

PRIMEFORCE
TECH LTD

primeSales CRM

primeLease

primeLead AI

Kenya's leading real estate platform.

Built for developers, agencies and portfolio owners who need more than a spreadsheet.

Book a free demo

hello@primeforce.co.ke · www.primeforce.co.ke

Real estate in Kenya runs on enormous potential.

Most of it is still managed on WhatsApp and Excel.



Collections chaos

Rent and instalment payments chased manually. No automation. No receipting trail. Finance teams lose hours every week to follow-ups that should never have been manual.



Invisible pipeline

Agents work from printed lists and WhatsApp groups. No real-time unit availability. Double-bookings happen. Buyers lose trust before a project breaks ground.



Lease and tenant risk

Agreements expire unnoticed. Tenant KYC is absent. When defaults happen, landlords have no legal paper trail to take to court. Recovery is near-impossible.

One platform. Three products. Every workflow covered.

primeSales CRM

For property developers & sales agencies

The end-to-end CRM for off-plan property sales. From lead capture to final handover — every buyer, every unit, every payment, fully managed and automated.

Best suited for:

- Off-plan developers
- Sales agencies
- Multi-project portfolios

primeLease

For landlords & property managers

Complete lease and rental management — tenant KYC, automated rent collection, disbursement scheduling, and legal-grade documentation for every tenancy.

Best suited for:

- Residential landlords
- Commercial portfolios
- Property managers

primeLead AI

For marketing & lead generation

AI-powered lead capture and qualification across WhatsApp, SMS and web. Every enquiry captured, scored, and routed to the right sales agent automatically.

Best suited for:

- Lead capture
- AI qualification
- Agent routing

prime Sales CRM

For property developers
and sales agencies.

 Off-plan projects

 Payment automation

 Buyer pipeline

 Financial controls

*Trusted by developers
across Nairobi, Mombasa
& Kisumu.*

PRIMESALES CRM — KEY FEATURES

Project & Unit Management

Define phases, blocks and units. Configure amenities, pricing and availability in real time. Eliminate double-bookings forever.

Buyer CRM & Pipeline

Full buyer lifecycle from lead to handover. KYC management, payment plan configuration, and buyer statement reports on demand.

Budget & Discount Management

Pre-approved departmental budgets. Mandate limits enforced before commitment. Special discounts tracked with full justification and audit trail.

Automated Collections

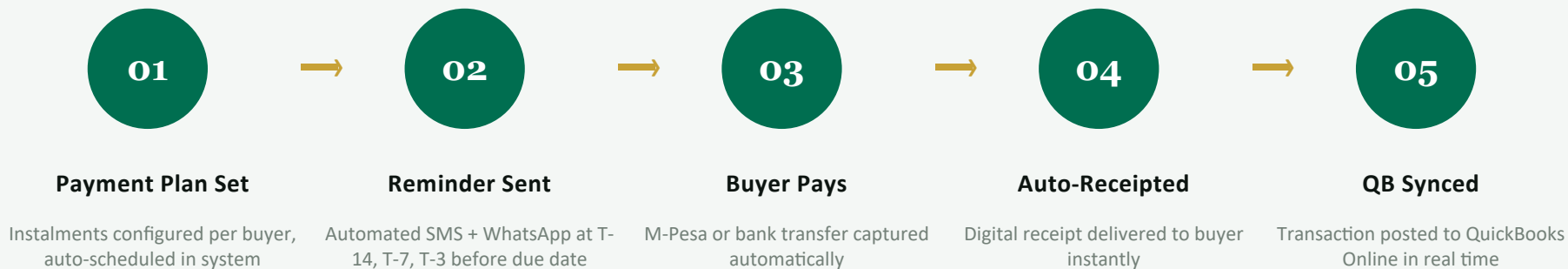
M-Pesa and bank auto-reconciliation. Instant digital receipts. Scheduled instalment reminders from T-14 through to T+7 overdue escalation.

Maker-Checker Controls

Dual authorisation on every discount, manual adjustment and fund reallocation. No single user can make unauthorised financial changes.

