



zeplo

The AI CRM for plotting projects.

A live 3D plot map for your buyers, a CRM that works on WhatsApp for your team, and an AI assistant that knows every plot, lead and rupee in your project.



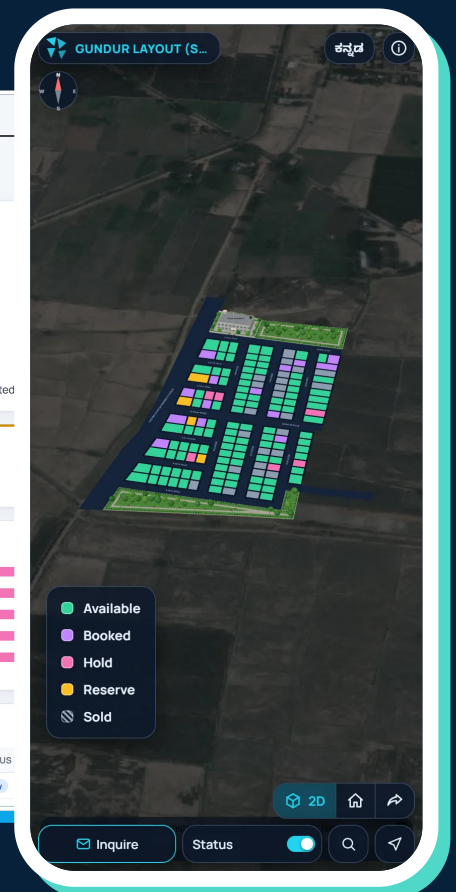
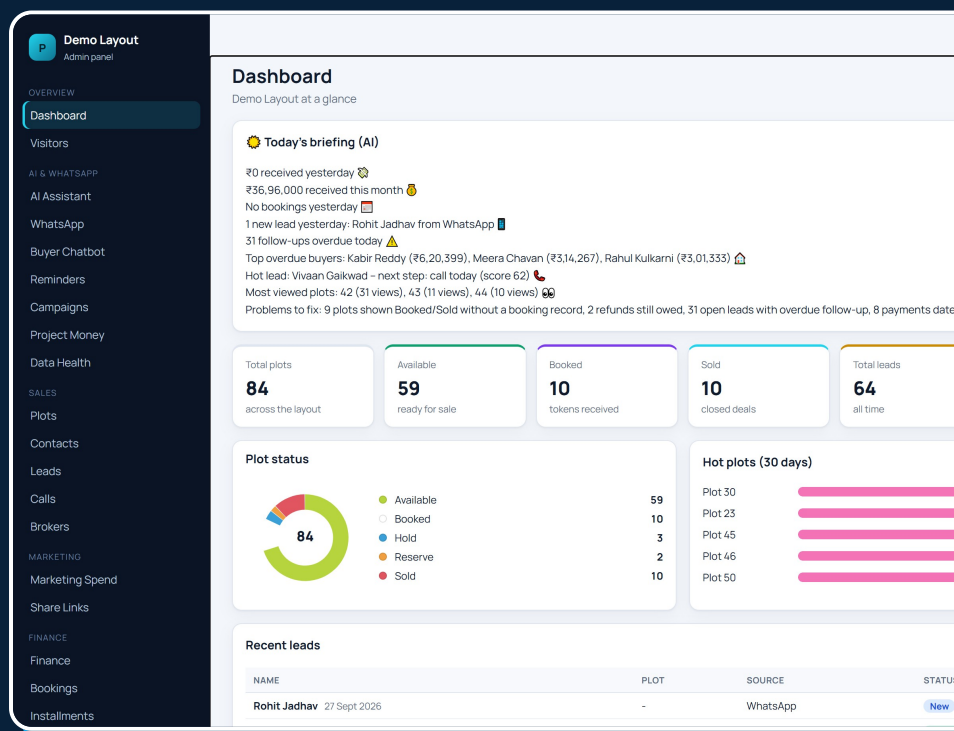
AI assistant

WhatsApp automation

3D plot map

Sales CRM

Payments & finance



ONE SYSTEM

From the first click on a plot to the last instalment.

Most plotting projects run on a PDF layout, a WhatsApp group and a spreadsheet. zeplot joins them into one system: buyers explore the layout in 3D, every enquiry becomes a lead, and the AI keeps your team on top of follow-ups, visits and payments.



