

How Quoin Technologies is using AI-powered WhatsApp chatbots to transform commercial property

Quoin Technologies is reshaping the way commercial property professionals interact with data, clients, and each other – through AI-powered conversational tools built right into WhatsApp.

Quoin's goal is simple: empower brokers, landlords, tenants, buyers and property teams with smarter, faster, mobile-first access to the tools and information they need. Central to this vision is the integration of WhatsApp across the Quoin ecosystem – enhanced by artificial intelligence and real-time automation. From Ownerzone

and Brokerzone to bespoke client deployments like Quoin's AI chatbot for Fortress Real Estate, they are proving that the future of commercial property is conversational.

In an industry where timing, accuracy and responsiveness drive success, their approach blends the ubiquity and immediacy of WhatsApp with

intelligent automation and natural language understanding – bringing powerful functionality to users exactly where they need it: on their phones.

WHY WHATSAPP + AI?

WhatsApp is the most widely used messaging platform in South Africa, with over 90% of smartphone users relying on it



By Karen Miller: CEO of Quoin Technologies

daily. For property professionals constantly on the move, it's already part of their daily workflow. But Quoin has taken it several steps further – turning WhatsApp into a powerful AI interface that handles search, broadcasts, updates and client communication in real time.

Quoin Technologies leverages WhatsApp in three transformative ways:

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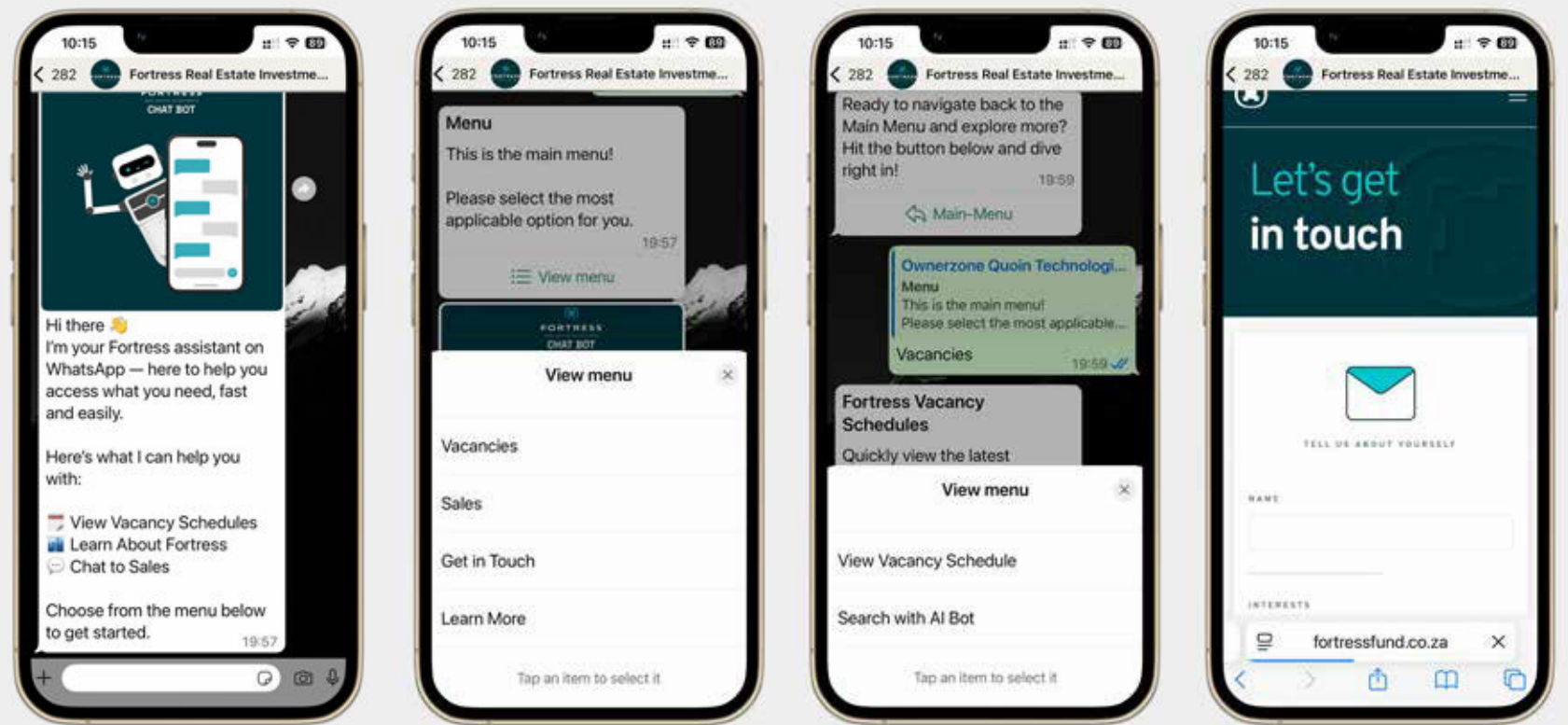
1. AI-powered chatbots for instant search and assistance