Analytical Dashboards

Real-time sales, collections and cash flow dashboards. Automated QB Online sync. Exportable financial reports for boards and investors.



MISSED PAYMENT ESCALATION SEQUENCE

T-14 days before due

Automated SMS + WhatsApp payment reminder

T-7 days before due

Second reminder with payment reference link

T-3 days before due

Urgent reminder — direct payment channel link

T+1 day overdue

Overdue notice to buyer + alert to agent & finance

T+7 days overdue

Finance Manager escalation + formal overdue email

Maker-checker review

All manual interventions dual-authorized with audit trail

PRIMELEASE — KEY FEATURES

Lease Registration & KYC

Digital lease creation with tenant KYC — ID, KRA PIN, employment proof, guarantor details. Every tenancy legally documented before handover.

Lease Renewal Automation

90, 60, and 30-day renewal alerts auto-triggered before lease expiry. Never lose legal standing due to an expired agreement again.

Tenant Statement Reports

Tenant-level rent ledgers, payment history, and arrears summaries generated on demand. Court-ready documentation for any dispute.

Automated Rent Collection

M-Pesa and bank auto-reconciliation. Instant receipts on payment. T-7, T-3, T+1 and T+7 automated reminder and escalation chain.

Landlord Disbursement

Net rent calculated automatically after management fee deduction. Disbursement schedules sent to landlords with full supporting statements.

Portfolio Dashboards

Occupancy, arrears, lease expiry and cash flow — all visible in real time. QuickBooks Online sync for clean accounting on every portfolio.

prime Lease

For landlords & property managers.

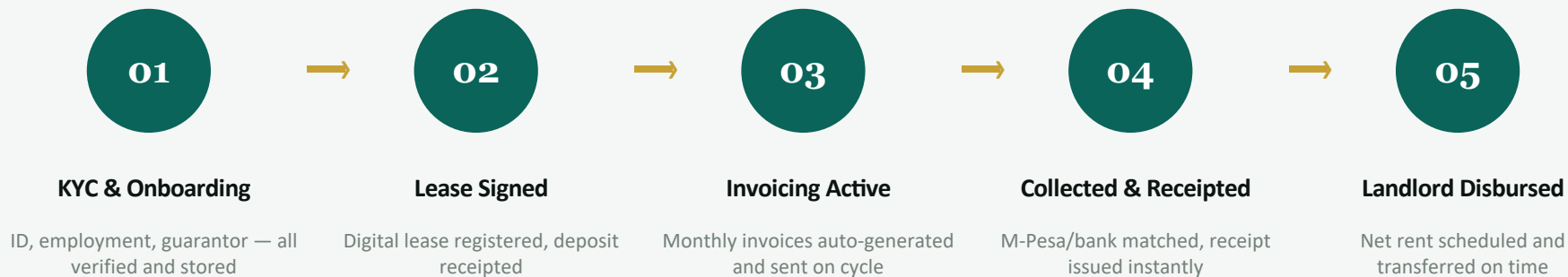
 Lease management

 Rent collection

 Tenant KYC

 Landlord reporting

*Kenya-compliant
lease templates &
Mesne profits protection.*



AUTOMATED LEASE RENEWAL — NEVER MISS AN EXPIRY

T-90 days before expiry

Landlord and tenant notified — renewal or termination decision needed

T-60 days before expiry

Renewal draft prepared and sent for review and digital signature

T-30 days before expiry

Final notice — new lease registered, or formal termination issued

T-0 (expired, no renewal)

Unit flagged — holdover status, next steps assigned to manager

Post-expiry holdover

Formal notice process initiated with documented evidence trail

Post-expiry + 30 days

Full case escalated to Finance Manager for legal proceedings

Every enquiry captured. Every lead qualified.

Before your sales agent even picks up the phone.



Omnichannel Capture

Lead enquiries captured from WhatsApp, SMS, web forms and social channels — all in one unified inbox. No lead is missed, regardless of where it came from.



AI Qualification

Intelligent lead scoring and qualification. primeLead AI asks the right questions, identifies buying intent, and surfaces hot leads to agents in real time.



