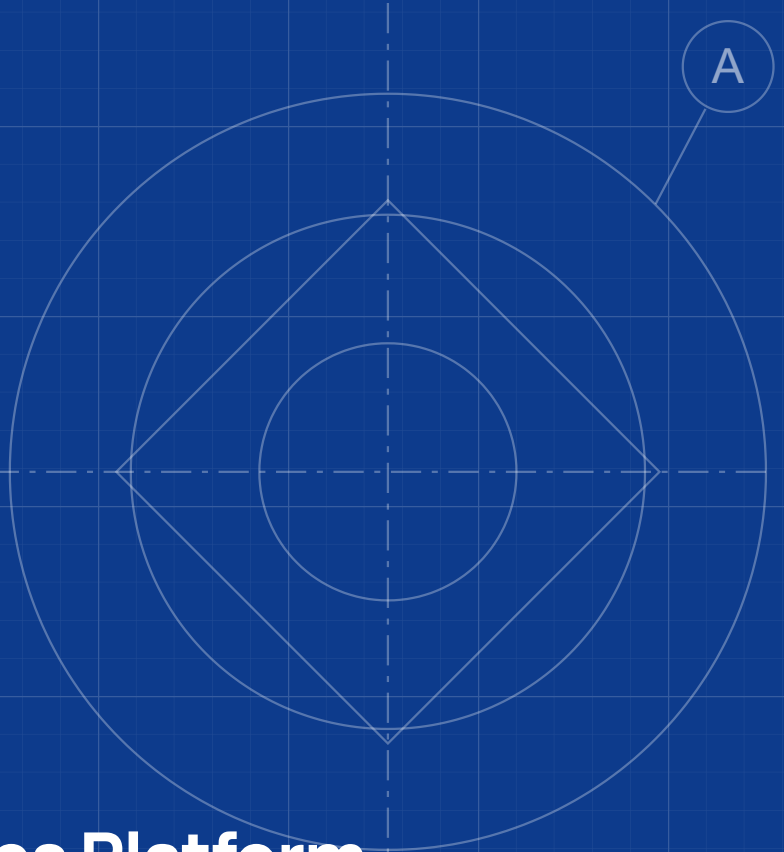


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Real-Estate Sales Platform for Condominium Developer

A condominium developer with 4 projects receiving about 3,000 leads a month from Facebook, websites and walk-ins, managed by 25 sales staff.

SAMPLE PROPOSAL



PROJECT

AI Real-Estate Sales Platform for Condominium Developer

DRAWN BY

DNA Maker AI Engineer

CHECKED BY

DNA Maker engineering team

DATE

26 September 2026

SHEET

01 / 09

REV.

A

Executive Summary

The client receives about 3,000 leads a month across Facebook, websites and walk-ins, but 25 sales staff cannot follow them all up. Leads are tracked in Excel and LINE while unit availability sits in a separate spreadsheet, and leads are lost when follow-up does not happen within a day. We will build an AI real-estate sales platform that qualifies every lead, matches it to the right project and unit, drafts follow-ups, summarises conversations and shows each salesperson their best closing opportunities. The outcome is faster, consistent follow-up and a clearer path from lead to sale.

SPECIFICATIONS

CLIENT

A condominium developer with 4 projects receiving about 3,000 leads a month from Facebook, websites and walk-ins, managed by 25 sales staff.

PROJECT

AI Real-Estate Sales Platform

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

3,000/month

Leads received each month

25

Sales staff

4

Condominium projects

OUR DIRECTION

The platform captures leads from the existing sources, uses AI to qualify each one and match it to the right project and unit. It then drafts follow-ups, summarises conversations and surfaces each salesperson's best closing opportunities. Together these parts replace fragmented Excel and LINE tracking with one guided sales workflow.



Problem Analysis

We found four distinct problems in the current lead-to-sale process.

1

FINDING 01

Lead overload

The client receives about 3,000 leads a month from Facebook, websites and walk-ins, but 25 sales staff cannot follow them all up. This creates a capacity gap where high-intent buyers may never be contacted. The business cost is missed sales opportunities and wasted lead-generation spend.

2

FINDING 02

Slow follow-up

Leads are lost because nobody follows up within a day. In condominium sales, delayed contact lets prospects engage other developers and reduces conversion. The business cost is lost deals and lower return on every lead generated.

3

FINDING 03

Fragmented lead data

Leads are tracked in Excel and LINE, so ownership, status and history are split across tools. Sales staff lack a single view of each lead, making consistent follow-up difficult. The business cost is duplicated effort, dropped leads and no reliable pipeline visibility.

4

FINDING 04

Separate unit data

Unit availability sits in a separate spreadsheet from leads. Sales cannot instantly match a buyer to the right project and available unit. The business cost is slower proposals, mismatched recommendations and missed closing windows.

Solution Architecture

AI Real-Estate Sales Platform

DETAIL A – HOW THE SYSTEM WORKS

AI Real-Estate Sales Platform

Qualifies every lead, matches units and helps sales staff close faster.

