

Contact Database Reactivation

New buyer meetings from your database

Re-engage buyers through WhatsApp and email. AI qualifies their needs, and your team receives enquiries and meetings with context.

A managed service for developers and real estate agencies

Past enquiry → new conversation

Illustrative example

DH

Daniel Hart

Previously enquired about a two-bedroom home

AI · WhatsApp

Daniel, you enquired about a two-bedroom home. A-302 at Solara Residences is available for \$286,000. Would you like the details?

Buyer

Yes, still looking. Let's discuss it on a call.

After qualification

Daniel × your broker**16 September · 11:00 GST · Zoom**

Own use · up to \$300,000 · buying within 3 months

Past interest, new answers and a next step for your broker

Put your database back to work

Past enquiries guide the offer. New replies clarify what buyers need now.

01 Gather the context Bring CRM fields, notes and past enquiries into buyer profiles and segments.	02 Restart the conversation Agree an offer and WhatsApp and email messages for each segment.	03 Qualify the interest AI asks about needs, budget and timing. Answers enrich the buyer profile.	04 Hand over to your team A meeting or interested enquiry, with context and a clear next step.
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Switchhouse runs the campaign Data preparation, outreach, initial replies, qualification and scheduling.	Your team leads the sale Approves offers and materials, receives enquiries and holds meetings.
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Results from one WhatsApp campaign

806 recipients → 16 meetings held

[View results ↗](#)

Current buyer needs, budgets and timelines in your CRM

Bring together existing CRM fields and notes, then add the buyer’s answers.

Daniel Hart		Illustrative example · Solara
Before: scattered information Enquiry in the record Two-bedroom apartment Manager’s note “Own use. Solara. Budget up to \$300,000” Budget and timing fields Not filled in Segment Past enquiries	After: ready to continue the conversation Interest and purpose · existing CRM Solara · two bedrooms · own use Budget and timing · confirmed by the buyer Up to \$300,000 · within 3 months Segment Two bedrooms · up to \$300,000 · buying soon Next step Discuss A-302 on Zoom · 16 September	

Your team can see who to follow up with now, what to offer and who to revisit later.

Give each segment a relevant reason to reply

Illustrative examples for Solara Residences. Each message builds on a past enquiry.

What the buyer wanted	What to offer now	Example message
2 bedrooms up to \$300,000 Daniel Hart · Solara	A-302 for \$286,000 Two bedrooms · 104 m²	“You were looking for two bedrooms. A-302 at Solara is within your budget. Would you like the details?”
Enquired about Solara Interested in an apartment with a garden view	A-304 floor plan and garden views	“You enquired about Solara. Would you like the A-304 floor plan and photos of the garden view?”
Buying to rent out Rental intent in CRM notes	Service charges and rental management	“You were looking for a rental investment. Shall I send the costs and management terms for Solara?”

Your team approves properties, materials and terms before anything is sent.

Your broker gets a meeting with context

Before the meeting, your broker has the past enquiry, the buyer’s new answers and an agenda.

Daniel Hart × your broker

Illustrative example

16 September 2026 · 11:00 GST

Zoom · time confirmed

Previous enquiry Two-bedroom apartment at Solara	Current interest A-302 · 104 m² · \$286,000
Budget and purpose Up to \$300,000 · own use	Timing and question for the broker Within 3 months · discuss the payment plan

Next step

Hold the call, clarify the terms and arrange a viewing

Pick up where the buyer left off

Conversation history and answers come with the enquiry. No need to ask again what the buyer was looking for.

“Yes, still looking. Let’s discuss it on a call.”

Daniel Hart · illustrative response

The broker discusses the property, holds the meeting and guides the buyer through the sale.

