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Elite Properties Oman partners with conject for customer relationship management (CRM) platform

Leading software provider powers CRM system for Oman’s expanding real estate firm

Dubai, UAE 15 March 2009– Conject, the global leader for real estate on-demand customer relationship management (CRM), has penetrated the Oman market by working alongside Elite Properties.

Elite Properties, based in Muscat, Oman, focuses on key real estate facets in the Sultanate, including sale and lease of properties and plots, mortgage assistance, investment management, and most importantly providing an affordable housing scheme that will cater to the region’s middle class population. Elite Properties have recently enhanced their customer service by deploying conjectCRM.

“In today’s real estate markets we realise the importance and the advantages that ConjectCRM offers our clients and just as importantly our employees who have already started to feel the benefits from utilising the software” said Will Blake, Chief Executive Officer at Elite Properties

conjectCRM is the world’s first on-demand real estate solution which enables Elite Properties to capture all client data and requirements in one centralised system. Conject completely manages and maintains the entire property portfolio, reserves properties, generates sale and lease agreements and tracks transactions with automated payment plans. conjectCRM also creates reports and graphical representations of the company’s overall performance. conjectCRM is the world’s first on-demand, , web-based platform for the real estate sector. A solution powered by Salesforce.com.

Elite Properties corporate website is also integrated to conjectCRM to publish details, images and availability of properties in real time.

About Elite Properties Oman

Elite Properties Oman is a real estate service which recognizes the need for a professional and innovative approach to the neglected low-cost housing sector in the country and offers solutions by providing reasonable housing schemes. Elite Properties’ services include sales and lease of properties and land plots, mortgage assistance and investment management.

About conject

conject, an internationally operating German software house, with over twenty-five years of experience, provides business process management solutions for the real estate and construction

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industries. Focused on encompassing and delivering on all aspects of the Infrastructure Lifecycle Management (ILM), conject develops and manages on-demand, web-based software platforms. Since its establishment, over 3,000 corporate customers and 60,000 users rely on conject with an increasing number of flagship projects for major corporations such as Dubai World Central, 1st Qatar, Millennium Development International and Adidas Middle East. Conject's efficient and effective technology solutions allows its customers ample time to market dynamically.

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