Whether a broker needs to search for specific vacancies for a client query or a prospective tenant is looking for space, Quoin's AI-integrated WhatsApp chatbot serves as the first line of engagement. It can:

- Capture leads.
- Guide users through property search workflows.

- Deliver real-time listings and availability.
- Instantly generate branded brochures and vacancy schedules.

This intelligent assistant ensures every query is answered quickly, accurately and without human delay – cutting workload while enhancing service consistency.



2. Real-time communication at scale

Beyond automated replies, Quoin supports live chat with experienced agents who can step in immediately to assist with system navigation, listing inquiries or operational queries. Whether it's a broker needing help in Brokerzone, a landlord needing assistance in Ownerzone, or a tenant requiring building-related information, live agents provide timely, accurate support – right inside WhatsApp.

This functionality extends to facilities and property management as well. Tenants can log maintenance requests, upload photos of faults or damages, and communicate directly with the property or facilities team – all from their phones. These conversations are tracked, ensuring quick resolution and a smooth experience for all parties involved.

By combining live agent support, intelligent automation, and mobile-first tools, WhatsApp becomes more than a messaging platform – it's a centralised hub for communication and

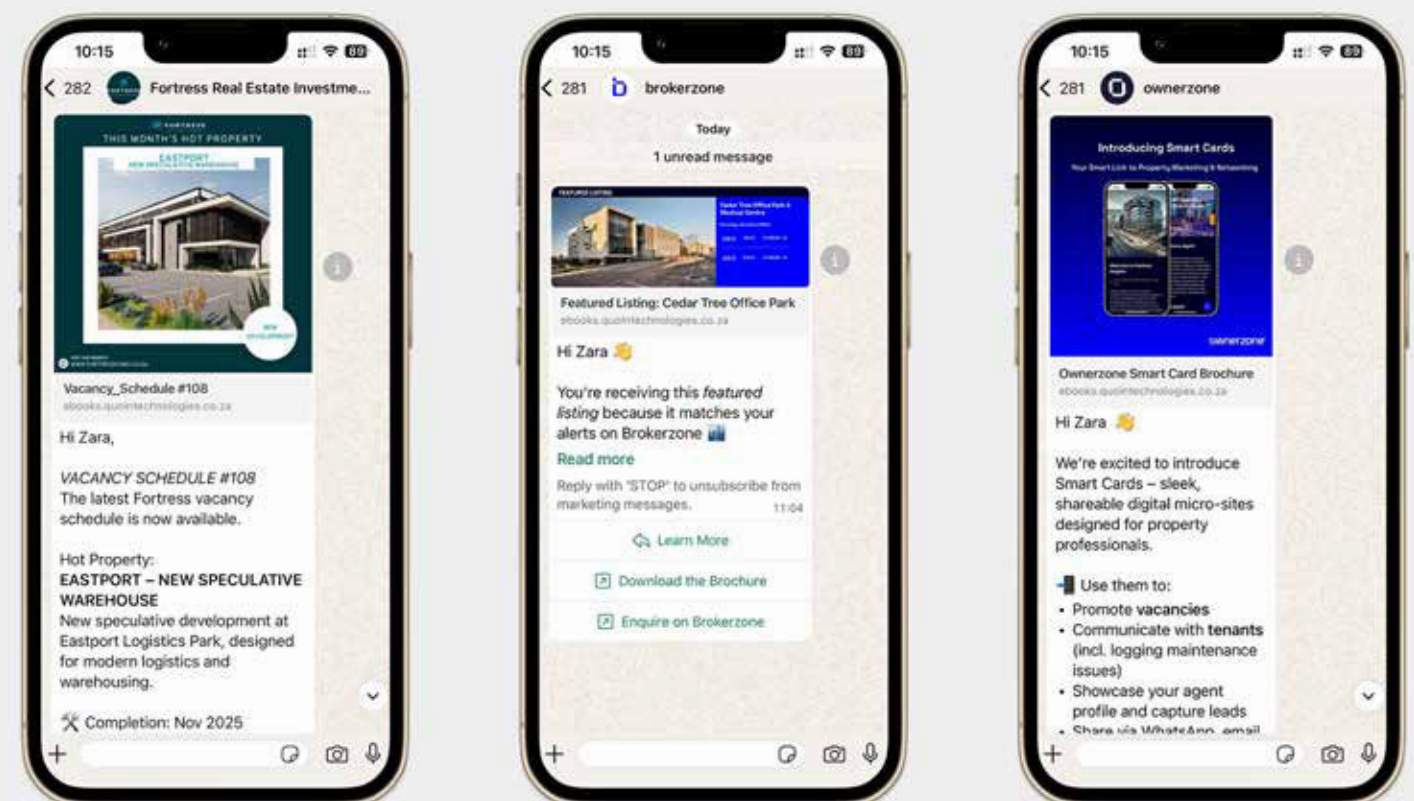