An offer that is easy to respond to

Database reactivation case: an offer in

Dubai Creek Harbour

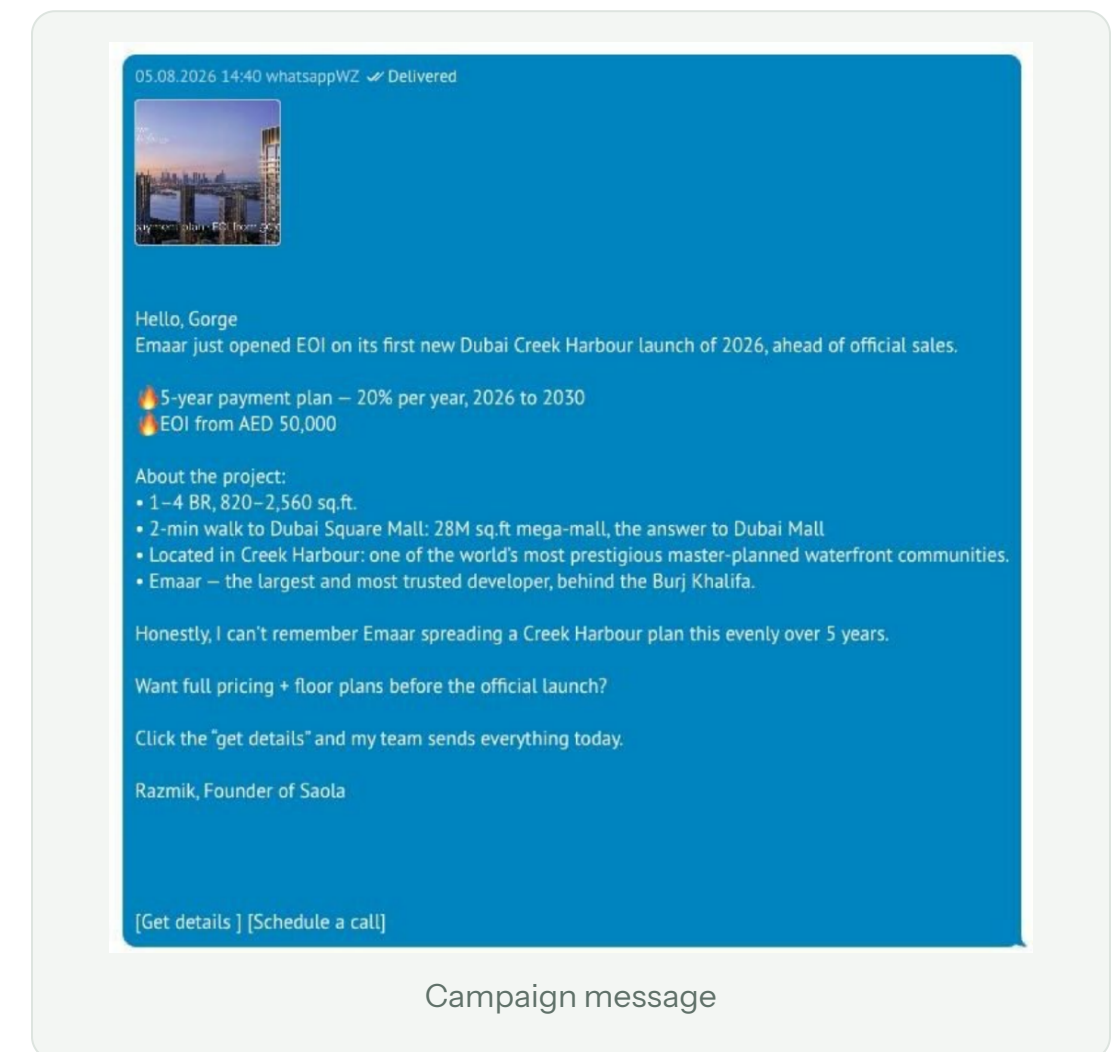
Campaign excerpt

“Want full pricing + floor plans before official launch?”

Get details

Schedule a call

The buyer chooses the next step.
Switchhouse continues the conversation and qualifies their needs.



AI asks about budget and purchase purpose

After the first reply, the conversation continues around the project the buyer enquired about.

Excerpts from the actual conversation

Original wording

Buyer

Get details

AI · after the buyer replies

“You enquired about Valia by Emaar, the newest launch in Dubai Creek Harbour! Sending the brochure.”

“To find the best fit, could you share your budget and whether you’re buying to live in or to invest?”

The conversation before a meeting

Context retained

AI refers to the project from the buyer’s enquiry.

Materials sent

The buyer receives the brochure they requested.

Qualification started

Questions cover budget and purchase purpose.

[View the original conversation in the appendix ↗](#)

16 buyer meetings from an existing database

WhatsApp campaign: 806 recipients, 77 replies. All 16 meetings were booked by AI.

