



GoldenLion Implements Zoho One for Ascot Development Poland

Introduction

Ascot Development Poland, the Polish subsidiary of a Belgian development group, was founded in 2024 and is headquartered in Warsaw. The company specializes in land acquisition, permitting, and residential project development across major Polish cities. With a lean yet highly skilled team, Ascot is committed to delivering modern, high-quality housing projects throughout Poland.

GoldenLion leveraged its deep expertise in the real estate development industry to customize Zoho CRM for Ascot's specific land acquisition and project management processes.

Today, Ascot Development Poland manages its leads, negotiations, and development pipeline seamlessly within Zoho CRM, gaining complete visibility and control over its operations.

Business Name

ASCOT DEVELOPMENT POLAND

Company Profile

- INDUSTRY REAL ESTATE DEVELOPMENT
- TYPE B2B AND B2C
- HQ WARSAW, POLAND
- USERS 2

Selection Criteria

- INDUSTRY EXPERIENCE
- RELIABLE PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- ON-TIME COMPLETION

ascot.
development Poland

CASE STUDY

Problem Statement

Before implementing Zoho, Ascot Development Poland managed its land acquisition process using spreadsheets, emails, and shared folders.

This fragmented approach led to several challenges. Without a centralized database, maintaining consistent records of land opportunities was difficult. Tracking negotiations, deadlines, and documents was complex and time-consuming, while communication among the acquisition, finance, and management teams often lacked coordination. Consequently, visibility into the overall project pipeline and deal progress was limited.

These inefficiencies slowed decision-making, increased the risk of missed deadlines, and made performance tracking cumbersome. Ascot required a robust, cloud-based CRM that could be tailored to the specific needs of real estate development.



WHY ZOHU ONE?

- A secure and customizable cloud-based CRM
- Scalability and flexibility to grow with the business
- Integration with tools like Zoho Projects and Zoho Books
- A partner who could understand and model workflows where a “lead” represents a project consisting of one or more plots of land

Finding GoldenLion

Ascot Development Poland discovered Zoho through industry recommendations and connected with GoldenLion, an official Zoho Partner recognized for its expertise in the real estate domain.

During the initial discussions, GoldenLion’s deep industry knowledge and strong grasp of business processes quickly stood out. Despite Ascot’s highly specific requirements, the team at GoldenLion promptly understood their workflow and operational needs.

Although Ascot considered other potential partners, they ultimately chose GoldenLion for its proven track record in Zoho implementations and extensive experience in real estate development.

CASE STUDY

Implementing Zoho One

GoldenLion customized Zoho CRM from the ground up to align with Ascot's unique workflows. Rather than deploying a pre-built setup, the team designed a bespoke solution that mirrored the real-world progression of real estate development projects, from lead identification to land acquisition and project launch.

The implementation, completed in approximately eight weeks, spanned the entire cycle from requirement mapping to configuration and training. GoldenLion began by conducting in-depth discussions to understand Ascot's processes and priorities. Based on these insights, the team configured tailored modules and workflows that accurately reflected Ascot's operations.

To enable seamless cross-department collaboration, Zoho Projects and Zoho Books were integrated into the CRM, creating a unified platform for managing timelines, tasks, budgets, and forecasts. GoldenLion then conducted comprehensive end-user training to ensure smooth adoption and confident use of the system.

The outcome was a fully centralized platform that empowered Ascot's acquisition, development, and finance teams to collaborate effortlessly while maintaining complete visibility across all ongoing projects.

Future Plans

"Ascot Development Poland aims to become a leading mid-size residential developer in Poland by expanding its land bank and launching new projects each year. With Zoho's scalable platform and GoldenLion's continued support, the company plans to automate more financial and reporting processes, integrate Zoho Projects more deeply into its daily operations, and gradually adopt additional Zoho applications as the business continues to grow."

AYMERIC MARTIN

CEO
Ascot Development Poland

SOLUTION OFFERED

- Customized Zoho CRM to reflect real estate development workflows
- Integrated Zoho Projects for development timelines and task tracking
- Integrated Zoho Books for budgeting and forecasting
- Designed a centralized database to manage all land opportunities and negotiations
- Delivered personalized user training and onboarding



Aymeric Martin

CEO

ASCOT DEVELOPMENT POLAND

About Zoho and GoldenLion

"Zoho and GoldenLion helped us transform how we operate. We moved from fragmented spreadsheets to a fully connected ecosystem, gaining clarity, control, and speed in our land acquisition process."

GoldenLion was able to understand our business needs. Their approach was pragmatic, structured, and highly responsive. I would definitely recommend both Zoho and GoldenLion to any developer seeking to professionalize operations and scale efficiently."

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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