Your layout drawing, rebuilt as a 3D map on the real satellite view: plots, roads, open spaces and amenities.

1

Buyer explores in 3D

Opens your link or QR, taps a plot and sees size, price and status.

2

Enquiry becomes a lead

From the 3D map, the website chatbot or WhatsApp, with no typing by your team.

3

AI scores the lead

Score with reasons, the next step and a ready message in the buyer's language.

4

Site visit booked

WhatsApp reminders go to the buyer and the salesperson on the day.

5

Booking & instalments

Booking amount, payment plan and extra charges; the plot turns Sold on the map.

6

Payments on autopilot

Reminders, demand letters and receipts on WhatsApp; overdue buyers flagged.

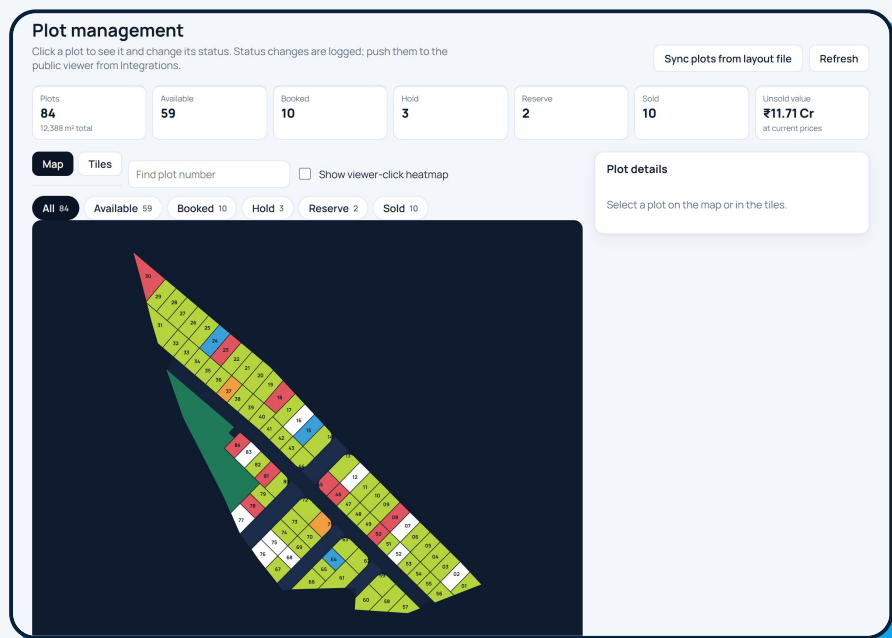
FOR YOUR BUYERS

A live 3D map that sells the plot before the site visit.

Buyers see exactly where their plot is, how big it is, which road it faces and what is still available, on their phone, with no app to install.



- ✓ **Live plot status.** Available, booked, hold, reserved and sold in colour. A change in the CRM shows on the map within about 15 seconds.
- ✓ **Every plot's details.** Plot number, area in m² and ft², side measurements and price.
- ✓ **Enquire in one tap.** The buyer's enquiry arrives in the CRM as a lead, with the plot they chose.
- ✓ **Share links and QR codes** for brochures, hoardings and brokers, so you can see which link brought each buyer.
- ✓ **Gallery, location and nearby places,** plus the buyer's local language on screen.
- ✓ **Visitor analytics.** Which plots get the most clicks, where visitors come from and what they do.



The same layout inside the CRM: click a plot to change its status, price or notes.

ASK AI · ON EVERY SCREEN

Ask your CRM anything. In your own language.

Type or speak in English, Hindi or Marathi. The assistant looks up your real data (plots, leads, bookings and payments) and can do the work for you. It never saves a change until you confirm it.

AI assistant

Ask about leads, plots and money, or tell it what to do. It always asks before saving anything.

New conversation. How can I help?

Which buyers are overdue and how much do they owe?

Overdue buyers

Buyer	Plot	Overdue amount
Kabir Reddy	50	₹6,20,399
Meera Chavan	78	₹3,14,267
Rahul Kulkarni	45	₹3,01,333
Priya Shah	68	₹49,997

Total overdue: ₹12,85,996.

Plot 41 ko hold pe rakho

Plot 41 will be put on **hold**. Please confirm to save this change.