16

meetings held
with a broker

Received the campaign	806	100%
Replied	77	9.6%
Meetings held with a broker	16	≈ 2.0%

Percentages of 806 recipients.
16 of the 77 people who replied attended a meeting — around 1 in 5.

Results from one campaign. Future results depend on the database and offer.

An email reply becomes an enquiry for your broker

Database reactivation case · Anteya

Campaign excerpt

“If you’d like the brochure or a 20-minute Zoom to walk through it:
→ Reply here and my team sends the deck today.”

Recognise the interest

AI identifies replies asking for details, a brochure or photographs.

Respond to the request

Send approved materials and retain the conversation context.

Hand over to the broker

The assigned manager receives the enquiry and history for the next conversation.

Campaign email excerpts

Here's the villa:

- 2-bedroom off-plan villa, Pererenan (Canggu) — **\$160,000**
- 84.42 m² built on a 75 m² plot, two levels, private pool + garden, turnkey to European standards
- \$1,895/m² — the best price per m² in Pererenan, and one of the few villas in the area under \$200,000 on 30-year leasehold (Orange Zone) land
- 4 min to the new Canggu Hills Mall, 8 min to Pererenan beach, 3–6 min to restaurants, gyms and yoga. By the way, Time Out named Pererenan one of the world's coolest neighbourhoods.

If you'd like the brochure or a 20-minute Zoom to walk through it:

→ Reply here and my team sends the deck today.

[Full email in the appendix ↗](#)

34 interested enquiries — handed over to your brokers

Results from one email campaign. Buyers requested materials and details of the offer.

Delivered	5,232	100%
Opened	852	16.3%
Clicked	91	1.7%
Replied	34	0.65%

Percentages of 5,232 delivered emails.
4.0% of those who opened replied.

[Three more replies ↗](#)



to me ▾
Hi - thanks for the news - please send brochure
regards,
Paul.

Original excerpt

“Hi - thanks for the news - please send brochure”



Hi Razmik
Thanks for your email. Do you have any pictures of this project?
Regards

Original excerpt

“Thanks for your email. Do you have any pictures of this project?”



to me ▾
Please send the deck. Thank you.

Original excerpt

“Please send the deck. Thank you.”

A managed campaign for your database

Data preparation, segmentation, WhatsApp and email, AI qualification and enquiry handoff.

With any other Switchhouse product

from **1,490** USD / month

Minimum 3 months.

Billed every 3 months.

2,000 contacts per month

The other product is billed separately.

Larger volumes are agreed and quoted individually.

Agree before launch

Database and segments

Data sources, CRM fields and buyer groups.

Offers and channels

Properties, messages, materials and the campaign plan.

Handoff to your team

Who receives replies and meetings, and how context is retained.

Three parts of your sales process

Reactivation brings buyers already in your database back into the conversation.

Project sales Sales Platform Manage direct and agency sales Units, prices, shortlists, offers and buyer management in one system. Explore the product ↗	New partners Agency Network Growth Grow your agency network Find relevant agencies, introduce the project and arrange briefings. Explore the product ↗	Existing database Contact Database Reactivation Re-engage your buyers CRM data, segments, enquiries and meetings through WhatsApp and email. Explore the product ↗
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Reactivation works with your buyer database. Agency Network Growth builds your partner network. Sales Platform helps your team and agencies manage project sales.

Contact Database Reactivation

Let's discuss your database

Tell us how many contacts you have, what buyers were looking for and which projects you're selling now. We'll define the segments and a launch plan.

Discuss your launch on WhatsApp ↗

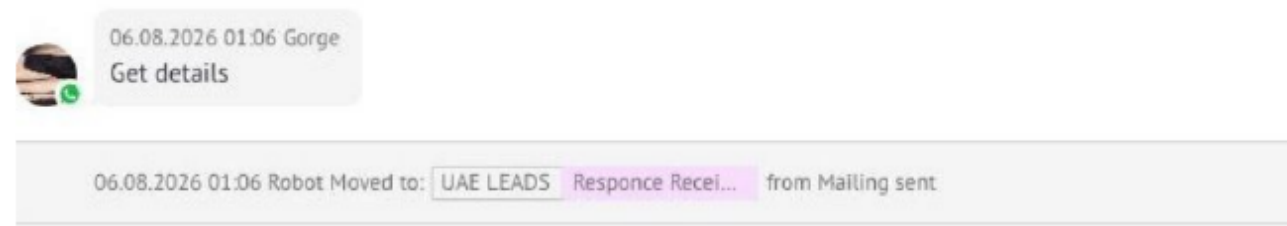
info@switchhouse.ai

+971 55 649 4081

switchhouse.ai/reactivation ↗

Conversation and qualification

Original campaign excerpts. Valia by Emaar, Dubai Creek Harbour.