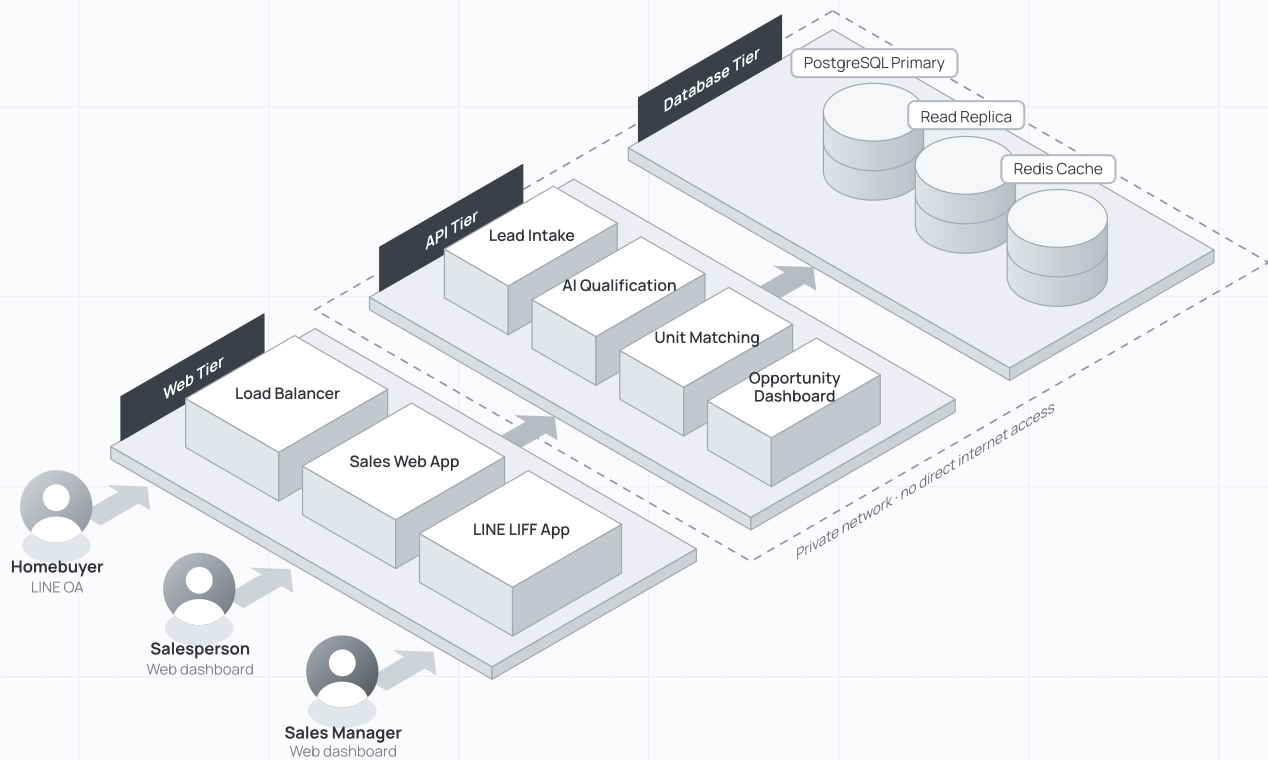


AI Real-Estate Sales Platform – Qualifies every lead, matches units and helps sales staff close faster.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system



Homebuyer
LINE OA

Enquires, books viewings, receives follow-ups



Salesperson
Web dashboard

Works qualified leads and closes deals



Sales Manager
Web dashboard

Monitors pipeline and unit allocation

Traffic estimate

Daily volume

~100 leads/day

Peak load

~0.4 req/s, evening peak

Concurrent users

~30 users

Capacity plan

2 app servers behind load balancer, auto-scaling to 4; PostgreSQL primary + replica + Redis cache

3,000 leads/month $\approx$ 100/day; 25% peak-hour share $\times$ 50 API calls $\approx$ 0.35 req/s; launch 2 app servers sustain >3 req/s, $>7\times$ headroom.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.

Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	Lead Intake	Captures leads from Facebook, websites and walk-ins into one pipeline.
2	AI Qualification	Scores and qualifies every lead so sales staff know who to prioritise.
3	Project & Unit Matching	Matches each qualified lead to the right condominium project and available unit.
4	Follow-up Drafting	Generates draft follow-up messages for sales staff to review and send.
5	Conversation Summaries	Summarises lead conversations so sales staff can catch up quickly.
6	Opportunity Dashboard	Shows each salesperson their best closing opportunities and next actions.

