data quality

1,000+

portal users onboarded

PACKAGES

Custom Packages for Real Estate

Every network's starting point is different. These are illustrative starting packages, your actual scope gets defined during your Health Check.



Foundation

Sales Cloud + Experience Cloud (1 portal)

Core pipeline, forecasting, and one self service portal.

Best for networks just getting their data foundation right.



Growth

Sales + Service + Experience Cloud + Marketing (up to 4 portals)

Adds structured case management and multi portal self service.

Best for networks scaling across multiple markets.



Enterprise

Full suite: Sales + Service + Experience Cloud & Agentforce

Full AI layer, unified data model, unlimited portals.

Best for networks ready to ground AI in a clean, unified foundation.

[Book a Consultation](#)

RESOURCES

Where to Go Next



[Get the Guide](#)

The Salesforce Maturity Model. 5 stages, 10 minutes, one diagnosis.



[Read the Case Study](#)

95% better forecast accuracy.
1,000+ portal users onboarded.



[Talk to Us](#)

Get your free Salesforce Health
Check for real estate.

Devsinc



BY THE NUMBERS

Trusted by Enterprises to Make Salesforce Deliver.

50+

Salesforce projects delivered

30+

Certified Salesforce experts

15+

Years of experience

4.8★

Average AppExchange rating

ABOUT DEVSINC

Devsinc is a global technology partner partnering with enterprises across North America, the UAE, and the wider MENA region to build, scale, and transform through enterprise application engineering, AI and data solutions, technology advisory, product development, and digital transformation.

With over 15 years of experience, more than 3,000 successful projects delivered, and over 230 active clients across 23 countries, we combine proven execution with deep technical expertise. As a certified Salesforce partner, we bring platform excellence together with world class engineering talent while taking an AI centric approach to every engagement, helping enterprises identify where AI can create meaningful business value and develop the systems needed to realise it. Our aim continues to be helping more enterprises grow further and faster, with AI at the core of that journey.

Let's Talk



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