



01 / PRODUCT PROFILE

The AI-Powered Real Estate Operating Platform

Capture every opportunity. Automate every follow-up. Move every deal forward.

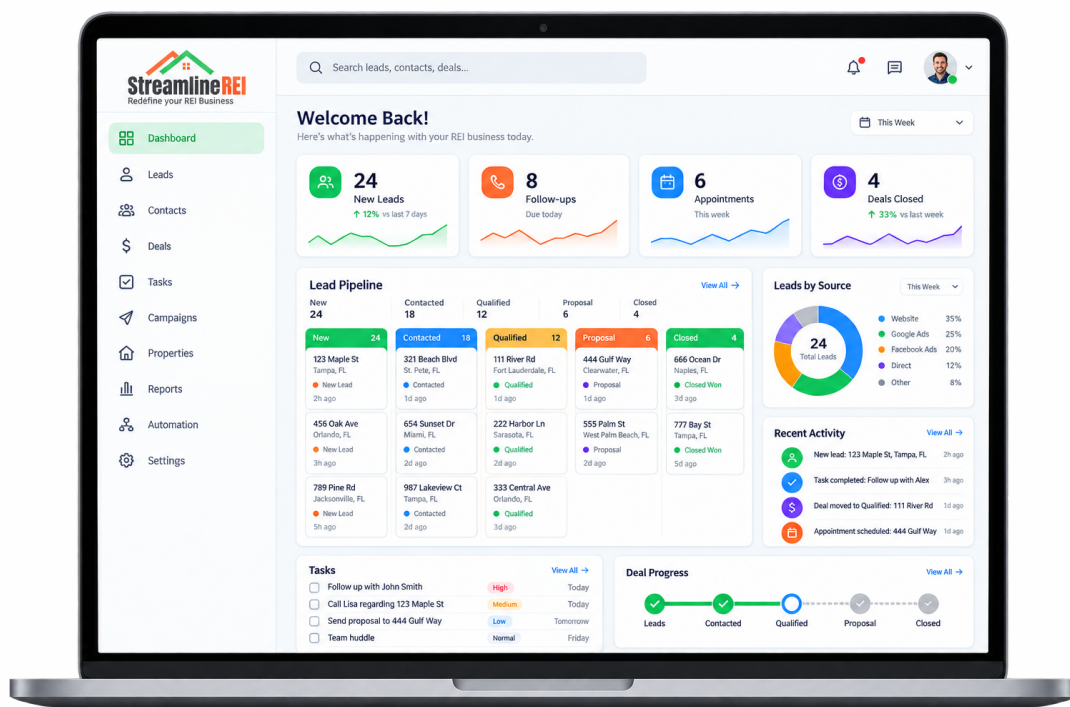
StreamlineREI connects CRM, communication, automation, marketing and LeadSmart AI in one platform built for real estate investors, wholesalers, agents and growing teams.

CORE PROMISE / Respond faster. Stay consistent. Close with greater visibility.

One Platform. Every Lead. Every Next Step.

Real estate growth becomes harder when leads, conversations and follow-ups are spread across disconnected tools.

StreamlineREI creates one connected operating environment for capturing inquiries, managing opportunities, engaging sellers, coordinating teams and progressing deals. Its AI and automation capabilities reduce repetitive work while keeping people in control of the decisions that require experience, negotiation and trust.



Built for REI

Purpose-built for investors, wholesalers, agents and rehabbers.



Powered by AI

Always-on support for response, qualification, scheduling and nurture.



Designed to Scale

Flexible pipelines, workflows, users and integrations that grow with the business.

Real Estate Businesses Do Not Need More Tools. They Need Better Flow.

Revenue leaks occur between lead generation and the next meaningful action.



Scattered leads

Leads arrive from multiple channels without one reliable system of record.



Slow response

Delayed replies allow faster competitors to take the conversation.



Inconsistent follow-up

Manual follow-up becomes inconsistent as lead volume grows.



Lost context

Teams spend time searching for context instead of progressing deals.



Tool sprawl

Disconnected subscriptions increase cost, complexity and reporting gaps.



Low visibility

Managers cannot easily see ownership, pipeline health or stalled opportunities.

THE COST

A missed response is not only a missed message - it may be a missed contract.

