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## **Basesan adds new key exciting features to its platform.**

Herndon, VA – July 18, 2019 — Basesan, a new startup based in Northern Virginia, announces the expansion of its real estate software-as-a-service (SaaS) Client Relationship Management (CRM) solution through the addition of multiple key exciting features.

Basesan is part of a new trend of real estate technology companies that range from those targeting residential and commercial construction and property management to those that aim at assisting with the buying, selling and renting of properties for both customers and real estate professionals. According to RE Tech's Global Real Estate Tech Market Snapshot for September 2018, *"total venture capital investments (deal volume) in real estate tech companies increased by nearly 12.5% from August 2018 to September 2018."* New opportunities in the real estate technology space are appearing at a faster pace and Basesan is breaking new ground addressing an immediate need for all realtors.

Basesan recently added a new Activities section to its SaaS CRM platform. This is a much requested area of interest by its customers. It includes an interactive monthly Calendar combined with two types of calendar entries: Events and Tasks. These allows customers to schedule meetings, presentations, deadlines, etc. from within the same platform. Both events and tasks allows customers to attach documents define attendees/assignees and related each to a particular client or case within the platform. Among other features, it allows customers to send email notifications to the given attendees or assignees associated with a given event or task, respectively.

Two other much requested new features includes the ability to directly import contact information and the ability to tag both clients and cases via the use of Labels. Already available client's contact information is now easily imported into Basesan through the use of a comma-separated value (CSV) file. CSV files are easily exported from Microsoft Excel, LibreOffice Calc and any other modern spreadsheet software.

Basesan customers have also been asking for a way to label or tag clients in order to group and identify them for particular use-cases. A common use, for example, is the ability to group those particular clients to whom Holiday cards will be sent to. Another could be the ability to tag clients that are been serviced by a particular assistant. Each label is defined with a title, description and color, which can be modified at any time, and more than one label can be used with any client or case. Once a label is added to clients and cases, it can be searched for using the Client List and the Case List search input.

Basesan has one monthly and one yearly plan. Both start with a free 30-day evaluation period. The monthly plan is priced at \$25/month. Signing up for the yearly plan comes at the discounted price of \$250/year. Both include the exact same features without any limit in the number of clients, cases, notes and documents, as well as the same level of support.

Basesan has made a foundational commitment and has put in a lot of effort to provide a secure environment for its customers and their data starting with secure systems, software design and network architecture to access control, encryption and continuous monitoring.

### **About Basesan**

Basesan, LLC is a privately-owned company based in Northern Virginia. We strive at making it easy for real estate professionals to better manage and assist their client base throughout the buying, selling and renting process by providing them with a simple, secure, available platform that allows them to stay connected to their data anywhere they go. We don't play games with our customer's data. The privacy and security of their data is of high importance to us. No marketing, no gimmicks. Just a great 24x7 service that our customers can depend upon as they expand their business and tackle problems that are important to them!

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