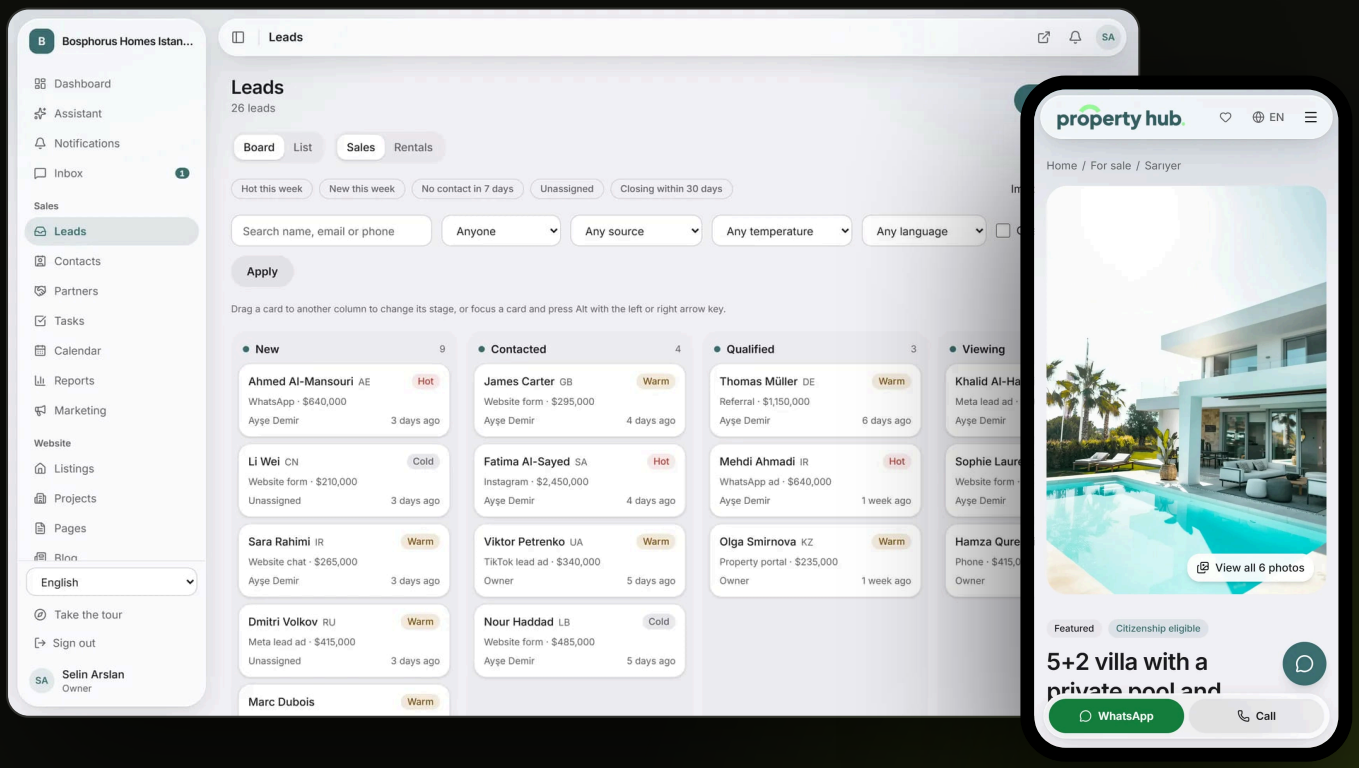
Built by Weblers Agency

For real estate agencies and brokers

Property Hub

Website, CRM and AI WhatsApp assistant for real estate agencies

83	8	8	11
features	languages	currencies	modules



Overview

Property Hub is a complete operating system for real estate agencies that sell to local and international buyers. It combines a fast multilingual website, a CRM built around the property sale, and an AI assistant that answers buyers on WhatsApp around the clock.

It is designed around the Turkish market: room counts in the 3+1 format, deed types, block and parcel, the agent licence on every listing, the 3-day removal rule, KVKK consent and the USD 400,000 citizenship threshold.