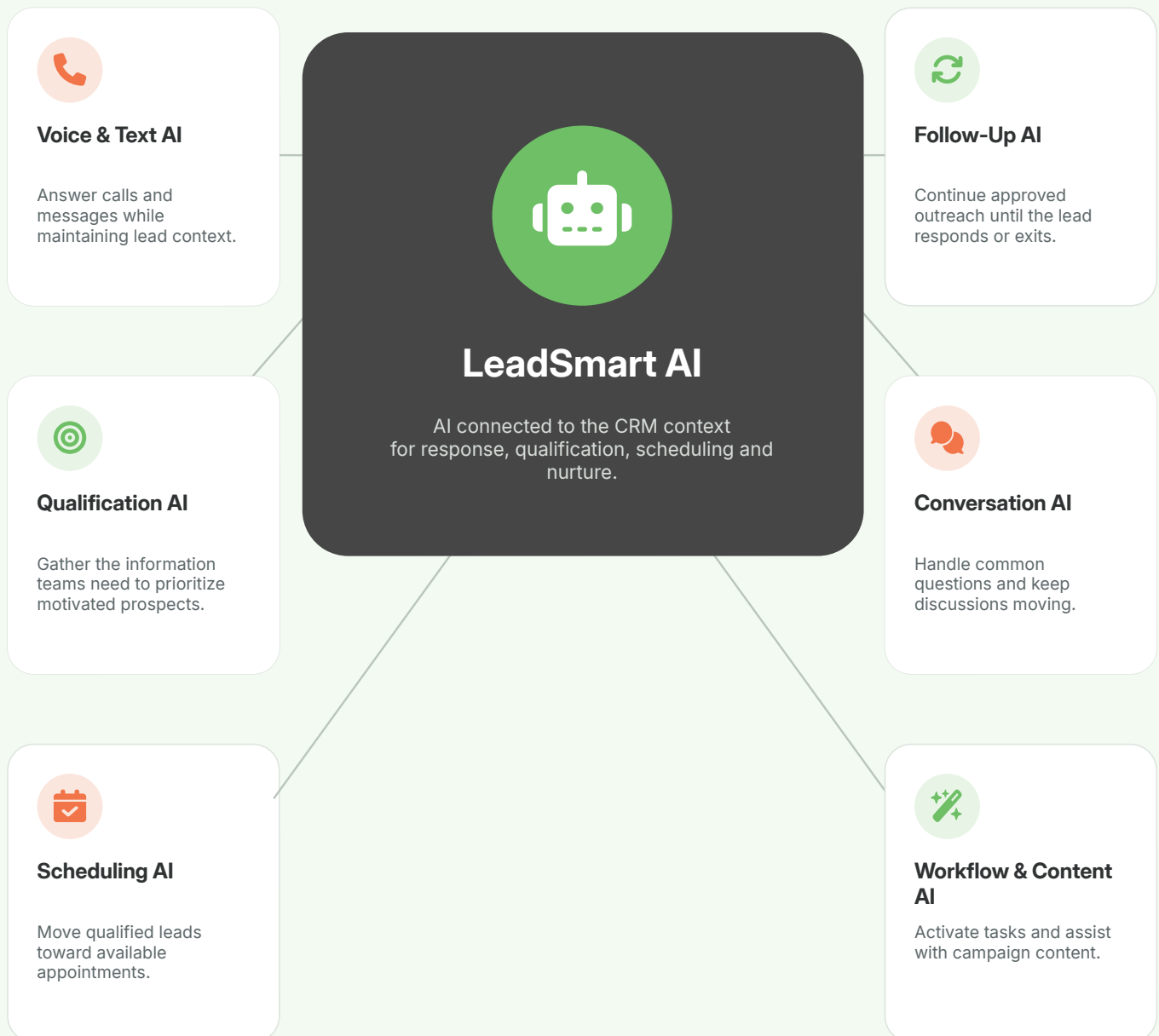
A Connected Lead-to-Deal Operating System

StreamlineREI organizes the complete customer journey around one shared record and one repeatable process.



More Than a Chatbot. Your 24/7 AI Sales Team.

LeadSmart AI supports the repetitive, time-sensitive work surrounding every new inquiry - day, night and weekend.