The buyer asked for details.

They received project information and a brochure.



Campaign email: the offer

Original Anteya email to property buyers in Bali. Part one.

Hello there,

Razmik here, founder of Anteya (Bali Real Estate). I got news I can't keep quiet about: Canggu is getting its first shopping mall — Canggu Hills Mall — and we have a villa project right next to it. In Bali, infrastructure like this re-rates the whole micro-location. Upon completion of the mall, the expected capital appreciation for the project is 25%+.

Here's the villa:

- 2-bedroom off-plan villa, Pererenan (Canggu) — **\$160,000**
- 84.42 m² built on a 75 m² plot, two levels, private pool + garden, turnkey to European standards
- \$1,895/m² — the best price per m² in Pererenan, and one of the few villas in the area under \$200,000 on 30-year leasehold (Orange Zone) land
- 4 min to the new Canggu Hills Mall, 8 min to Pererenan beach, 3–6 min to restaurants, gyms and yoga. By the way, Time Out named Pererenan one of the world's coolest neighbourhoods.
- ~12.8% ROI (≈ \$20,500/year) on top of the appreciation.
- The payment plan is easy: just 25% down payment (\$40,000), then payments tied only to completed construction milestones — nothing paid ahead of built progress.

Database reactivation case

News and a specific offer

The email brings together the property details, price and terms.

[Continue reading ↗](#)

Campaign email: the next step

Original Anteya email. Part two, with the invitation to reply and sender's contact details.

Please find photos of an identical, completed villa. The offered unit will be finished to the same standard and design, with handover scheduled for May 2027.

If you'd like the brochure or a 20-minute Zoom to walk through it:

→ Reply here and my team sends the deck today.

→ Or WhatsApp: +62 803-3216-0619

Not into Bali property anymore? Fair enough — reply "remove" and I'll take you off these, no follow-up.

— Razmik

Founder, Anteya Real Estate

anteyac.com

You are receiving this email because you submitted your contact information through an Anteya Real Estate lead form on Meta (Facebook/Instagram) or requested information at anteyac.com.

PT Anteya Real Estate

Emerhub Virtual Office, Jalan Sunset Road Nomor 89, Pertokoan Sunset Indah I, Nomor 3B,

Desa/Kelurahan Kuta, Kec. Kuta, Kab. Badung, Provinsi Bali

office@anteyac.com · [+62 895-0019-24661](tel:+62895001924661)

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A brochure or a meeting

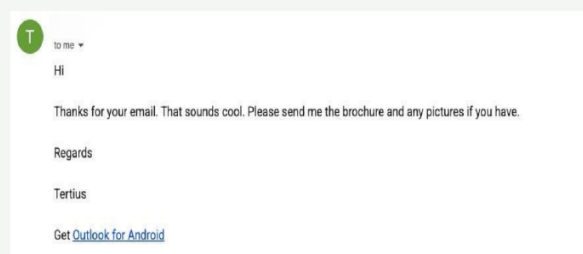
The buyer can reply, request materials or discuss the property.

The historical contact details in this email belong to this campaign.

[Back to the start of the email ↗](#)

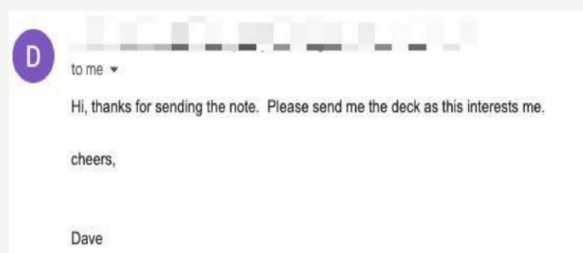
Three more replies from the campaign

Actual buyer replies. Excerpts are shown alongside the original screenshots.



Original excerpt

“Please send me the brochure and any pictures if you have.”



Original excerpt

“Please send me the deck as this interests me.”



Original excerpt

“Please send a brochure.”