WAITING FOR YOUR CONFIRMATION

Plot 41 → hold

Confirm & save Cancel

Ask or tell me to do something... (English, हिंदी, मराठी)

Send

New chat

Today's briefing

Refresh

₹0 received yesterday 🌟

₹36,96,000 received this month 💰

No bookings yesterday 📅

1 new lead yesterday: Rohit Jadhav from WhatsApp 📱

31 follow-ups overdue today ⚠️

Top overdue buyers: Kabir Reddy (₹6,20,399), Meera Chavan (₹3,14,267), Rahul Kulkarni (₹3,01,333) 🏠

Hot lead: Vivaan Gaikwad – next step: call today (score 62) 🔥

Most viewed plots: 42 (31 views), 43 (11 views), 44 (10 views) 👁️

Problems to fix: 9 plots shown Booked/Sold without a booking record, 2 refunds still owed, 31 open leads with overdue follow-up, 8 payments dated in the future 📝

What you can say

- "Add lead Ramesh Patil 98xxxxxx, plot 45, from Facebook, call tomorrow"
- "Mark plot 41 on hold, customer visiting Sunday"
- "Record 50,000 UPI from Suresh Jadhav"
- "How much is sold but not collected?"
- "Which broker brought the most bookings?"
- "मेरे आज के फॉलो-अप दिखाओ" / "आजके फॉलो-अप दाखवा"
- 🎤 Press the microphone and just speak

AI usage

Calls today	Tokens today	Failed
4	7,516	0

Models: openai/gpt-oss-120b (answers), openai/gpt-oss-20b (short inbs), whisper-large-v3-turbo (voice). Grog free tier: no cost

A real conversation: an overdue report in seconds, then "Plot 41 ko hold pe rakho" waiting for confirmation.

- ✓ **Answers from your own records**, never guessed: every money figure is worked out by the system.
- ✓ **Does the work**: add or update a lead, record a payment, hold or release a plot, save a note, book a site visit.
- ✓ **Safe by design**: asks before saving, follows each user's role rights, hides phone numbers from the AI.
- ✓ **Voice notes**: press the microphone and just speak.

What your team can say

"Add lead Ramesh Patil, plot 45, from Facebook, call tomorrow"

"How much is sold but not collected?"

"Which broker brought the most bookings?"

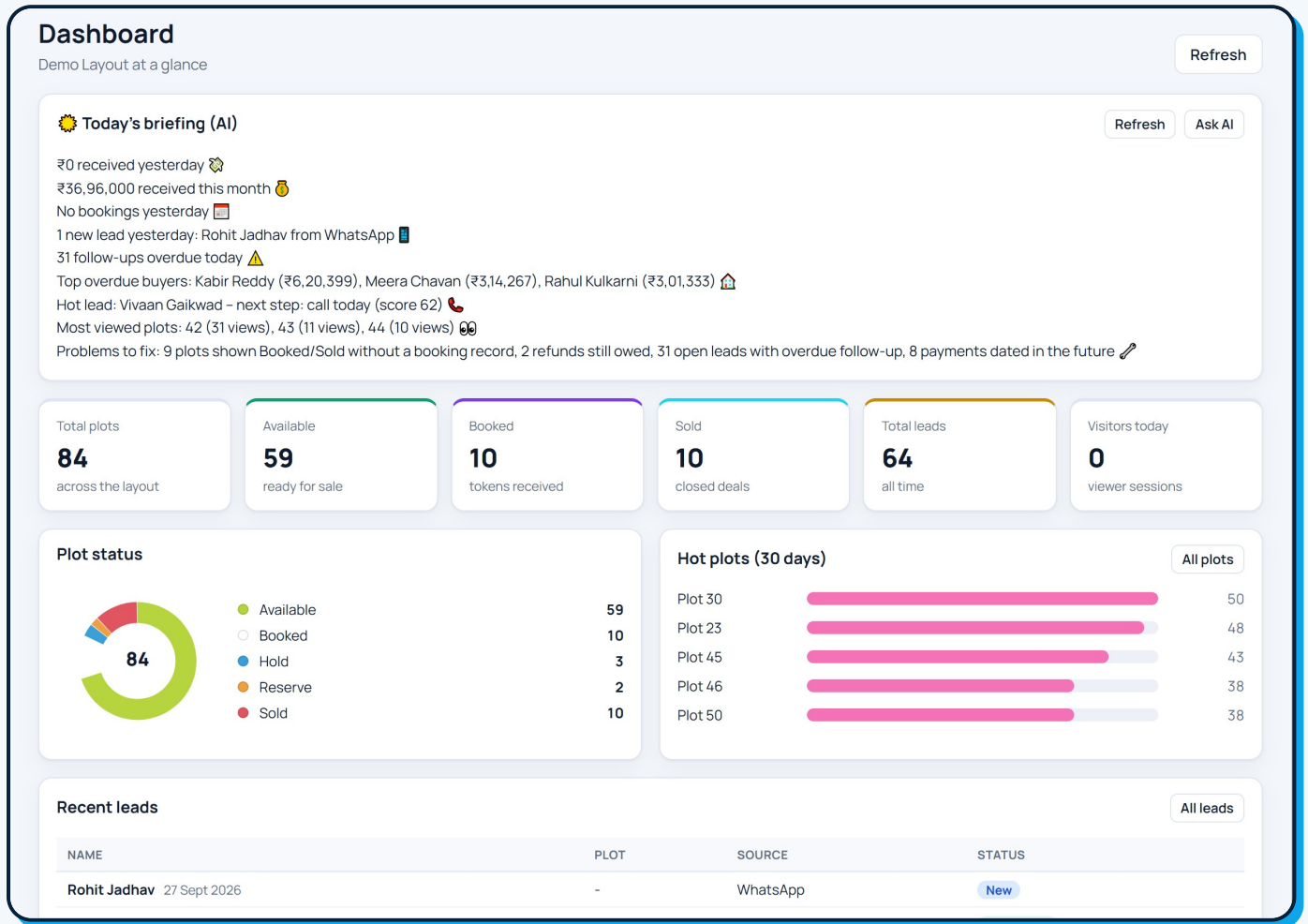
"मेरे आज के फॉलो-अप दिखाओ"