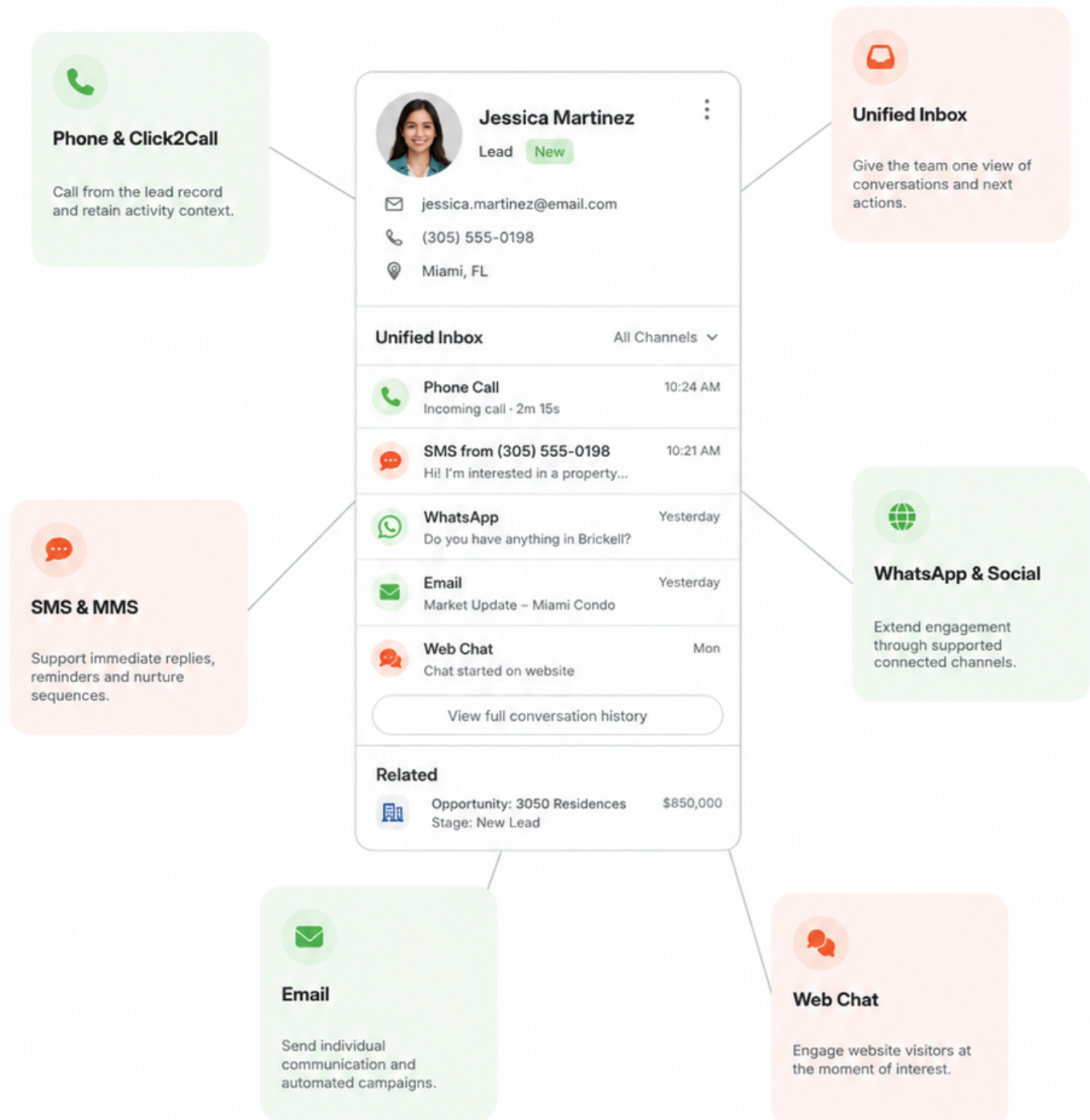


HUMAN + AI

AI increases coverage and consistency; people retain control of valuation, negotiation and commitment.

Meet Sellers Wherever They Choose to Respond

Every interaction becomes more useful when the conversation history stays connected to the lead and opportunity.



Turn Best Practices into Repeatable Lead Journeys

Set the process once, then let workflows keep every next step visible and moving.



Every lead keeps a visible next step.

Replace Disconnected Tools with One Real Estate CRM

StreamlineREI brings core sales, marketing and operational capabilities together under one login.



CRM, contacts and smart lists



Custom pipelines and opportunity stages



Workflows and campaign automation



Calling, SMS and email



Calendars and appointment booking



Websites, funnels, forms and surveys



Contracts and e-signatures



Reputation and review management



Social media planning



Dashboards and reporting



Templates, tags and trigger links



APIs, webhooks and Zapier connectivity

One login. One operating environment. One connected source of truth.

Launch Digital Experiences That Feed the CRM

Create mobile-friendly websites, landing pages and forms that capture leads and activate follow-up without manual handoffs.



Fast to Launch

Start with ready-to-use real estate templates.



Easy to Customize

Edit pages and funnels without a separate development workflow.



Built for Leads

Connect forms, surveys, chat and calendars directly to CRM records.



