

Real Estate Property Management Application

Containing smart search features and social media integration

Client need

Our client, a leading Real Estate Management company in US, wanted to build a Real Estate Property Management application which should have good search features, plus should have Social Media Integration and chat facility and option to show property images to end users in Google map.

Our Solution

We prepared a plan of action and discussed our idea with the client. Client was very pleased with the approach we came up with and gave us the go ahead to get it done. The key features of the application and the approach we followed is described below.

Key features of the application are:

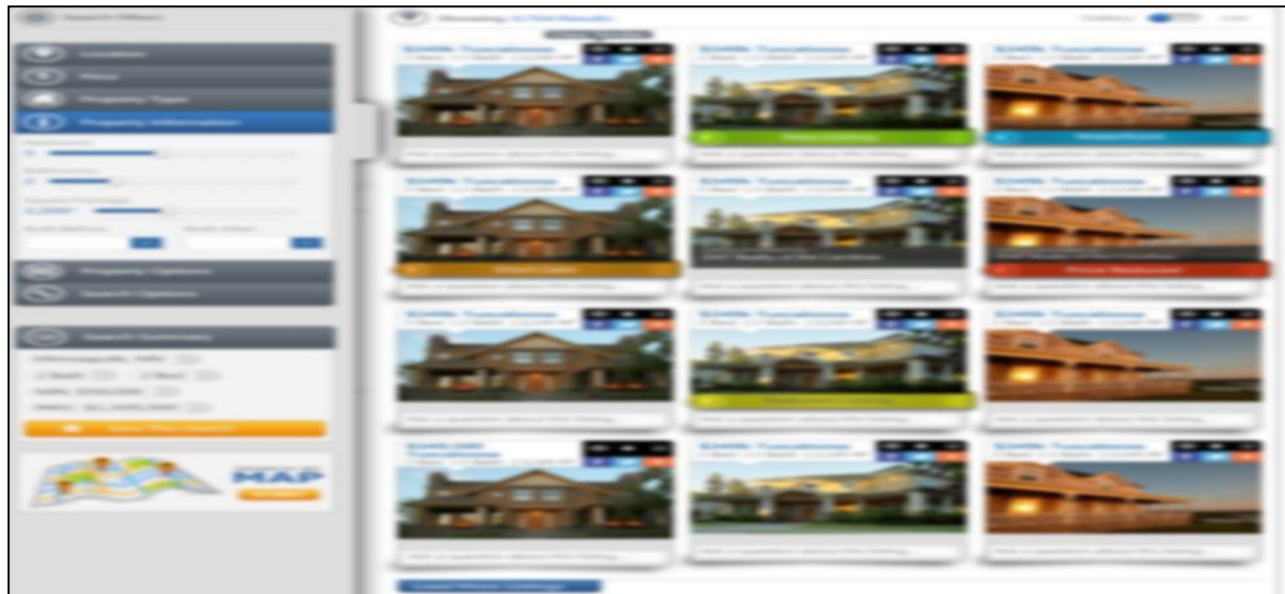
1. Communicating with listing servers with RETS protocol
2. Importing data using SSIS package
3. Multi-Threaded Task processing
4. HYML / PDF reporting
5. IDX search
6. Social Networking site (like Facebook, Twitter and Pinterest) integration
7. Facebook Style message, property posting
8. Online chat
9. Google map integration

For the IDX search we did the following –

This part of the application is built with the IDX Search engine that allows users to search any property related information. One advantage of this search engine is that user can save any search in this web site. In addition to storing search results IDX search engine has advance functionalities like comparing different property and sharing property information in different social networking sites like -Facebook, twitter, Pinterest.

Another critical part of the application was the Control Panel, which contained the search option.

