Complete Guide to Property Management

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The full user manual for managing properties in the CRM - add, edit, publish, feature, and display listings on your website with confidence.

Property Management › Complete Guide to Property Management

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1. Introduction

Property Management is the heart of your real estate CRM. It is where every listing - apartment, villa, plot, office, or showroom - is created, updated, and published to your public website. This guide walks you through every screen and every field so you can confidently manage your entire property catalogue without technical help.

[Screenshot: Property Dashboard overview]

2. Purpose of Property Management

The Property Management module lets you:

* Maintain a single, accurate database of all your listings.
* Control which properties appear on your website and where.
* Attach photos, videos, and documents to each listing.
* Track availability, pricing, and internal owner/builder contact details privately.
* Feature your best listings on the home page to drive leads.

3. Property Dashboard

Open Admin › Properties to reach the dashboard. You will see:

Property Overview - quick counts of Total, Published, Pending, and Featured properties.

Property List - a table of every listing with title, category, city, price, status, and actions.

Filters - narrow the list by city, category, purpose (sale/rent), and status.

Search - free-text search across title, locality, and property ID.

Sorting - click any column header to sort by date, price, or status.

Bulk Actions - select multiple rows to publish, archive, or delete together.

[Screenshot: Property List with filters]

4. Adding a Property (Step-by-Step)

1. Go to Admin › Properties and click + Add Property.
2. Fill in the Basic Details - title, category, type, purpose, and status.
3. Enter the Description - a clear, honest, buyer-friendly summary.
4. Set the Pricing - either an exact amount or tick Price on Request.
5. Fill in Specifications - area, bedrooms, bathrooms, balconies, parking, floor, age, furnishing, facing.
6. Pick Amenities and any special Features.
7. Set the Location - city, locality, landmark, and Google Maps link.
8. Add Owner / Builder / Agent contact details (private, staff-only).
9. Upload Images, then optionally Videos and Documents.
10. Mark as Featured if it should appear on the home page.
11. Click Save Draft or Submit for Approval.

[Screenshot: Add Property Form]

5. Field-by-Field Explanation

Basic Details

Property Title (required) - the headline visitors see. Example: 3 BHK Sea-Facing Apartment in New Alipore.

Property Category (required) - Residential or Commercial. Controls which sub-types appear.

Property Type (required) - Apartment, Villa, Penthouse, Independent House, Studio, Plot, Office, Showroom, Shop, Warehouse, Godown, Industrial, Land, Other.

Property Purpose (required) - For Sale or For Rent. Drives the correct badge and price format.

Property Status (required) - see Property Status Explained.

Property Description (recommended) - a 3-6 sentence write-up covering highlights, condition, and neighbourhood.

Pricing

Property Price (required unless Price on Request) - enter the amount in rupees. Displayed on the website in Indian format (e.g. 1.25 Cr, 85 L).

Price on Request (optional) - hides the price on the public site and shows "Price on Request" instead.

Specifications

Area (required) and Unit of Measurement - sq. ft., sq. m., or acre.

Bedrooms, Bathrooms, Balconies, Parking - numeric counts. Used in listing filters.

Floor Details - e.g. "5 of 12".

Age of Property - Under Construction, New, 1-5 years, 5-10 years, 10+ years.

Furnishing Status - Unfurnished, Semi-Furnished, Fully Furnished.

Facing - North, South, East, West, NE, NW, SE, SW.

Amenities - checkbox list (Lift, Gym, Pool, Power Backup, Security, etc.).

Property Features - free-form highlights (Corner unit, Vastu compliant, etc.).

Location

City (required) - chosen from the cities your subscription allows.

Locality (required) - neighbourhood inside the city.

Landmark (optional) - nearby reference point (metro, mall, hospital).

Google Map Location (optional) - paste a Google Maps URL; the public page shows a "View on Map" link.

Ownership & Contact (private, staff-only)

Choose Contact Type - Owner, Builder, or Agent - and the matching fields appear (name, phone numbers, office/site address, project name, site representative). This data is never shown publicly; it is visible only inside the Admin Properties tab.

Media

Images (strongly recommended, min 5), Videos, and Documents (brochure, floor plan). See Media Management.

Featured Property

Featured (optional) - starred listings appear on the home page and template hero sliders.

SEO Fields

SEO Title and SEO Description (optional) - override the auto-generated title/description used by Google and social share previews. Leave blank to use smart defaults.

6. Editing Properties

Click the pencil icon on any row to edit. You can:

* Update information - any field can be changed and saved.
* Change property status - e.g. from Published to Sold or Archived.
* Edit media - add, remove, reorder images; replace the cover.
* Update pricing - new prices reflect on the website within seconds.
* Update availability - mark as Sold / Rented once the deal closes.

All edits are audit-logged; nothing is silently lost.