Each agency runs its own installation, on its own domain, with its own database and WhatsApp number.

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Who it is for

Agency owners

One view of listings, leads, the team and the return on every ad.

Brokers and agents

Know who to call, what to send and which viewing is next, on the phone.

Marketing teams

Lead ads, conversions, catalogues, landing pages and SEO in one place.

International sales teams

Buyers answered in their own language and currency, day and night.

✓ Multilingual website ✓ AI WhatsApp assistant ✓ CRM

The problems it solves

01

WITHOUT PROPERTY HUB

A client messages you after office hours, nobody answers, they wait, lose interest and contact another agency.

WITH PROPERTY HUB

The AI assistant replies in the client's language within seconds, following the rules and information you trained it on.

02

WITHOUT PROPERTY HUB

Clients are scattered across WhatsApp, social media, ad accounts and Excel files.

WITH PROPERTY HUB

Every client's details reach the CRM, sorted according to your own way of working.

03

WITHOUT PROPERTY HUB

You enter property details by hand, and translate them by hand too.

WITH PROPERTY HUB

Give the platform the property's details (photos, a video link, text, a PDF) and it adds the listing and translates it for you, over WhatsApp, without opening any dashboard.

04

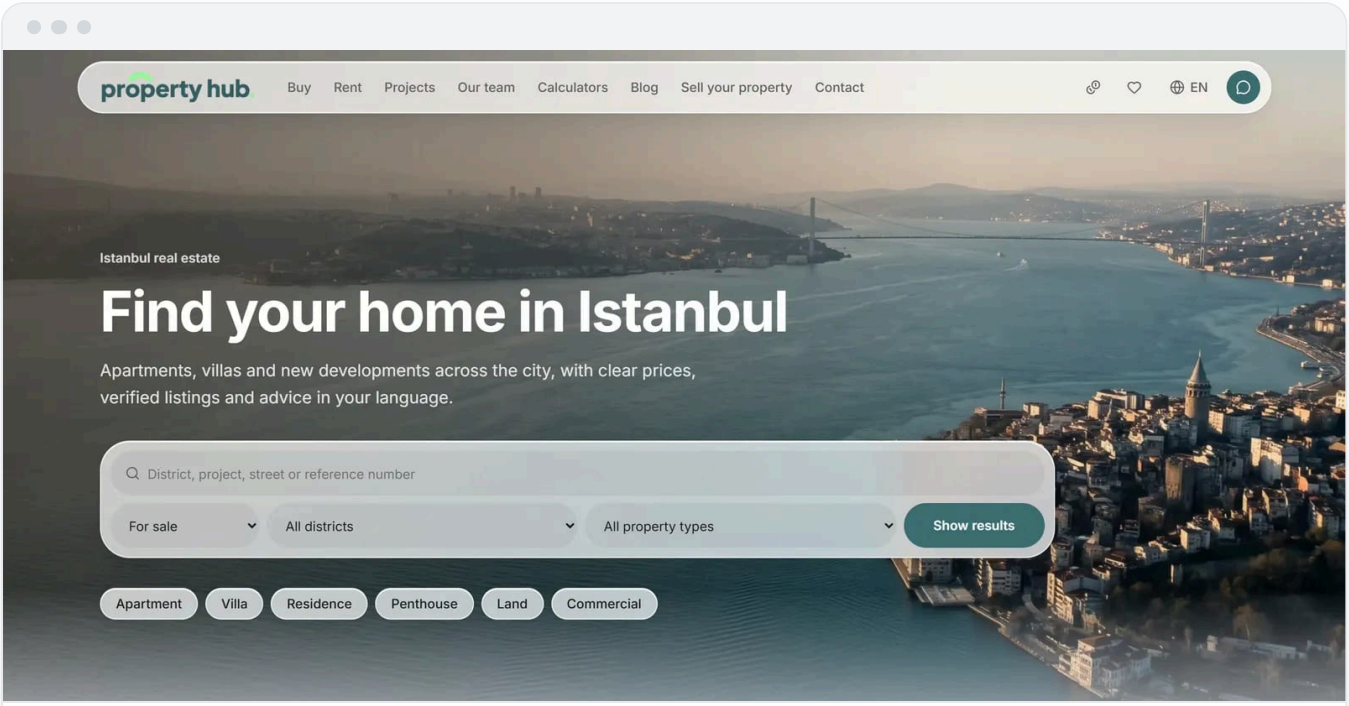
WITHOUT PROPERTY HUB

You follow up clients and their requests by hand, relying on memory to keep track of hundreds of clients and requests.