"If I sell the rest at ₹900 per sq.ft, what profit?"

EVERY MORNING AT 9:00

Start the day knowing exactly what to do.

The AI morning briefing sums up yesterday and today on the dashboard, and sends the same briefing to your team on WhatsApp: money received, new leads, overdue follow-ups, top overdue buyers, the hottest lead and what needs fixing.



The whole project at a glance

Plots by status, leads, visitors, hot plots from the 3D map and recent leads, always up to date.



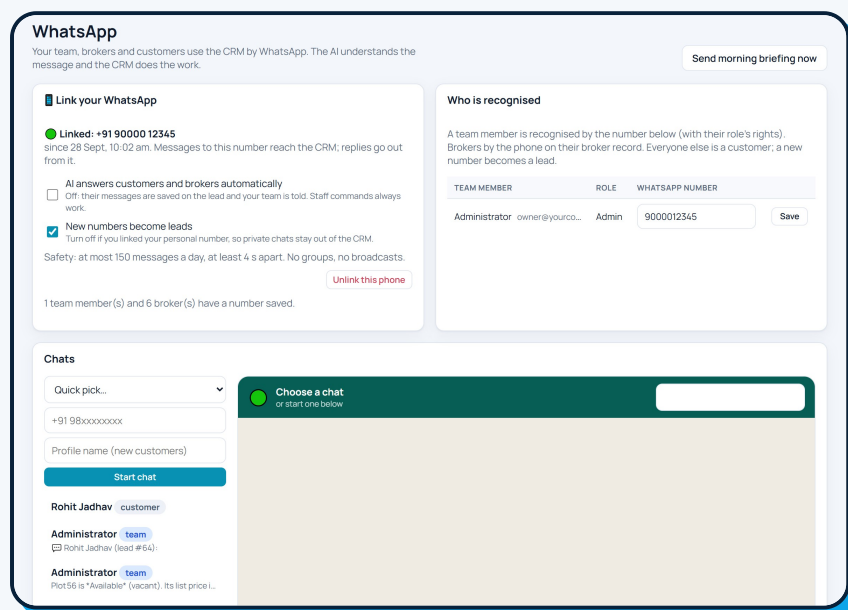
Data health check

Finds plots marked sold without a booking, refunds still owed, overdue follow-ups, wrong dates and duplicates, so your reports can be trusted.