CRM Integration

Seamless handoff to primeSales CRM. Qualified leads auto-routed to the right agent, with full conversation history and lead score transferred.

Connected to the tools your team already uses.

primeSales CRM and primeLease connect natively with Kenya's financial infrastructure and leading business tools.

M-Pesa Integration

Auto-reconciliation of Safaricom M-Pesa receipts in real time

Bank Integration

Direct bank statement auto-matching for payment reconciliation

QuickBooks Online

All transactions posted automatically — zero manual accounting entries

WhatsApp & SMS

Automated buyer and tenant notifications via preferred channels

mziziHR

HR management integration for payroll and staff administration

TendePay

Buy-now-pay-later financing for buyers and tenants

primeLead AI

Inbound lead capture and qualification feeding directly into primeSales

Email Automation

Bulk email campaigns and transactional notifications via templates



Property Developers

Off-plan & completed units

- Managing multiple projects simultaneously
- Selling via internal sales team or agencies
- Need payment automation for instalment buyers



Landlords & Portfolio Owners

Residential & commercial

- Managing 10 to 5,000+ rental units
- Need structured lease and KYC documentation
- Require automated rent collection and landlord disbursement



Property Agencies

Sales & management agencies

- Managing listings and buyer enquiries
- Acting as agent for multiple developers
- Need CRM, lead management and commission tracking



Property Managers

Portfolio management firms

- Managing properties on behalf of landlords
- Need occupancy, arrears and disbursement reporting
- Require a fully white-label management platform

Built for Kenya. Not adapted for it.

Every feature reflects how Kenyan real estate actually works — M-Pesa, quarterly rent, Rent Tribunals, the Distress for Rent Act.

Kenya-first design

Payment flows, legal frameworks and communication channels are built around how Kenyan landlords, developers and buyers actually operate.

Legal compliance baked in

Kenya's Rent Restriction Act, Distress for Rent Act and court-ready documentation are embedded in primeLease by design.

Nairobi-based support

Our team is in the same timezone, speaks the same market language, and responds to the same business urgencies you face.

Native M-Pesa & bank

Not a plugin or workaround. M-Pesa and Kenyan bank auto-reconciliation is core infrastructure — payments match in real time.

Maker-checker by default

Financial controls that prevent fraud and unauthorised changes — built in, not bolted on. No enterprise add-on required.

Seamless product suite

primeSales, primeLease and primeLead work together as one integrated platform. No integration fees. No data silos.

1

Week 1

Setup & Config

- Project / portfolio configuration
- User roles and permissions
- Payment plan templates loaded
- M-Pesa / bank integration

2

Week 2

Data Migration

- Buyer / tenant records imported
- Existing payment history loaded
- Lease templates registered
- QuickBooks connection live

3

Week 3

Training

- Finance team training session
- Sales / property manager training
- Automation rules tested live
- Parallel run period begins

4

Week 4

Go-Live

- Full go-live on Primeforce
- Dedicated account manager assigned
- 30-day hypercare support period
- Weekly check-in calls included

No disruption to your ongoing operations. We migrate around you.

TRUSTED IN KENYA

Built by people who understand Kenyan real estate.

Nairobi

HEADQUARTERS

Serving developers across Kenya

4 wks

AVG ONBOARDING

From contract sign to live system

100%

KENYAN-BUILT

M-Pesa, KE banks, KE law — native

Our commitments to you:

- Data security & audit trails on every transaction — nothing is changed without authorisation
- Kenya-specific legal documentation and lease templates built in — not an add-on
- Dedicated Nairobi-based customer success team — same timezone, same market knowledge
- Seamless QuickBooks Online integration — your accountant gets clean books automatically

PRIMEFORCE
TECH LTD

See it live.
Make it yours.

primeSales CRM · primeLease · primeLead AI

www.primeforce.co.ke

Ready to get started?

Choose the path that works for you:



Start Your Free Trial

Sign up at primeforce.co.ke and explore the full platform free for 30 days.
No credit card required.



Book a Presentation

We'll walk through the platform using your portfolio as the example. A 45-minute session tailored to your needs.

Get in touch

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