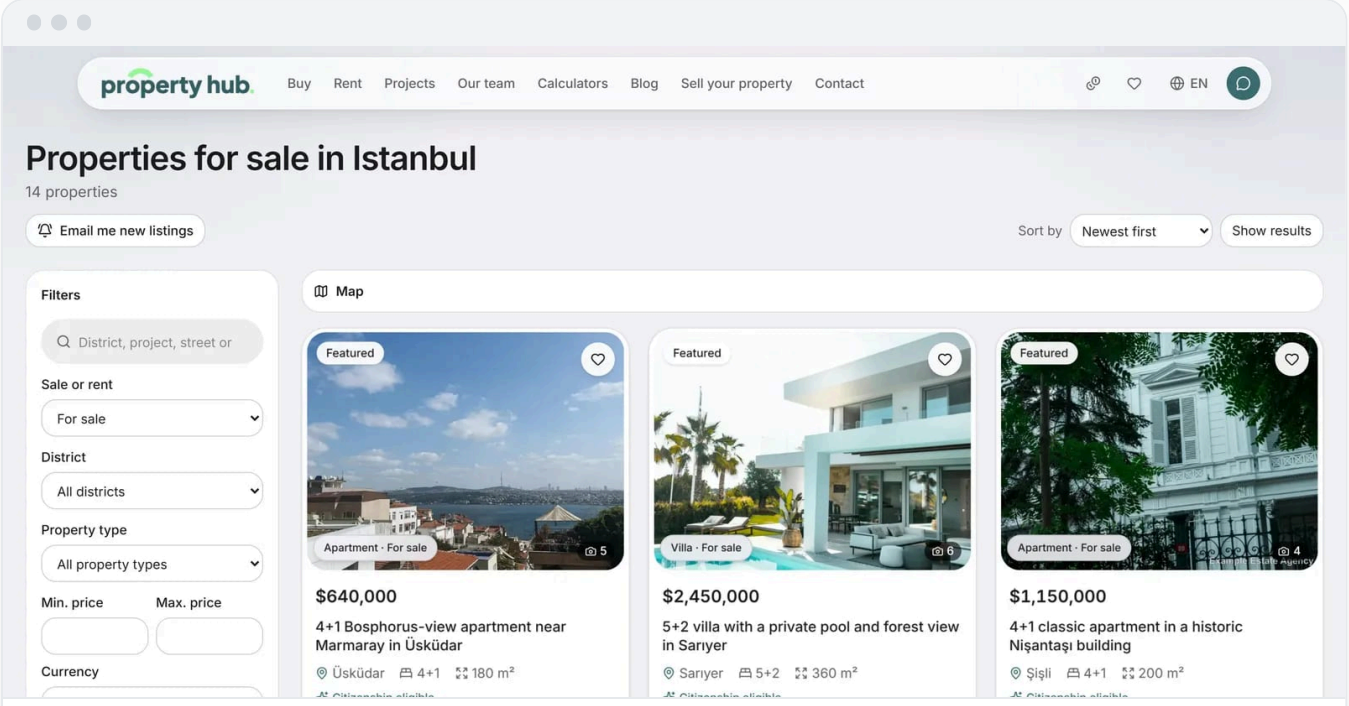
WITH PROPERTY HUB

Tasks, follow-up reminders and automatic follow-ups are what you get here.