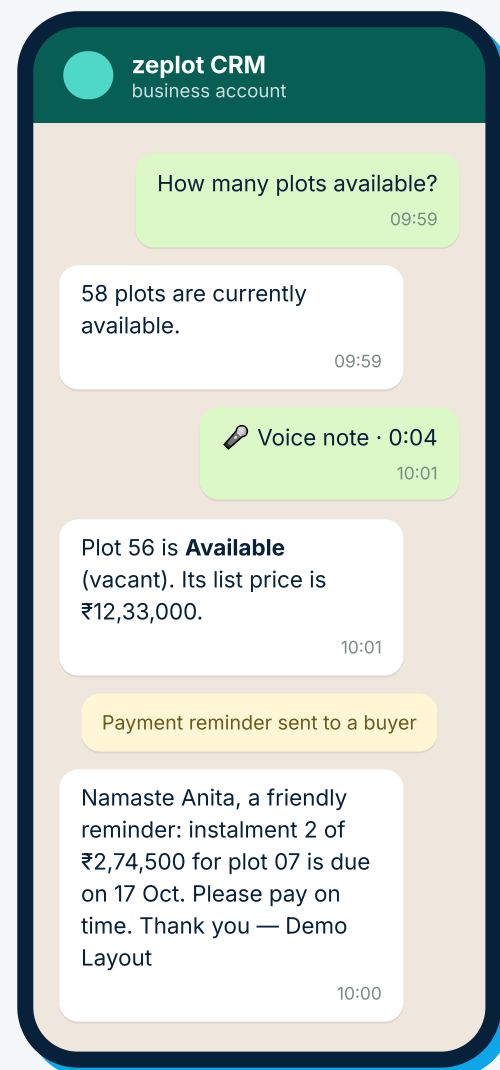
THE CRM ON WHATSAPP

Your team runs the CRM from WhatsApp.

Link your business WhatsApp by scanning a QR code, just like WhatsApp Web. The CRM knows who is writing (team member, broker or buyer) and the AI understands the message.



- ✓ **Staff commands.** Ask for plots, dues or leads, or give instructions. Changes are saved only after the staff member replies YES.
- ✓ **New numbers become leads** automatically, and buyers' messages are saved on their lead.
- ✓ **Brokers and buyers recognised** by their number; the AI can answer them for you if you switch it on.
- ✓ **Built-in safety:** messages spaced out, a daily limit, no groups or broadcasts, and STOP always respected.



Voice notes understood

Staff can simply speak a question or an update; the AI turns it into text and acts on it.



Briefing on WhatsApp

The 9:00 morning briefing reaches every team member's phone, not just the office screen.



Team is told at once

New leads, buyer replies and payment-date requests are passed to your team straight away.

SET ONCE, RUNS EVERY DAY

Reminders, letters and receipts go out by themselves.

Payment and site-visit reminders go on WhatsApp at the time you choose, each one only once. Messages are your own words, with the buyer's name, plot, amount and date filled in.

Reminders & site visits

WhatsApp reminders go out by themselves once switched on: each only once. People who send STOP get none.

Payment reminders

☐ Send payment reminders on WhatsApp

3

 days before the due date, ☒ on the due date, and

3, 7

 days after (if unpaid)

Send at

10

 o'clock ☒ attach the demand letter (PDF)

Before the due date

Namaste {name}, a friendly reminder: {installment} of {amount} for plot {plot} is due on {due}. Please pay on time. Thank you – {project}

On the due date

Namaste {name}, {installment} of {amount} for plot {plot} is due today ({due}). Thank you – {project}

After the due date

Site-visit reminders

☐ Send site-visit reminders on WhatsApp

Morning message at

8

 o'clock, and

30

 minutes before the visit time ☒ also remind the salesperson

Morning of the visit

Namaste {name}, reminder: your site visit to {project} is today{time}. Location: {maps}. See you there!

Shortly before

Namaste {name}, see you soon! Your site visit to {project} is at {time_only}. Location: {maps}

Save settings



Payment reminders

Days before, on and after the due date, with the demand letter PDF attached if you want.



Demand letters & receipts

PDFs for every instalment and payment, with amounts in Indian words, your bank and RERA details, sent in one click.



Payment-date requests

A buyer writes "I'll pay in November". The AI finds the instalment; you approve or reject it, and the buyer is told.



Site-visit reminders

The morning of the visit and shortly before it, to the buyer and the salesperson, with the Maps location.



WhatsApp campaigns

One message to a chosen group (by stage, source, plot or broker), sent slowly and safely, with replies counted.