service delivery across leasing, operations and tenant engagement. This integrated approach dramatically improves turnaround times, increases transparency, and helps owners and brokers deliver exceptional service at scale.

3. Targeted broadcast messaging

Both Ownerzone and Brokerzone support intelligent broadcast campaigns via WhatsApp. Owners share updates, vacancies and promotions directly with broker and

tenant networks, while brokers can curate and forward listings to clients – boosting visibility and engagement with significantly higher open rates than email.



Fortress brokers and internal teams can search the company's national portfolio in real time, directly through WhatsApp.

For Fortress, it's not just a tool – it's a strategic edge that reinforces their leadership in innovation.

A NEW STANDARD FOR SEARCH: AI CHATBOT LAUNCHED WITH FORTRESS

Quoin's most advanced use of WhatsApp and AI came through a landmark partnership with Fortress Real Estate Investments, where they developed South Africa's first AI-powered vacancy WhatsApp chatbot for the commercial property sector.

Empowering property teams on the go – all in one chat

Now, Fortress brokers and internal teams can search the company's national portfolio in

real time, directly through WhatsApp. All it takes is a message like:

"Show me office space in Sandton between 1,000 and 1,500m² under R130/m²."

Within seconds, the AI chatbot responds with:

- Live property listings
- Updated vacancy schedules
- Downloadable brochures
- Direct links to online marketing pages

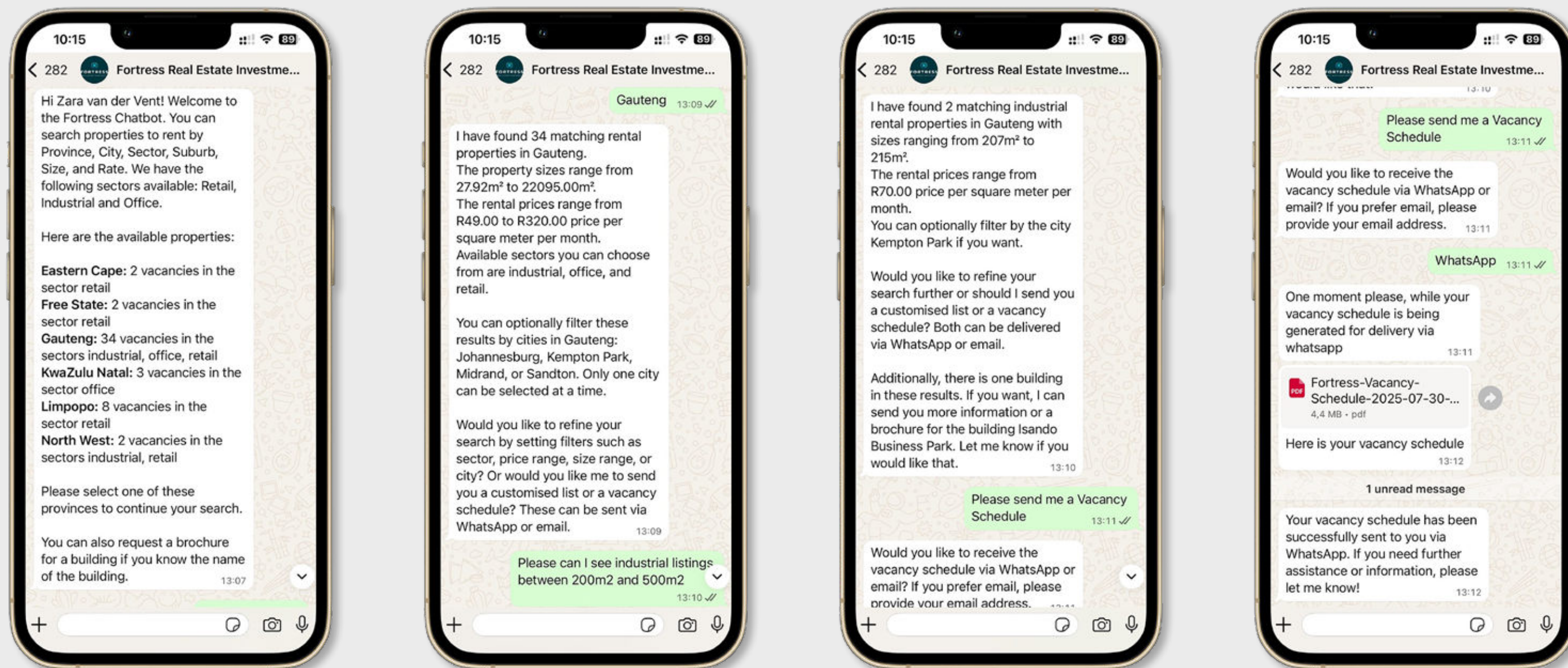
Designed for real-world commercial workflows: more than a bot