Screens

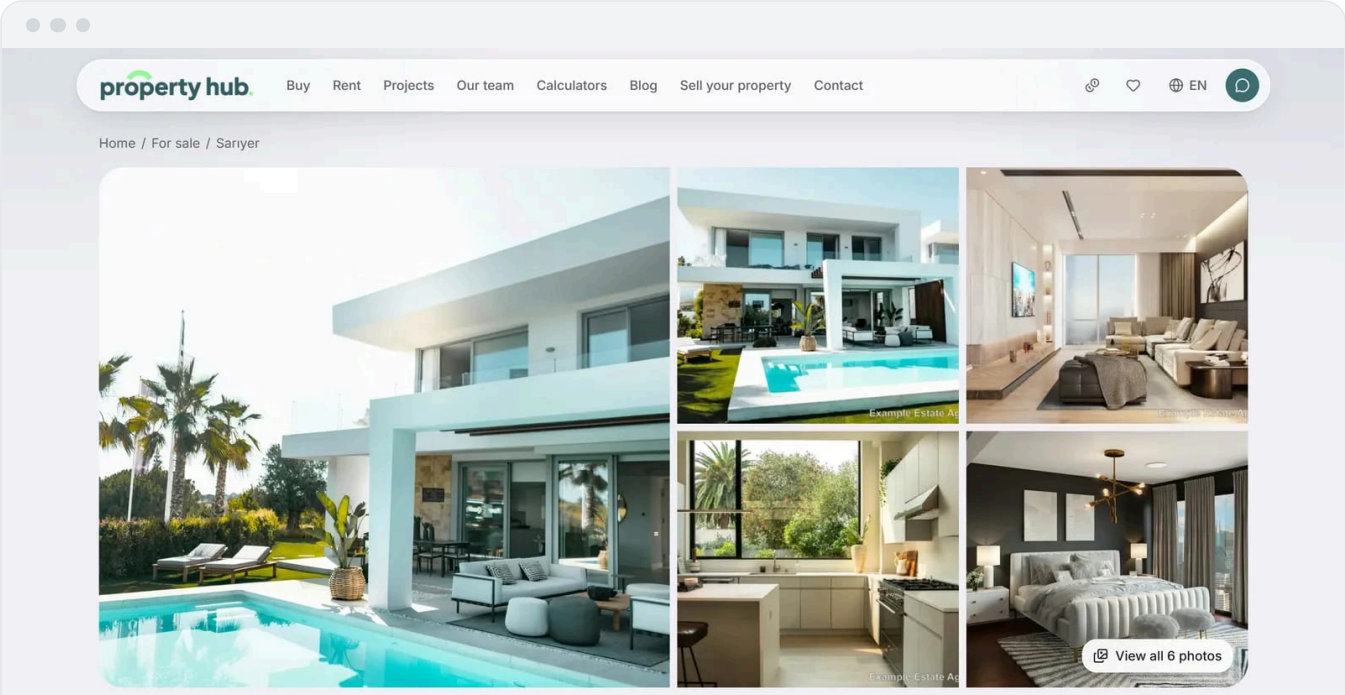


Website · A fast agency website with a photo hero, glass search panel and listing cards that turn over to show the key facts.

