

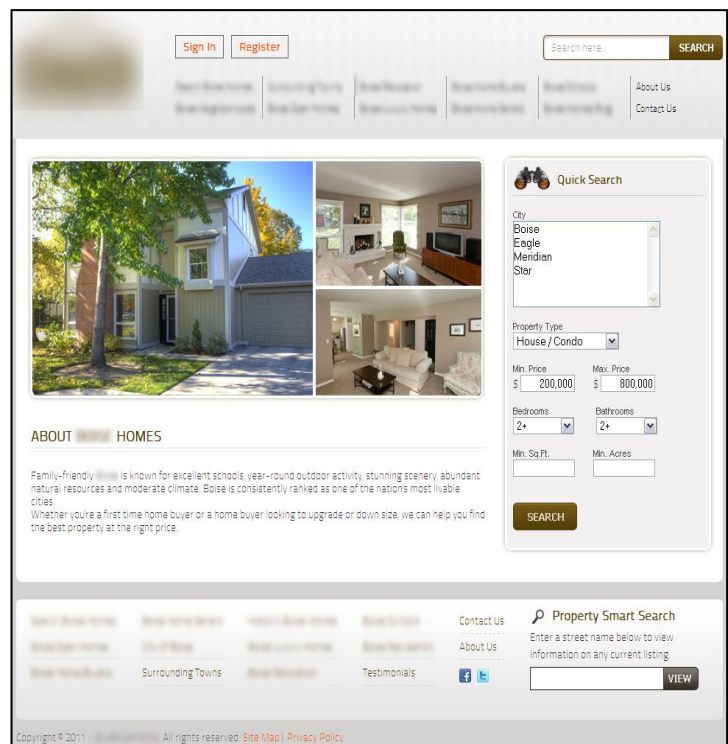


Online Real Estate Management System

Executive Summary:

A leading real estate client was interested to revamp his website and make it more appealing by enriching it with a lot of functionalities in a short span of two weeks. It was imperative for the client that he should increase his visibility amongst the customers in his area of operation and be able to convert his leads into valuable clients. This implied that he needed a stronger web presence and had to be search engine optimized for his prospects to easily find him. He also wanted a rich user interface for his website for an enriching customer experience.

Although he was clear with the idea, at that point of time, he was in search of a reliable development partner. He came across Mindfire Solutions and discussed his idea with us. Our experts at Mindfire suggested the use of WordPress in developing his website and prepared a proposal for him. The client was duly satisfied with our professional approach to reach the solution. Our solution to his requirement multiplied client's revenue and he was very much impressed with our timely project delivery. This project did not just ensure for us a repeat business in WordPress technology but also propelled our client to hire our software development services in other technologies as well.



About our Client:

Client: Online real estate management

Location: Boise

Industry: Real Estate

Technologies:

LAMP, WordPress 3.3, MySQL, iHomeFinder Webservice, jQuery



Business Situation:

A leading real estate client was from Boise was very much interested to give an appealing look to his site with a sleek custom theme and make it rich with functionalities. Additionally, there was also a need for integrating a smooth slider with featured property images. For better search results, he needed property quick search and smart search (based on street name) functionalities.

He approached us with a strict deadline of two weeks. With our development team, it was a challenge to complete the project in this short span of time.

The Mindfire Solution:

Mindfire Solutions with its years of experience picked up this challenge. We approached the client with our responsive solution to his requirement. The solutions were as follows:

1. Collaboration with the web service provider:

We suggested to go for iHomeFinder webservice for real estate systems and we took the responsibility of communicating with the web service provider and set up everything for the client. This web service is very rich in functionality keeping in mind of real estate requirements.

2. Plugin Customization:

With our innovative ideas, we integrated the plugin to communicate with the web service. We heavily customized the plugin to perfectly match with the requirement.

3. Exclusive WordPress Theme Creation:

We also created a WordPress theme for this site perfectly matching with all the real estate functionalities. We integrated a smooth slider showing the featured properties, also created a good number of widgets as per requirement.