SEO-Ready Foundation

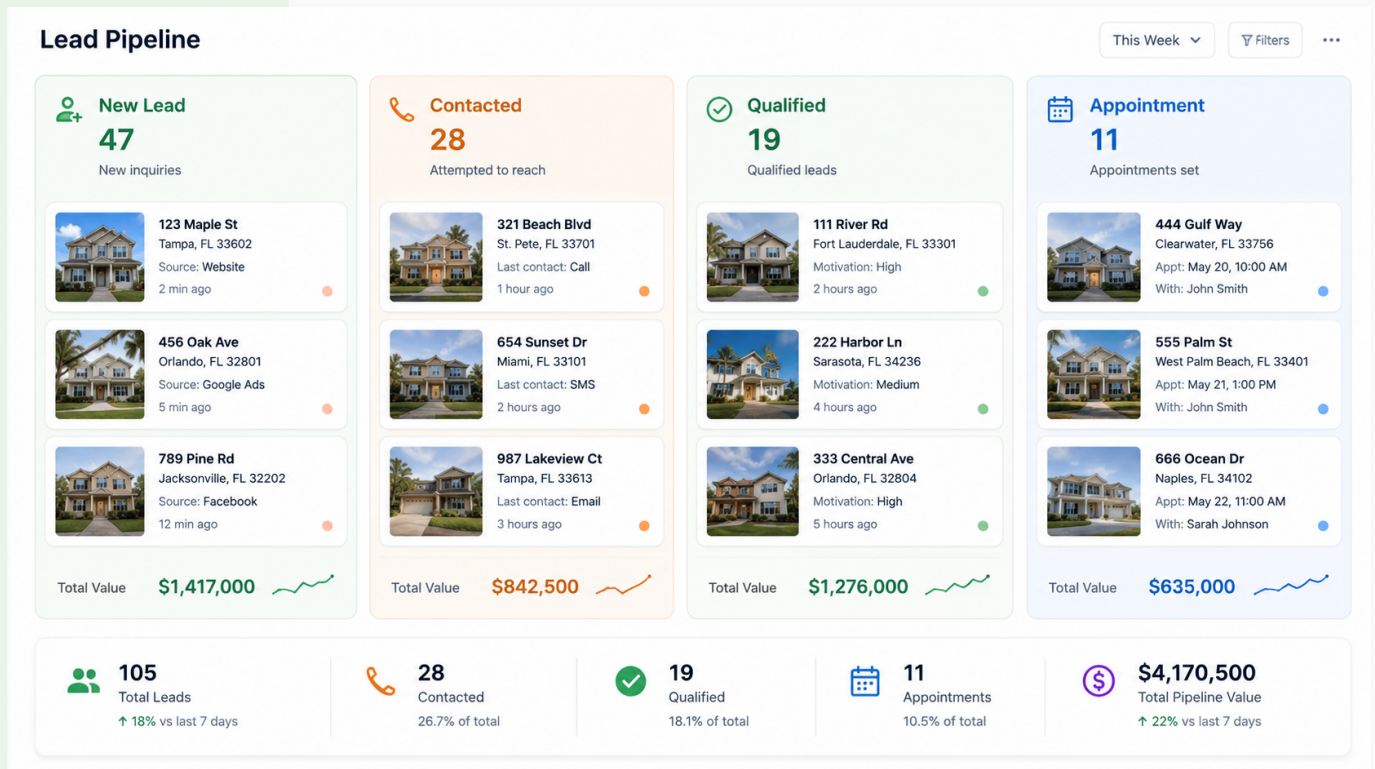
Support responsive, structured pages prepared for ongoing optimization.

CONNECTED CONVERSION



Give Every Opportunity a Clear Owner and Next Action

A CRM creates value when it helps people progress deals - not when it simply stores contacts.



The diagram illustrates six key features of the CRM, arranged in a 3x2 grid. Each feature is represented by a colored circle icon, a title, and a brief description.

- Custom Pipelines** (Green icon): Mirror acquisition, disposition, refinance or market-specific processes.
- Tasks & Alerts** (Orange icon): Keep responsibilities, due dates and stalled opportunities visible.
- Calendars** (Green icon): Coordinate seller calls, property visits and team appointments.
- Contracts & E&S Sign** (Orange icon): Prepare, send and track key documents inside the operating flow.
- Buyer Engagement** (Green icon): Segment and communicate with relevant buyers more consistently.
- Reporting** (Orange icon): Monitor sources, activity, movement and pipeline health.