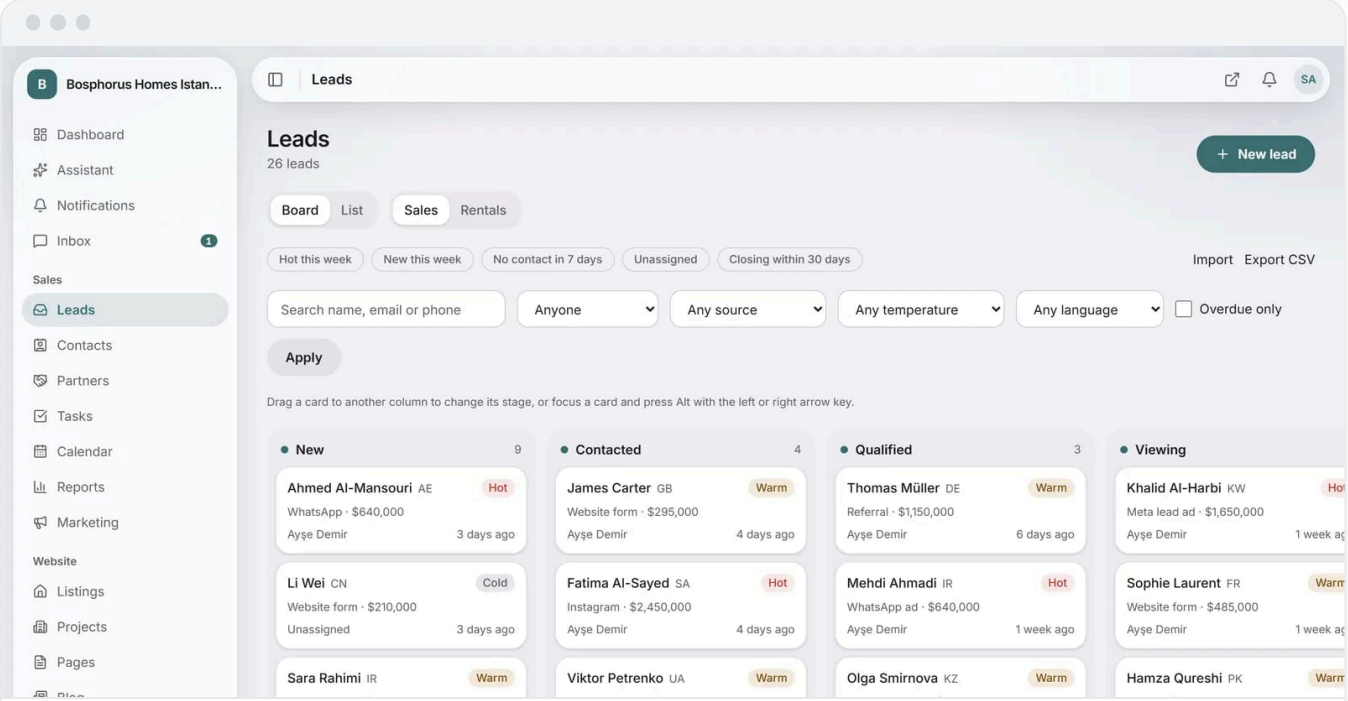


Search · Search, filters, a map and prices in the buyer's currency.

Screens



Listing page · Galleries, citizenship labels, calculators and a WhatsApp button on every property.



Pipeline · Every buyer from first message to title deed on one board.

Modules and features

Website

- Website in 8 languages: Turkish, Arabic, Russian, English, French, Dutch, Chinese and Persian
- Design new pages yourself, or start from ready templates
- Rich property pages: photo gallery, video, 360° tours, floor plans, descriptions and much more
- Pages for districts and cities showing the properties in them
- A blog built to SEO rules
- Agent pages with the languages they speak and their licence number
- A favourites list where clients save the properties they like and come back to them later
- Choose properties and compare them side by side
- An AI assistant that answers clients' questions and suggests properties to match their preferences
- Modern Apple-style design, in light and dark mode

CRM

- Manage lead cards for sales or rentals, with your own stages
- Lead routing by turn, language, district or first to claim
- Reply deadlines with alerts when a client waits too long
- Client requests matched to properties in both directions
- Tasks, viewings and a calendar that syncs to Google, Outlook and Apple
- Deal value, commission split and weighted forecast
- Deal documents with a checklist for foreign clients
- Smart lists, bulk actions, CSV import and export, duplicate merge
- Email sync so client emails appear on their file

Search engines (SEO)

- Structured data for listings, agents, articles and FAQs
- Language links (hreflang) and a sitemap per language
- Search-engine titles and descriptions written by AI
- SEO health page: missing descriptions, thin text, broken links
- Core Web Vitals from Google's real-user data