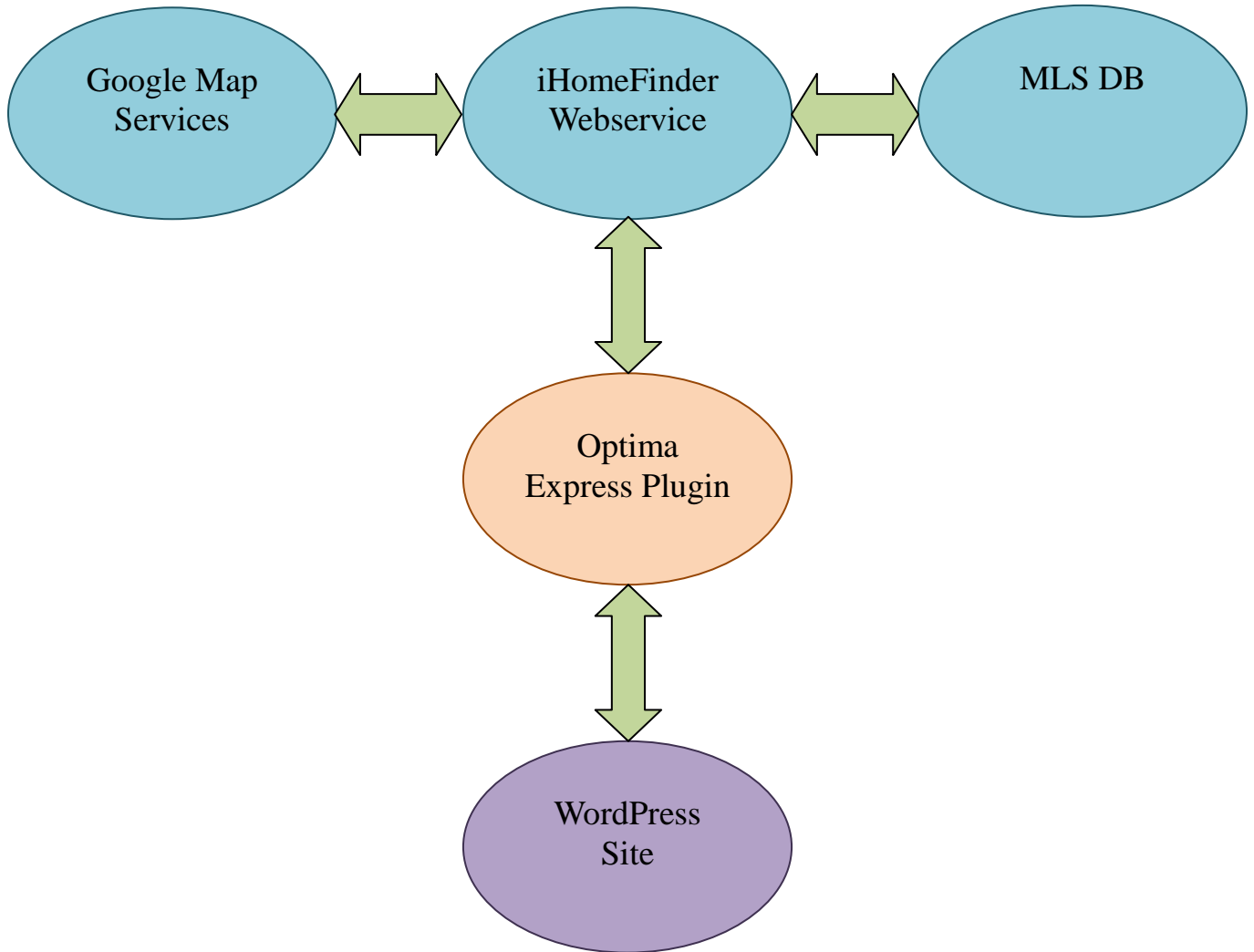
Achievements:

- Creating WordPress theme from PSD
- Integrating iHomeFinder webservice
- Integrating Optima Express real estate plugin including MLS search
- Integrating Gravity Form and Akismet plugin
- Compatible with advanced browsers on cross platforms



Project Architecture Diagram:

The following illustration is the high level system architecture diagram which depicts the integration of the real estate project with MLS systems.





Illustrations:

The following illustrations show the enhanced website of the real estate client. The pictures are of the Site Frontend, Property Listing and Property Details.

Site Front End:

[Sign In](#)
[Register](#)

[SEARCH](#)

[Home](#)
[About Us](#)


[Contact Us](#)
[Privacy Policy](#)

[Home](#)
[About Us](#)

[Home](#)
[About Us](#)

[Home](#)
[About Us](#)

[Home](#)
[About Us](#)



Quick Search

City

Property Type

Min. Price \$ Max. Price \$

Bedrooms Bathrooms

Min. Sq.Ft. Min. Acres

[SEARCH](#)

ABOUT **BOISE** HOMES

Family-friendly **BOISE** is known for excellent schools, year-round outdoor activity, stunning scenery, abundant natural resources and moderate climate. Boise is consistently ranked as one of the nation's most livable cities. Whether you're a first time home buyer or a home buyer looking to upgrade or down size, we can help you find the best property at the right price.