Automations

Converting a lead marks the plot Sold; cancelling releases it; commissions and ledgers update themselves.

LEADS · CALLS · BROKERS

Know which lead to call first, and what to say.

Every enquiry, from the 3D map, website, WhatsApp, brokers, ads or walk-ins, lands in one list. The AI scores each lead, explains why, and writes the follow-up message for you.

AI lead insight

56 Warm lead – Karan More

- +38 stage Interested
- +12 chose plot 29
- +6 source Broker converts 32%
- +5 brought by a broker
- 5 follow-up overdue by 5 days

Suggested next step: Follow-up was due 2026-09-23: call today

English
Write summary & message

Summary: Karan More is an interested lead from a broker, currently looking at plot 29 in the Demo Layout project.

Next step: Call Karan today to discuss the plot details and schedule a site visit.

Message to send (English)

Hi Karan, hope you're doing well!! Just wanted to touch base about plot 29 – let's chat soon to go over the details and plan a visit. Looking forward to helping you find your perfect spot. – The Demo Layout team

Copy
Send on WhatsApp
Open in WhatsApp
Save to conversation

AI lead insight: a score with its reasons, the next step and a ready message in English, Hindi, Marathi, Kannada or Gujarati.

- ✓ **Lead from text or voice:** paste a message or record a voice note and the form fills itself.

✓ **Brokers & commissions:** who brought which buyer, and the commission due.
- ✓ **Pipeline by stage:** New, Contacted, Interested, Converted, Closed, with sources and follow-ups.

✓ **Report per salesperson:** calls, connected %, interested buyers, visits and talk time.
- ✓ **Calls:** dial from the lead, log the outcome, add a recording and get a transcript and AI summary.

✓ **Marketing spend:** what each channel costs, next to the leads it brings.

Leads

Follow each enquiry from first contact to a converted sale.

All 64
New 15
Contacted 12
Interested 19
Converted 11
Closed 7

Search name, phone, plot
All sources
All assignees
All brokers
Refresh
From text / voice
+ New lead

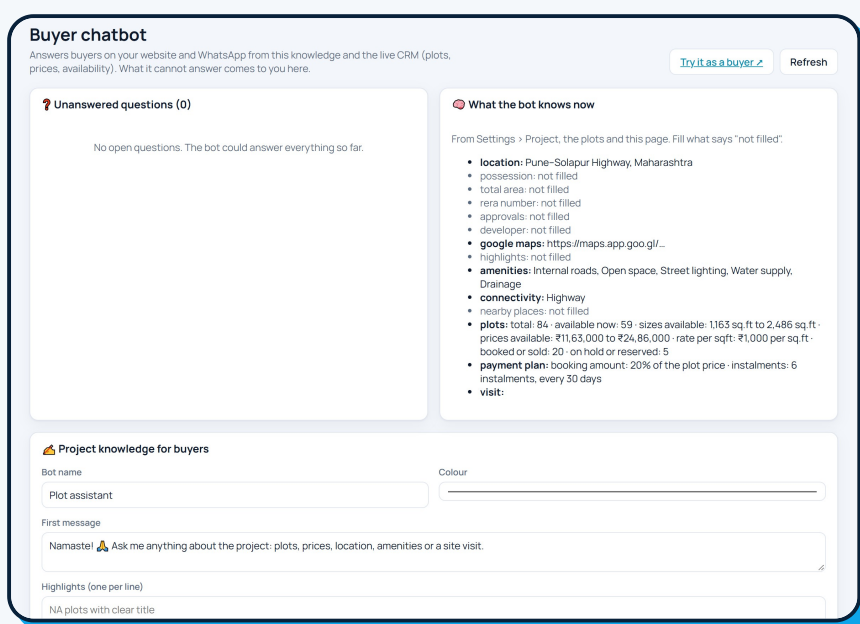
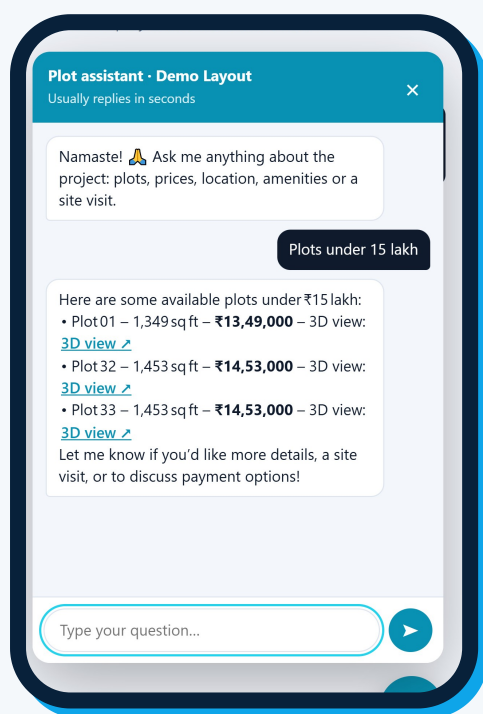
NAME	PHONE	PLOT	SOURCE	BROKER	ASSIGNEE	STATUS	FOLLOW-UP	DATE	
Rohit Jadhav	9000021990	-	WhatsApp	-	-	New	-	27 Sept 2026	Call Visit AI