Search that suits the client

- Search with long phrases, such as "2+1 near the metro in Kadıköy under 5M"
- Map search with prices on the pins
- Search near me
- Filters for rooms, size, building age, heating, view, deed type, citizenship and more
- Prices in 8 currencies at the central bank's daily rate
- Clients can save a search and get email alerts for new properties and price drops
- Purchase cost, mortgage, rental yield and citizenship calculators

Modules and features

Properties and projects

- Turkish property fields: 3+1 rooms, gross and net m², deed type, block and parcel
- Projects under construction with unit types, payment plans and Turkish citizenship eligibility per unit
- Drag-and-drop photo order, with an automatic watermark if you want one
- The AI assistant suggests the property's title and description and orders the photos
- One-click translation into every website language, with a glossary of terms you add for translations
- Add your own custom fields, also usable as search filters
- Duplicate property detection
- Owner records and authorization contract end-date reminders

WhatsApp and AI assistant

- Connect the official WhatsApp Business Platform, or connect with a QR code
- AI assistant that replies 24/7 in many languages
- Asks about budget, district and timing, and adds them to the client's file
- Suggests and sends properties from your website's listings, on WhatsApp or in the website's live chat
- Shared inbox for WhatsApp, social media and website chat
- The assistant transcribes voice notes and keeps photos and documents
- Respects each client's rules and the hours they prefer to be contacted
- Track AI token spending, and set a monthly budget for it

AI assistant for your team

- Message the system on WhatsApp and ask it to find clients, change prices, publish new properties or design landing pages
- Important changes wait for the manager's confirmation
- Weekly or monthly summary for the manager on WhatsApp and email
- Choose your AI provider: OpenAI, Claude, DeepSeek, Qwen, Kimi or any compatible service, with your own key

Marketing and ads

- Meta, TikTok and Google lead ads arrive straight in the system
- Server-side conversions for Meta, Google Analytics and TikTok
- Qualified leads and won deals sent back to Google Ads and Yandex
- Campaign spend compared with leads and deals
- Create complete, professional landing pages just by sending messages

Modules and features

Turkish compliance and privacy

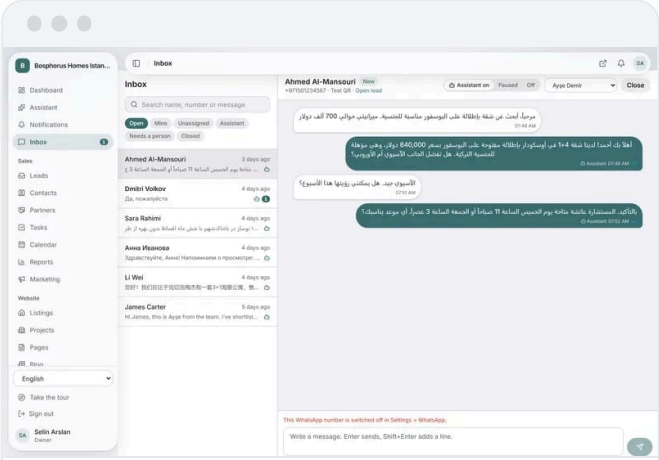
- Licence number and firm name on every listing, card and WhatsApp message
- KVKK and GDPR consent records for every client
- Cookie banner with Google Consent Mode v2
- Data requests, export and erasure per contact
- e-Devlet verification number on listings

Client data leak protection

- A watermark with the employee's name and the time on every screen, so any screenshot or phone photo shows who took it
- Phone numbers and emails hidden from staff until they press "Show", with every press recorded: who, which client and when
- Exporting client data to a file is for the owner only
- A limit on how many client files an employee can open per hour, to catch someone copying the list by hand
- Screenshot keys detected, with the screen blurred at once
- Copy, print and the right-click menu blocked
- The screen blurs when the employee switches to another window or tab
- An instant alert to the owner on every attempt, naming the employee who made it
- An alert on sign-in from a new browser or device, or work outside working hours
- A security log showing who did what and when
- An on/off switch for each feature, in the owner's hands only