Timing is everything in commercial real estate. By eliminating platform logins, outdated spreadsheets and email chains, the WhatsApp chatbot offers instant access to live data, accelerating deal cycles and improving client satisfaction.

For Fortress, it's not just a tool – it's a strategic edge that reinforces their leadership in innovation.

The success of this innovation lies in the deep integration between Fortress's data environment and Quoin Technologies' platform capabilities. Quoin collaborated closely with the Fortress team to define the most useful vacancy search scenarios, map them to daily workflows, and ensure a seamless user experience.

By combining real-time property data, user-first design and advanced natural language processing, they delivered a tool that's intuitive, intelligent and instantly valuable to its users.



Quoin Technologies and Fortress have set a new benchmark for what's possible when smart technology meets practical industry challenges.

Leading a smarter property industry

This assistant is more than a tool – it's a statement of intent. It represents how technology can remove friction, reduce time-to-decision, and empower property teams to operate with new levels of speed and confidence.

Together, Quoin Technologies and Fortress have set a new benchmark for what's possible when smart technology meets practical industry challenges. And this is just the beginning.



Isando Business Park

0 Gewel Street, Isando, Kempton Park, Gauteng
Industrial | 54479.00 m² | Grade: Unspecified

SHADE-NET PARKING R270/BAY/MONTH Access Control & 24 Hour Security. Close to Rhodesfield Gautrain Station and Adjacent to the Holiday Inn. 3 Min from OR Tambo Int. Airport & Emperors' Palace Coffee Shop onsite Opportunity to split offices into smaller units