7. Property Status Explained

8. Featured Properties

Featured Properties are your best listings, promoted at the top of your website. To feature a property, open it and tick Featured (or click the icon on the list). Featured listings appear in:

* The home page hero slider on every template.
* The "Featured Properties" strip on the home page.
* The top of category pages on the Properties listing.

Best practice: keep 6-12 featured listings at any time, refresh weekly, and only feature listings with high-quality photos.

[Screenshot: Featured Property option]

9. Media Management

Uploading images - drag & drop or click Upload. Formats: JPG, PNG, WebP. Max 8 MB each.

Image order - drag thumbnails to reorder. The first image is the cover.

Cover image - click the star on any thumbnail to promote it as the cover.

Videos - paste a YouTube URL; the video plays inline on the detail page.

Documents - upload a PDF brochure or floor plan. Buyers can download it.

Recommended sizes: landscape 1600 × 1067 px (3:2), minimum 1200 px wide. Shoot horizontally, well-lit, from corners.

[Screenshot: Property Images uploader]

10. Search & Filters

On both the CRM and the public website, users can:

* Search by title, locality, or property ID.
* Filter by city - dropdown of cities you serve.
* Filter by locality - populated after choosing a city.
* Filter by category - Residential or Commercial.
* Filter by price - min and max sliders.
* Filter by property type - Apartment, Villa, Plot, Office, etc.
* Filter by status (CRM only) - Draft, Pending, Published, etc.

[Screenshot: Property Filters]

11. Website Integration (CRM ↔ Website)

Every property you publish flows automatically to your public website - no republish needed. The CRM feeds:

* Latest Properties - the newest published listings.
* Featured Properties - starred listings.
* Property Detail Pages - SEO-friendly URLs of the form /property/{title}-in-{locality}-{id}.
* Property Search - the site-wide search bar reads live from the CRM.

* Related Properties - same city, same category, similar price.

These sections update within seconds of you saving in the CRM.

12. CMS vs CRM - Where Does Each Field Come From?

13. Best Practices

* Attractive titles: lead with BHK/size + stand-out feature + locality. Avoid ALL CAPS.
* Effective descriptions: open with the strongest benefit, mention connectivity and amenities, close with a call to action.
* Professional images: daylight, wide-angle, minimum 5 photos, first image must be the exterior or living room.
* Accurate pricing: keep prices realistic and up to date; use "Price on Request" only when truly negotiable.
* Correct category and type: mis-categorised listings never appear in the right filters.
* Improve search visibility: fill locality, landmark, amenities, and SEO fields - Google and site search both read these.

14. Tips & Recommendations

* Feature seasonal winners (e.g. rentals in Jun-Aug) and refresh weekly.
* Upload a floor plan PDF - listings with floor plans generate 30%+ more leads.
* Add a Google Maps link; buyers trust listings with a verified location.
* Mark Sold / Rented promptly - clean lists build trust.
* Use bulk actions to publish or archive large batches at once.

15. Common Mistakes

* Missing or blurry images.
* Selecting the wrong Property Type (e.g. Villa for an Apartment).
* Wrong city / locality - buyers filter and never see the listing.
* Empty or one-line descriptions.
* Forgetting to change status from Draft or Pending to Published.
* Not marking flagship listings as Featured.
* Leaving the price blank and forgetting to tick "Price on Request".

16. Troubleshooting

Why isn’t my property showing on the website? Check the status - it must be Published. Also confirm the city is one your subscription includes.

Why isn’t it appearing in Featured Properties? Open the listing and tick Featured. Featured strips update within a minute.

Why can’t I upload images? Files must be JPG/PNG/WebP under 8 MB. Slow connections may time out - try one image at a time.

Why can’t I edit my property? Only staff with the "Manage Properties" permission can edit. Ask your Super Admin to grant access.

Why can’t customers find my property? Verify the locality name matches the dropdown, ensure at least one image is uploaded, and check that price/area are set (buyers filter by both).

Why is the property still pending? Pending listings need approval by a Tenant Super Admin. Ask them to review in Admin › Properties › Pending.

17. Frequently Asked Questions

Q. How many properties can I add? Depends on your subscription plan. Check Subscription › Plan Details.

Q. Can I hide a property temporarily without deleting it? Yes - change status to Archived. It disappears from the site but stays in your CRM.

Q. Do owner/builder phone numbers ever appear on the public site? No. They are stored in a private table visible only to your staff.

Q. Which phone number appears on the property card for buyers? The city-specific number you set under Admin › Cities.

Q. Can I import properties in bulk? Yes, via CSV upload. Ask support for the current template.

Q. Do URLs stay stable if I rename a property? The unique property ID at the end of the URL is permanent, so old links keep working even if the title changes.

Q. Are edits live immediately? Yes - the website reads from the CRM in real time.

18. Related Articles

* Website Content
* Leads Management
* Website Templates
* City & Locality Management
* Troubleshooting