Team, security and hosting

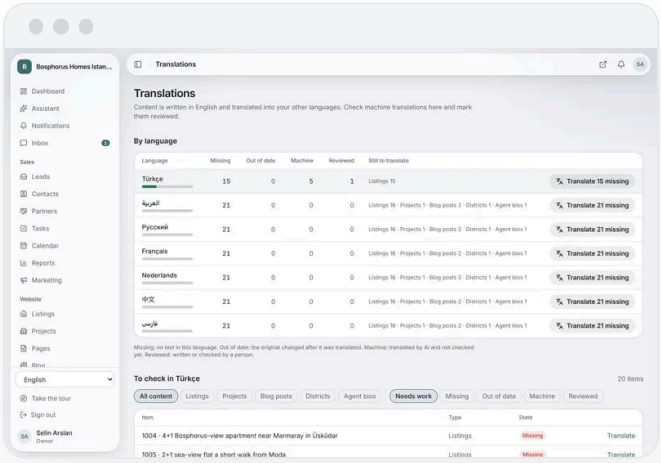
- Permissions by account type: owner, broker, agent, assistant, marketing
- Agents see only their own clients, managers see everything
- Strong security settings
- Activity log
- Strong protection for your data and your clients' data: everything is on your own server
- Nightly backups
- Dashboard in 8 languages
- Reports: leads by source, reply times, sales stages, viewings and commission
- API and webhooks for Zapier, Make and n8n
- Dashboard showing new leads and open tasks
- Guided tour on first sign-in that walks new staff through the whole system

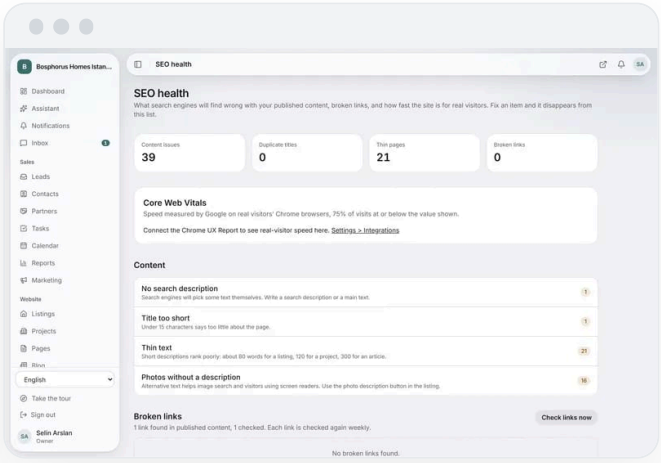


WhatsApp inbox · The AI assistant replies in Arabic, Russian, Persian and more, and your team takes over any time.

Technical specifications

Website languages	Turkish, Arabic, Russian, English, French, Dutch, Chinese, Persian (right-to-left for Arabic and Persian)
Dashboard languages	The same 8 languages, including Arabic, chosen by each user
Currencies	USD, EUR, GBP, TRY, SAR, AED, RUB, CNY at the Central Bank of Turkey daily rate
WhatsApp	Official WhatsApp Business Platform (recommended), Evolution API or Green API
Channels	WhatsApp, Instagram Direct, website chat, email, phone, web forms
Ad platforms	Meta, Google Ads, Google Analytics 4, TikTok, Yandex Metrica
Integrations	REST API, signed webhooks, Zapier, Make, n8n, Google/Outlook/Apple calendars
Hosting	Dedicated installation per agency, own domain with SSL, nightly backups
Security	Two-factor sign-in, role permissions, activity log, encrypted integration keys, client data leak protection (watermark, hidden numbers, export lock, owner alerts)
Privacy	KVKK and GDPR consent records, data export and erasure, cookie consent (Consent Mode v2)
Devices	Any modern browser; admin installable on iPhone and Android with push notifications





Frequently asked questions

Price and contract

How much does it cost? Is it one payment or a monthly subscription?

It is one payment, with no subscription. The price comes in a written quotation for your agency, built around the plan and what you need. Ask us and we send it quickly.

Are there extra costs (hosting, WhatsApp, AI, domain)?

Hosting, the domain and the AI token spending (by use) are the only running costs, and your quotation lists them clearly.