[Home](#)
[About Us](#)
[Contact Us](#)
[Privacy Policy](#)

Property Smart Search

Enter a street name below to view information on any current listing:

[VIEW](#)

Copyright © 2011 Mindfire Solutions. All rights reserved. [Site Map](#) | [Privacy Policy](#)



Property Listing:

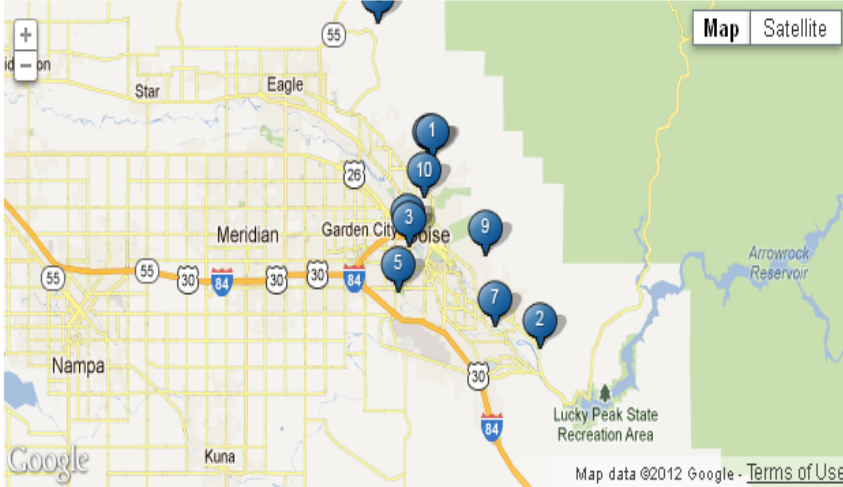
The following screenshot shot the property listing for the given search criteria.

Open Homes

This displays the popular/featured/top picks of the properties for the city Boise

342 Matching Properties Page 1 of 35 [Prev](#) | [Next](#)

Sort by: Price Descending



Quick Search

City
Boise
Eagle
Meridian
Star

Property Type
House / Condo


Min. Price \$ 200,000 Max. Price \$ 800,000

Bedrooms 2+ Bathrooms 2+

Min. Sq.Ft. Min. Acres

SEARCH

HOME SELLERS HIGH PLACE BOISE, ID



Bedrooms: 5
Bathrooms: 4 full | 1 partial
Sq. Ft.: 4,714

[Photo Tour](#) [Virtual Tour](#)

Map

IMLS IDX

Listing #



Property Details:

The screenshot below is the detailed description of a particular property which the user has chosen from the property listing


[< Return To Results](#)

BOISE, ID 83708


\$799,900

[SCHEDULE A SHOWING](#)
[SAVE THIS PROPERTY](#)
[REQUEST MORE INFO](#)

[Share](#)
[f](#)
[t](#)
[e](#)



View Larger Photos (22)



Bedrooms: 5
 Bathrooms: 4 full | 1 partial
 Est. Square Feet: 4,714
 Type: Single Family Home
 Listing # [REDACTED]

One acre in the city! Spectacular panoramic rim-front views from the Ridge (estate lots) at Arrowhead Canyon. This highly sought after location is just minutes from downtown, within the coveted Boise High School district, and nestled in the foothills just west of the Highlands. Exquisite finishes include Cumaru wood floors, large view windows, expanded covered patio (with outdoor fireplace) for entertaining, and a fabulous gourmet kitchen (Wolf 6-burner gas range & oven, Wolf wall oven & microwave, 2 Sub

Quick Search

City

Boise
Eagle
Meridian
Star

Property Type

House / Condo

Min. Price \$ 200,000 Max. Price \$ 800,000

Bedrooms 2+ Bathrooms 2+

Min. Sq.Ft. Min. Acres

SEARCH



Customer Benefits:

We provided the client with a very user friendly interface to manage with. With the integration of iHomeFinder webservice, client does not need to track all the properties. The system will automatically take care of all these details.

Our solution to his requirement multiplied the client's revenue and he was very much impressed with our timely project delivery. Also the client appreciated our clear understanding of the business specifications, professional handling of the project and innovative suggestions for an better equipped and fully functional website.

This project did not just ensure for us a repeat business in WordPress technology but also propelled our client to hire our software development services in other technologies as well.

