hola.

The receptionist for real estate in Costa Rica.

by fractal. · Nosara, Guanacaste

11:47 p.m. · Tuesday

A real buyer just wrote. Your office answers at nine.

On this coast, inquiries wait for morning. Buyers don't. They write to three brokerages at once — and talk to whoever answers first.

MEET HOLA.

A front desk that never blinks.

01

Answers

In seconds. Nights, weekends, holidays. English or Spanish.

02

Qualifies

Budget, area, timeline, cash or financing — woven into conversation.

03

Books

Real viewing slots from your calendar, confirmed on WhatsApp.

04

Reports

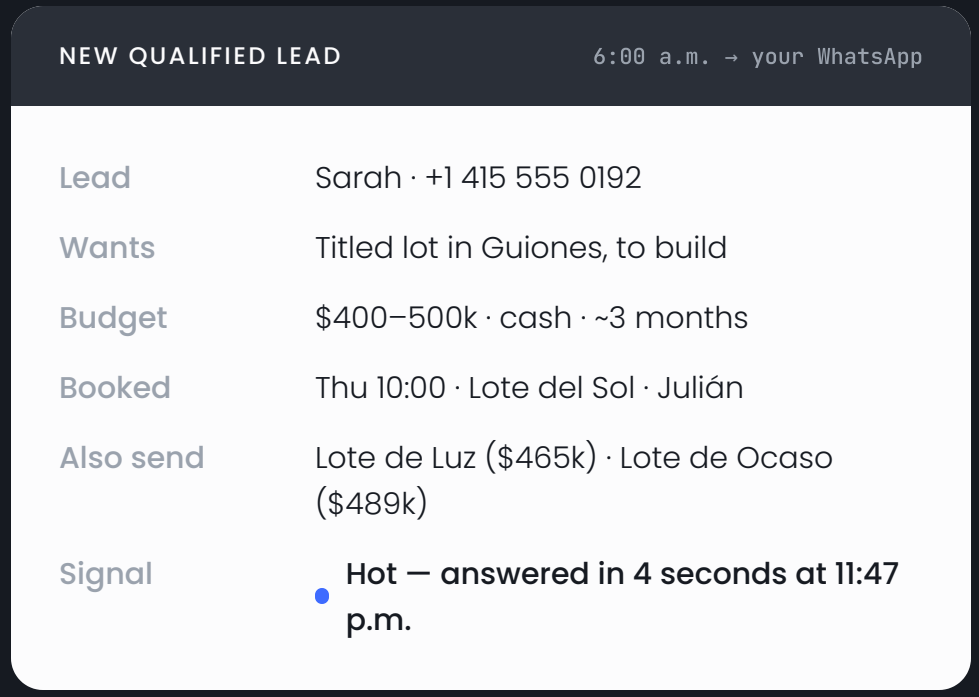
A clean brief per lead, on your phone by 6 a.m.

It speaks both languages. In the same conversation.

A visitor starts in Spanish, switches to English mid-thread — hola. follows without missing a beat. Every answer comes from your real inventory.

By 6 a.m., it's on your desk.

Every conversation becomes a brief: who they are, what they want, how hot the lead is, and what to do next.



THE GUARDRAILS

What it never does.

Never invents a listing.

If it isn't in your inventory, hola. says so and offers the two closest matches.

Never negotiates.

List prices only. "What would they take" goes straight to your agents, with context.

Never gives legal advice.

Concessions, corporations, water letters — one line of orientation, then your attorney.

Never pretends to be human.

Asked directly, it says it's the office's digital receptionist — a person is one message away.

YOUR LISTINGS, LOADED

However you keep listings today — that's enough.

PATH A

You have a website.

We read it every night. New listings, price changes, and sold properties sync automatically. You change nothing about how you work.

PATH B

You keep a spreadsheet.

Google Sheets or Excel — we connect to it directly. Update a row, and hola. knows within the hour.

PATH C

It's PDFs and WhatsApp.

We sit with your team for one afternoon, build the master sheet together, and hand you the habit. Most offices are here — it's fine.

No new software to learn. No data entry. Ever.

EVERY DOOR

One receptionist. Every channel.

Same memory, same manners, wherever the buyer knocks.

- WhatsApp Business
- Your website
- Instagram DMs
- Email
- Facebook Marketplace

HOW WE BUILD ONE

Four weeks, start to answering.

WEEK 1

Inventory + voice.

We connect your listings and learn how your office greets, qualifies, and signs off.

WEEK 2

Rules + booking.

Your questions, your definition of a hot lead, your calendar, your escalation rules.

WEEK 3

Channels wired.

WhatsApp Business first, then website and Instagram. Every door, one receptionist.

WEEK 4

Tested + live.

A bilingual quality bar before launch. Then we watch every conversation and tune weekly.

THE NUMBERS

One missed buyer costs more.

TO LAUNCH

from $4k

Inventory feed, voice, qualification, booking, every channel.

TO RUN

from $650/mo

Hosting, messages, monitoring, monthly tuning.

TO LIVE

~4 weeks

From first call to first answered inquiry.

WHY FRACTAL.

Built by people who sell real estate here.

01

We know the no-MLS problem.

US proptech assumes clean data exists. On this coast it doesn't — so we build the feed first.

02

Bilingual, natively.

Not translated. Both languages written by people who live in both.

03

One team, no handoffs.

The person you meet is the person who builds — from first call to the second month of tuning.

Hear it answer your own listings.

Send us your listings page. We'll load a private demo with your real inventory — and call you when it's ready to talk to.

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