Is there a contract for a fixed period?

There is a six-month maintenance contract for the website covering any technical problem, included in the price. We also take care of training and answer any question about working on the site for one month from the project's delivery date.

Is there a trial period?

There is no trial period, but we have a demo with every feature that you can try.

Getting started

How long until the website is ready to work?

Usually one week, starting from the date we receive your first payment.

I have a website already. Do you move the properties and content from it?

Yes, we can move the properties from your current website once we have the right permissions.

Can I import my clients from Excel or another system?

Yes, you can import client data from your CRM as a CSV file.

Do I need a technical employee to run the system?

No. The system is easy to use, has a guided tour that trains you on it, and a knowledge base with every detail of working on it.

Do you train my team? In which language?

Yes, we train the team in Arabic or English.

Frequently asked questions

Ownership and data

Who owns the website and the data: me or you?

The website and the data are fully yours. We have no access to them and no right of access in any form.

If I stop working with you, do I take my data and website with me?

Your website and data are yours from day one, with all the information.

Where are my data and my clients' data kept? Who can reach them?

All of it is kept on your own server, and only a person who represents you has access to this data.

Does an employee see colleagues' clients? What happens to their clients if they leave?

An employee sees only their own clients. If an employee leaves the company, you simply stop their account and sign them out of every device they signed in from.

WhatsApp and the AI assistant

Does the assistant work on my current WhatsApp number, or do I need a new one?

If you connect by scanning a QR code, you can use your current numbers. If you connect through the official WhatsApp Business API, you may need a new number that has never had WhatsApp on it.

What if the AI assistant gives a client wrong information or a wrong price?

You can follow the assistant's replies at all times, train it and change its replies to suit you. We have seen only a negligible number of such cases, and only in the first stages of work.

When does the assistant hand a chat to an employee? Can I step in at any moment?

You decide when a chat is handed to an employee. As soon as you step into a chat, the assistant stops replying to the client at once, for a period you set in the settings.

Which languages does it reply in? Does it understand dialects and voice notes?

It replies in any language you want, and understands dialect and replies in it if you wish. It also understands voice notes and can send photos and files.

Can my number be banned on WhatsApp?

We hold the AI assistant to a set of strict rules to keep the number safe from a ban. Our assistant works for many clients, and by following these rules no number has been banned.

Can I control what the assistant says and its style?

Yes. You control the assistant and train it the way you see fit, and it remembers everything all the time.

How much does the AI cost per month? Can I set a limit?

It depends on how much you use it, and you can set a monthly limit for it in the settings. Your quotation gives an estimate for your agency.

Frequently asked questions

Website and marketing

Can I change the design, colours and pages myself?

Yes. There are general settings such as brand colours and fonts, and a tool for designing new pages. We can also change the design before delivery, based on one or more examples you send us.

Does it connect to my ads on Meta, Google and TikTok?

Yes, it does.

Properties and daily work

Is there a limit on properties, users or clients?

There is no limit on anything on the platform.

Does it support projects under construction and payment plans?

Yes.

Does it work on a phone? Is there an app?

The platform works on phones, and we are now building an app for it. If you are interested in a mobile app for this platform, contact us and tell us the features you want in it.

Does it suit a small office of two people, or only large companies?

The platform suits anyone from a single agent to large companies.

I have more than one branch. Is that supported?

We can make some changes so it suits a company with more than one branch.

Support and security

What if the website goes down? Who do I talk to, and how fast is the reply?

You contact us directly, and we usually reply within two hours at most during working hours.

Are there backups? How often?

Yes, there is a daily backup.

Do you add new features? Are updates paid?

We can add new features at your request, and you get 5 free hours of programming included in the contract.

Does it connect to other systems I use (accounting, Zapier, email)?

Yes, you can connect other CRM platforms to this platform.

Request a demo

Message us on WhatsApp to see Property Hub on a demo agency in 30 minutes.

+90 552 714 1640

info@weblers.agency

weblers.agency

Screens show a demo agency. Names and listings are examples.