INCLUDED

- ☒ AI lead qualification
- ☒ Project and unit matching
- ☒ Follow-up message drafting
- ☒ Conversation summarisation
- ☒ Salesperson opportunity dashboard
- ☒ Integration with Excel and LINE lead sources

NOT INCLUDED IN THIS SCOPE

- ☐ Facebook ad campaign management
- ☐ Sales staff recruitment or training
- ☐ Ongoing content creation for follow-ups
- ☐ Server and cloud hosting costs

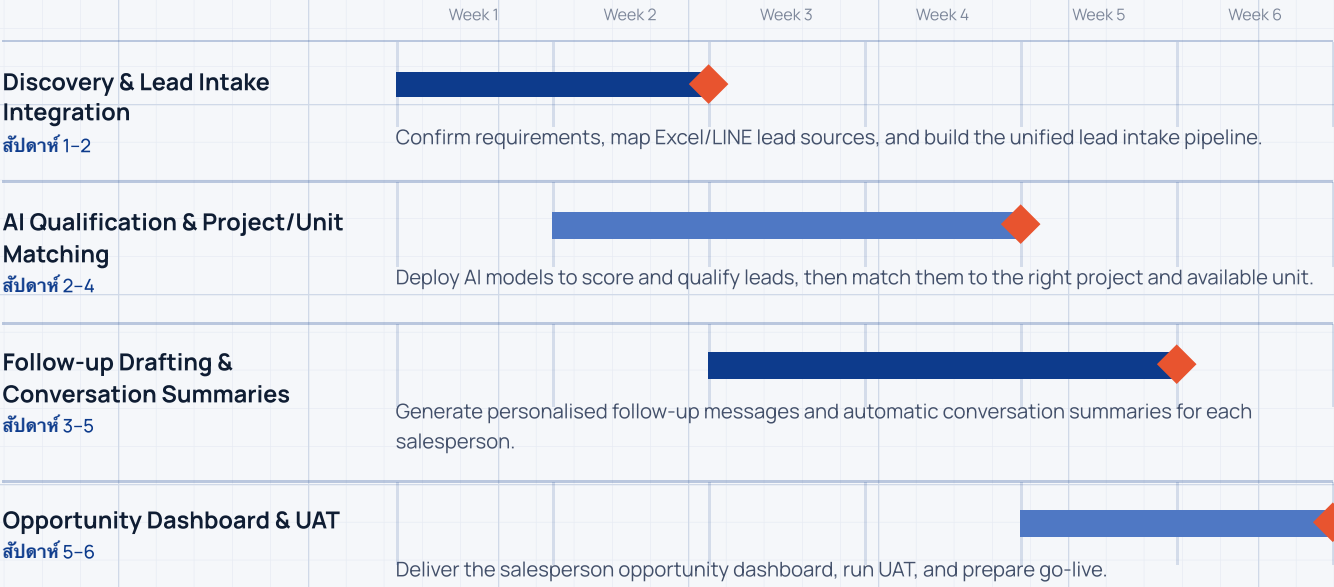
RISKS & MITIGATION

Inconsistent or incomplete lead data in Excel and LINE.	Run a data cleansing sprint in phase 1 and define a standard lead schema.
Sales team adoption of the new dashboard.	Include hands-on training and keep the dashboard aligned to existing sales routines.
API limitations for LINE or Facebook lead sources.	Confirm API access and fallback import methods during the scoping session.



Delivery Plan

Overall timeline	Delivery phases	System components	Deliverables
6 weeks	4	6	6



Estimated Investment

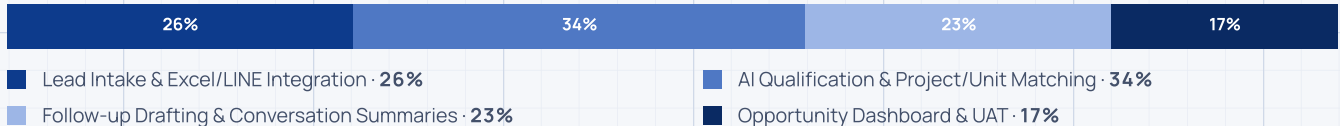
ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

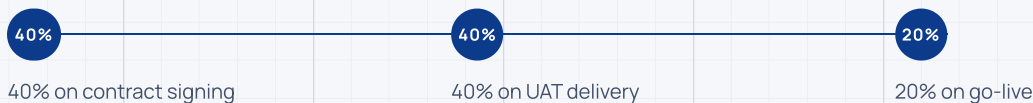
6 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Lead Intake & Excel/LINE Integration Unified lead capture from Excel, LINE, Facebook and web forms.	฿40,000–90,000	2 สัปดาห์
AI Qualification & Project/Unit Matching AI scoring, qualification, and unit matching engine.	฿50,000–120,000	3 สัปดาห์
Follow-up Drafting & Conversation Summaries Automated message drafting and chat summarisation.	฿35,000–80,000	2 สัปดาห์
Opportunity Dashboard & UAT Salesperson dashboard, UAT, and go-live support.	฿25,000–60,000	2 สัปดาห์
Estimated total	฿150,000–350,000	6 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides timely access to Excel files, LINE OA, and unit availability spreadsheets.
- Lead and unit data are in a consistent format; any cleansing is limited to a short phase 1 sprint.
- Sales staff are available for weekly check-ins and UAT sessions.
- Existing LINE OA and web forms can be integrated via available APIs without third-party licence changes.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

- 1 Scoping session with the engineering team to confirm requirements, data access, and integration points.
- 2 Sign the contract and pay the 40% deposit to schedule the project start.
- 3 Kick off phase 1 with a data integration sprint and weekly delivery check-ins.



CEO & Solution Provider

pheerakarn@dnamaker.com

+66 81 831 5679

LINE @dnamaker · www.dnamaker.com

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