



Masterkey for Real Estate Franchises

We've built our industry leading software specifically for the real estate and for real estate franchises looking to expand globally. With a plethora of tools available, you can use Masterkey to manage your listings, your customers and your sub-franchises.

How a franchise can use Masterkey:



Get a plug & play marketing infrastructure

Instantly create your franchise marketing infrastructure with built-in email and SMS campaigning, click-of-a-button digital brochures and automated welcome emails. Masterkey will power your marketing team to success.



Internal Multiple Listing Service (MLS)

Create your own internal MLS by using Masterkey with all the features you'd need to store property information, and listings and to start generating leads.



Client & unit auto-match

Masterkey has turned advanced client matching into an art form. Masterkey automatically matches client requirements to available properties across your entire network of franchisees in real time, ensuring quick response and follow-up.



Articulate lead distribution

Never lose another potential client. All client referrals and contacts can be captured and tracked by Masterkey. Whether by phone, email, web form or walk-in, Masterkey lets you know exactly where your leads are coming from. Track cross-franchisee referrals with ease and manage referral commissions.



Generate additional revenue by reselling Masterkey

Become a Masterkey reseller and add software sales to your revenue streams. The Masterkey Certified Partner Program will allow you to dedicate Masterkey trained staff to resell both the software and consultancy services to your network of franchisees.



Sale and commission tracking

How difficult is it to track each and every sale in remote markets? Guarantee your commissions by enabling each franchisee with the tools they need to succeed. Include tracking of sales performance and commission to ensure that every transaction is reflected in your reports.



Import existing databases

Switch over quickly and effortlessly from your excel sheets by using the batch upload tools to populate data in Masterkey.



Standardize your databases

As a franchise, you standardize the look and feel of your brand, internal processes, and the way your offices look. Why not standardize your data integrity?



Put an international section on all franchisee websites

Cross-link all franchise websites with international property searches, tightly integrating your network of agents.



Integrate with property portals worldwide

We're forming strategic alliances with leading international property portals around the globe. Your franchisees can advertise their property listings on portals directly through Masterkey. Once users have entered property details into Masterkey, posting each property's details onto various partner portals is instant, saving your teams both time and money.



Manage multiple offices in one territory

Do you have multiple offices in a specified territory? No problem. User permissions are very granular and allow you to specify access rights down to the community level. Contacts are not shared unless referred by the agent, so everyone protects his/her own information.



SaaS = No additional overhead

No need to add additional overhead by hiring industry experts to set up your infrastructure. Leverage on our scalable outsourced technical capabilities to allow you to grow as the market demands it.

Find out more:

Visit us at www.gomasterkey.com/partners or call us at +971 4 398 9739.