Parking:
Shaded cloth: R 300.00

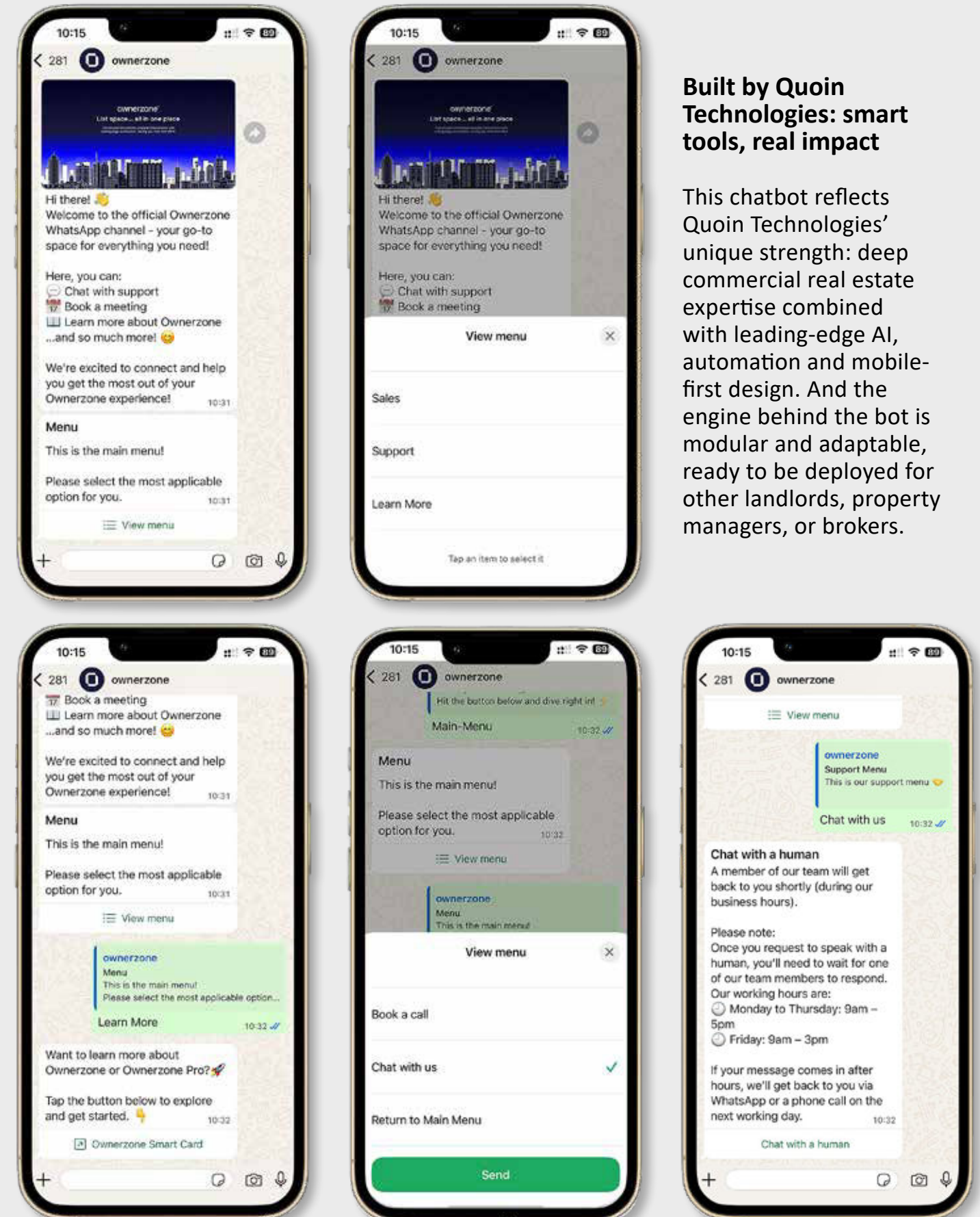
Get in touch | Belinda Swanepoel | belinda.swanepoel@excellerateqhi.com | +27845061535 Belinda Swanepoel | bswanepoel@excellerateqhi.com | +2784 506 1535 Tereza Botha | tereza@fortressfund.co.za | +27826771578

Listing Name	GLA	Rate per m ²	Monthly	Sector	Availability	Broker Notes
OFF H2 C	215.00	R70.00	R15,050.00	Office	2025-08-01 00:00:00	To Let
OFF G1 C	207.00	R70.00	R14,490.00	Office	2025-09-01 00:00:00	Currently Vacant

This chatbot reflects Quoin Technologies' unique strength.

Built by Quoin Technologies: smart tools, real impact

This chatbot reflects Quoin Technologies' unique strength: deep commercial real estate expertise combined with leading-edge AI, automation and mobile-first design. And the engine behind the bot is modular and adaptable, ready to be deployed for other landlords, property managers, or brokers.



WhatsApp has evolved from a communication tool to a mission-critical business platform inside the Quoin ecosystem.

Powered by **Quoin**
Technologies

The future of commercial property is conversational. From automated lead handling and listing broadcasts to intelligent search and AI-powered chatbots, WhatsApp has evolved from a communication tool to a mission-critical business platform inside the Quoin ecosystem.

As Quoin expand their AI-powered services, one thing is clear: the future of commercial property is not just digital – it's AI-driven, conversational, and always within reach. 



Read part 1 &2 of our previous articles in Asset

promotion

QUOIN TECHNOLOGIES

