

Nesher 5.0 AI Software:

Comprehensive Real Estate Platform Feature Summary

New Features Introduced in Nesher 6.0

1. Core Platform Features

- **Centralised Collaboration & Security:**
 - Google Workspace integration for file sharing, team projects, and administration.
 - ISO 27001 certification for cybersecurity with multi-factor authentication and phishing protection.
 - Unlimited secure document storage for agents and teams.
 - **Unified Data Management:**
 - Real-time updates and insights on properties, leads, and client interactions.
 - Enriched analytics and market insights.
 - **Customisable Workflows:**
 - Automated workflows, tasks, and task management tools integrated with Google Calendar.
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2. Property Management

- **Real-Time Property Updates:**
 - Automatic property availability updates synced across platforms.
 - Virtual reality (VR) property tours instantly accessible and shareable.
 - **Reservation and Sales Tracking:**
 - Tools for property reservations and app-based sales tracking.
 - **Open Home Features:**
 - Streamlined client check-ins, mobile brochures, and visitor follow-ups.
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3. CRM and Customer Engagement

- **Built-in CRM Tools:**
 - Manage leads, client profiles, and interactions in real-time.
 - Tools for agent commissions, trust accounting, and compliance.
 - **Customer Journey Mapping:**
 - Vendor real-time feedback, surveys, and Net Promoter Score tracking.
 - **Campaign Reporting:**
 - Vendor Campaign Reports and live analytics to improve transparency and communication.
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4. Marketing Automation

- **Marketing, and Integration**
 - Access to over 10,000 customisable templates for digital and print marketing.
 - Automated reminders for deadlines, bookings, and campaign tracking.
 - Tools like Canva for campaign creation and analytics.
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5. AI-Powered Features

- **Smart Tools for Insights:**
 - AI chatbots for 24/7 lead engagement.
 - Machine learning for predictive analytics, property matching, and valuation.
 - **Computer Vision:**
 - Tools for image analysis, virtual staging, and photo enhancements.
 - **Predictive Analytics:**
 - Market trends forecasting, investment opportunities, and property value projections.
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6. Data Insights and Analytics

- **Metrics & Financials:**
 - Goal tracking, benchmarking, and real-time performance metrics for agents and offices.
 - Financial insights, offering P&L reporting and profitability tracking.
 - **Stockboard:**
 - Digital stock management and listing updates.
 - **Data Lake Integration:**
 - Access to real-time market, property, and community data.
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7. Agent and Partner Tools

- **Referral and Collaboration:**
 - Radar and Refer platforms for connecting agents and tracking referrals.
 - Leaderboards for agent performance benchmarking.
 - **Training and Learning:**
 - Microlearning with single sign-on for training, compliance, and upskilling.
 - Real-time auction data updates.
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8. Advanced Tools and Integrations

- **Tools:**
 - Digital auctions, and videos tailor content to each customer.
 - Integration with external APIs for property data from MLS, Zillow, Realestate.com.au or other global providers.
 - **Custom APIs:**
 - Tailored solutions for seamless operations with existing systems.
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9. Enhanced User Experience

- **Mobile Design:**
 - Accessible dashboards for property tracking, client interactions, and financial insights.
 - Customisable workflows and tools to adapt to organisational needs.
 - **Advanced Visualisation Tools:**
 - AR/VR features for staging, tours, and interactive property design.
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10. Finance Tools

- **Profit and Sales Tracking:**
 - Automated financial reporting integrated with Xero.
 - Tools for tracking sales milestones and generating alerts for critical financial updates.
 - **Mortgage:**
 - Minimal deposit loan management.
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11. Sustainability and ESG Features

- **Eco-Friendly Property Tools:**
 - Green certifications and sustainability scoring for properties.
 - Carbon offset calculators for transactions.
 - **Smart Cities Integration:**
 - Tools for mapping urban development, public transit, and energy-efficient properties.
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12. Metaverse and Quantum

- **Metaverse:**
 - Tools for buying, selling, and developing virtual properties.

- Augmented reality (AR) for interactive property design and visualisation.
 - **Quantum Computing:**
 - Advanced property market forecasting with cutting-edge analytics.
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13. Networking and Community

- **Professional Network:**
 - A global ecosystem connecting agents, brokers, and service providers.
 - Peer-to-peer referral systems and industry forums.
- **Community Engagement:**
 - Livability index scoring for neighbourhoods, including schools, healthcare, and entertainment options.