Configured Around the Way Real Estate Teams Actually Work

StreamlineREI adapts to different strategies without losing its focus on lead response, follow-up and pipeline execution.



Wholesalers

Seller qualification, acquisition and disposition workflows, contracts and buyer engagement.

01



Investors

Opportunity tracking, nurture, due-diligence coordination and portfolio-specific processes.

02



Agents & Brokers

Lead response, appointments, relationship nurture, campaigns and reputation.

03



Rehabbers

Acquisition pipelines, project-related tasks, team coordination and exit visibility.

04



Solo Operators

Automation and AI coverage without excessive administrative workload.

05



Growing Teams

Standardized processes, routing, accountability, permissions and management visibility.

06

Connect the Channels and Tools Already Driving Your Business

StreamlineREI can connect lead sources and business applications through supported native integrations, APIs, webhooks, email parsing and Zapier.



INTEGRATION PRINCIPLE Capture the lead once. Keep the data moving. Preserve the context.

Technology Is Only Valuable When the Team Can Use It

StreamlineREI combines software with guided implementation support to help customers move from signup to adoption.



SUPPORT / Guided onboarding, migration assistance and ongoing technical support are part of the customer proposition.

Expert Execution Beyond the Software

Businesses that need strategy, customization or ongoing execution can engage StreamlineREI and CrecenTech delivery teams for additional services.



CRM Customization

Pipelines, workflows, fields, integrations, dashboards and optimization.



Lead Generation

Campaign and channel support designed to build prospect flow.



Digital Marketing

SEO, paid media, social, content and reputation services.



REI Website Development

Custom websites and landing experiences aligned with conversion goals.



Graphic Design

Branding, social creative, brochures, credibility packages and animation.



Managed IT Services

Technical support, monitoring and technology continuity services.

FLEXIBLE ENGAGEMENT

Project-based services and retainers are scoped separately from the core subscription.

Less Administrative Friction. More Time for Revenue-Producing Work.

StreamlineREI is designed to improve the operating conditions that influence conversion and scale.

01



Faster Response

Reduce the time between a new inquiry and meaningful engagement.

02



Consistent Follow-Up

Keep opportunities active beyond the first unanswered call or message.

03



Higher Productivity

Reduce tool switching and repetitive administrative actions.

04



Clearer Visibility

See ownership, activity, stage movement and stalled opportunities.

05



Better Marketing Insight

Connect sources and campaigns with downstream pipeline outcomes.

06



Scalable Operations

Turn successful processes into reusable workflows for growing teams.

MEASURE WHAT MATTERS

Response time • Contact rate • Appointments • Stage conversion • Pipeline aging • Cost per opportunity

One Core Plan. Every Essential Capability.

A straightforward subscription makes it easier to consolidate tools and start with the complete platform.

STREAMLINEREI COMPLETE

\$99

/ Month

Billed monthly.



Up to 5 Users

Additional users: \$10 per user per month.



14^{Day} Trial

Explore the platform before committing.



No Setup Fee

Start without a separate platform activation charge.



Core Platform Included

CRM, pipelines, websites, workflows, calendars, contracts and more.



Usage-Based Services

Messaging, calls, email and selected AI or third-party services are billed by use.

IMPORTANT

Professional services, retainers and custom implementation are quoted separately.

Simple pricing. Full platform access.

Real Estate Focus. AI Powered Execution. Human Support.

The platform brings together the capabilities and implementation support required to build a more responsive, consistent real estate operation.

01



Purpose-Built for REI

Workflows and language aligned with investors, wholesalers, agents and rehabbers.

02



AI Connected to the CRM

AI support operates within the lead and workflow context - not as an isolated tool.

03



Broad Platform Coverage

Sales, communication, marketing and operational tools in one environment.

04



Customization Expertise

Access to teams that can adapt workflows and integrations to the business.

05



Guided Migration & Onboarding

Support for moving data, configuring processes and enabling users.

06



A CrecenTech-Powered Product

Backed by technology, marketing, design and managed-service capabilities.



18 / GET STARTED

Your Next Deal Should Never Be Waiting on Your System.

See how StreamlineREI can capture a real lead, qualify the opportunity, schedule the next step and keep follow-up moving - automatically.

BOOK A TAILORED PRODUCT DEMONSTRATION

Bring your lead sources, current pipeline, team structure and biggest follow-up challenge. We will map one representative lead journey and show how StreamlineREI can support it.

CONTACT

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StreamlineREI is a CrecenTech-powered product. Platform availability, usage rates, support scope and commercial terms should be confirmed at the time of purchase.