

A new Real Estate Life-cycle Management solution moves Realtors beyond CRM.

Herndon, VA – November 7, 2018 — Basesan, a new startup based in Northern Virginia, announces the official launch of its new software-as-a-service (SaaS) web platform designed to help real estate professionals better capture and manage real estate life-cycle data, processes and agent-client interactions in an easy-to-use solution.

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.

"Our whole focus is to provide hard working real estate professionals with an easy-to-learn, secure solution that simplifies their day-to-day work today and in the future at a very affordable price," said Alex Alvarez, Founder and Chief Architect.

A good portion of the web and mobile applications currently in use today by real estate professionals are in one form or another Client Relationship Management (CRM) solutions targeting the front-end of the relationship between clients and real estate agents. These solutions commonly focus on the identification, marketing and acquisition of new clients, which is certainly important, but they don't add much value once a prospective client signs up with an agent and the difficult process of completing the actual real estate work they were hired for begins. The Basesan service was developed to facilitate this need by introducing new features and functionality not found in other related products or services in the market.

Basesan divides work into two different types of objects: clients and cases. Each client features a set of particular fields commonly used by realtors beyond basic contact information, while each case includes the given property listing information, as well as other key data fields needed to complete a buy, sell or rent action.

Clients and cases can operate independently from each other or commonly forming relationships. You can have one-to-many and many-to-one interrelations between them. This allows for better tracking of work performed for each client. For example, client A buys property X today. Two years from now, client A decides to sell property Y. All these interactions will be saved and easily found as each client record would be connected to cases X and Y through easily accessible links.

On top of fields and interlinking, both clients and cases can have notes and documents associated with them. There is a maximum document size limit of 50MB, but there is no limit in the number of documents that can be uploaded/downloaded. This removes the need for a separate file hosting service, like DropBox or Google Drive, and thus minimizes costs and complexity. There is no limit in the number of notes that can be added either. All notes and documents are tagged with time-date and the associated user who added each entry.

At no additional cost, each (owner) user account brings with it three additional dependent user accounts to facilitate team interactions. The addition, management and removal of dependent user accounts are all easily managed by the account owner through Basesan's web interface. While the account owner has full access and control of his/her data, there are different access control roles that can be set for each dependent user account in order to extend or limit data access those accounts. All dependent user accounts can also be disabled and re-enabled at any time based on the account owner needs.

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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