Every lead with its source, broker, stage and follow-up, and one-click Call, Visit and AI.

ANSWERS BUYERS 24 x 7

A sales assistant that never sleeps, on your website and WhatsApp.

The buyer chatbot answers from your live plots and your project details: availability, sizes, prices, location, amenities, approvals, bank loans and visiting hours. Buyers who share their name and phone become leads, and your team is told.



- ✓ **Always correct prices and availability**, read live from the CRM, with a 3D-view link for each plot.
- ✓ **Learns from you:** a question it can't answer is saved; answer it once and the bot uses it from then on.
- ✓ **Books site visits** and hands hot buyers to your team.
- ✓ **One line of code** adds it to any website; it can also reply on WhatsApp.



On your website

A chat bubble in your colours with your bot's name, greeting and quick questions.



On WhatsApp

Turn on automatic answers and buyers get a reply in seconds, even at night.



Knows the area

Add highlights, approvals, banks and nearby places, found for you from the map.

PROJECT MONEY

See your project's money the way a partner would.

Invested, returned, sold-but-not-received, overdue and unsold stock, plus your no-loss rate and projected profit. Every figure is worked out from your records, and "What if" shows the result of a new rate.

Project money

Invested, returned, sold-but-not-received, unsold stock, the no-loss rate and earning per plot. Worked out by the system from your records (not guessed by AI).

Refresh

9 plot(s) are shown Booked/Sold without a booking record (₹1.42 Cr at list price). They are not in these figures — see Data health.

Invested (budget)
₹1.62 Cr
₹122/sq.ft of saleable land

Returned so far
₹99.55 L
61.4% of the investment

Sold, not yet received
₹1.85 Cr
11 plots sold for ₹2.84 Cr

Overdue
₹12.86 L
late instalments

Unsold stock
₹10.14 Cr
64 plots · 1,01,357 sq.ft at ₹1,000/sq.ft

No-loss rate for the rest
₹0/sq.ft
₹0 before 2% commission

Projected profit
₹11.11 Cr
if the rest sells at list rate

Project budget (total investment)

Everything the project costs in total (spent and still to spend). Invested money, the no-loss rate and profit are worked out from this.

Land	15000000	Note	×
Approvals	100000	Note	×
Roads & drainage	100000	Note	×
Electricity & water	506200	Note	×
Marketing	500000	Note	×

+ Add head
Save budget

Bills and marketing already recorded: ₹45,94,310.

What if...

Rate for unsold plots (₹/sq.ft)	Buyers who never pay the rest (%)	Extra cost (₹)
1000	0	0

Money in (total)
₹12.78 Cr

Total cost
₹1.62 Cr

Profit
₹11.11 Cr

No-loss rate
₹0/sq.ft

Ask the assistant too: "If I sell the rest at ₹900, what profit?"

- ✓ **Bookings & instalments:** booking amount, payment plan, extra charges and outstanding per buyer.
- ✓ **Buyer ledgers, cancellations and refunds,** expenses and commissions in one place.
- ✓ **Team & operations:** documents with expiry, employees, attendance by QR, media and a knowledge base.
- ✓ **Control:** users and roles with rights per module, activity history, and English and Marathi screens.

See your own layout in 3D.

Send us your layout PDF or CAD drawing. We'll show you your project as a live 3D map with the AI CRM behind it.

[WhatsApp +91 79904 22739](https://zeplot.com/whatsapp)

[Live demo · zeplot.com/demo](https://zeplot.com/demo)

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