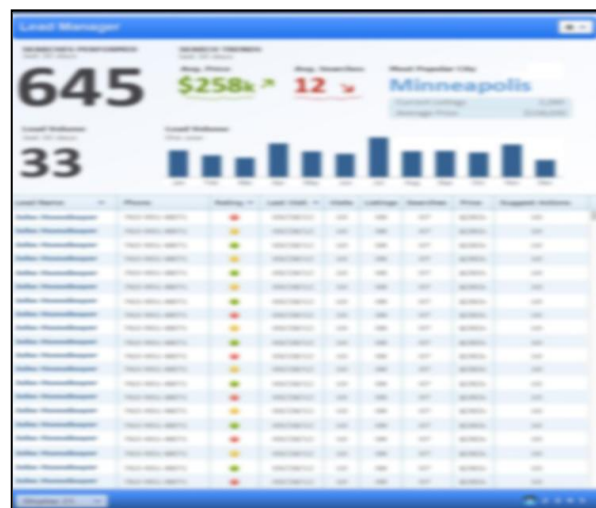
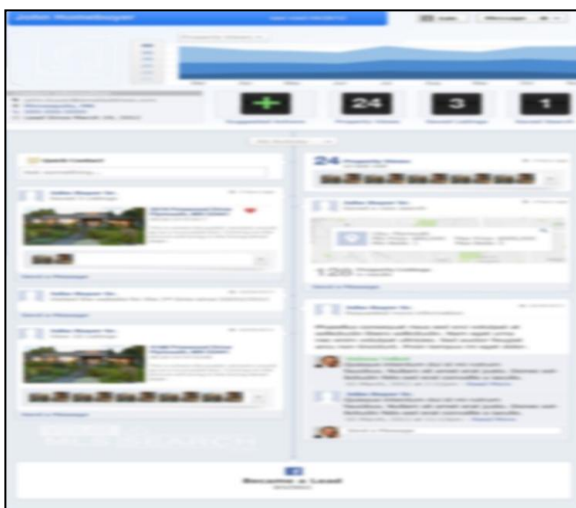
Screenshot of the IDX Search page



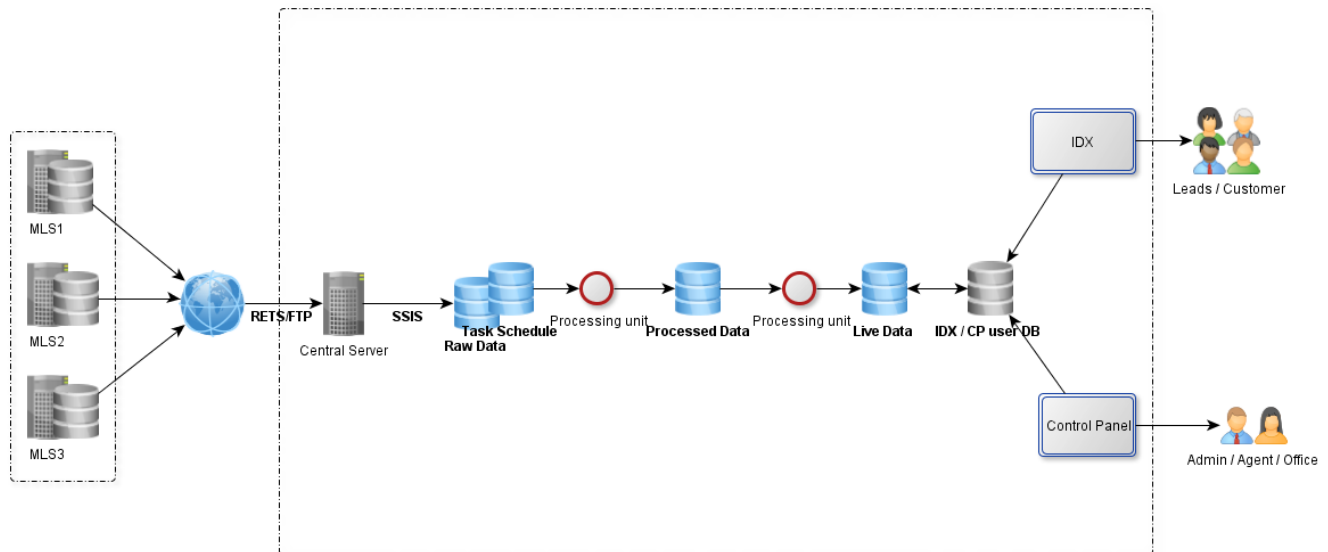
This part deals with the managing of all real estate customers by admin (agents/offices) and super admin. Using this module admin can directly track the activity of every user on the site. It keeps track of the user activity in the user's timeline, a feature similar to the timeline feature of Facebook. This Control Panel has the functionality to publish any message for any user or to different admins. Different admin have different access rights to view user's data and answer their query. It uses different scheduling algorithm for Agent-Lead (customer) assignment.

By using control panel one supper admin can create different web sites for a third party vendor and can provide access to control panel to manage their search engine and the third party vendor will have their own agent and lead.

Screen shots of the Control Panel



Architecture Diagram



About our Client

Client Real Estate Marketing Company | **Location** US | **Industry** Real Estate

Technologies

Server Side Language: ColdFusion 9

Database: MS SQL Server 2008, SQL Server Reporting Service (SSRS), SQL Server Integration Service (SSIS)

Scripting Language: Kendo UI, jQuery

Future relationship

The client was pleased with Mindfire's effort and reckoned that they were happy to have discovered a professional offshore IT unit. We shall continue to be the service provider for the next versions of the client's product. They have not only allocated the support and maintenance work of the current system to Mindfire but have also chosen us for future customization work.