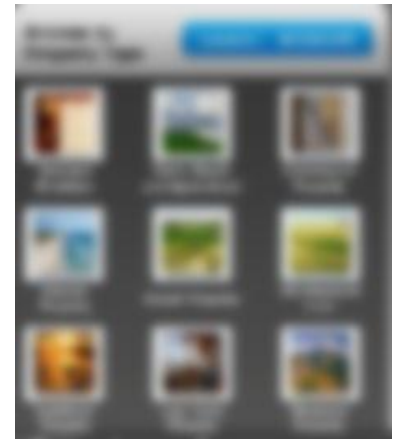# Mobile App on Rural Property Marketing

An iPhone App

Executive Summary

This app is used to market property in rural America .The focus is on marketing property which is realistically priced and includes acreage, small town and country homes, recreational cabins, retirement property, waterfront properties, farms for sale, ranches, vineyards, historic properties, nature havens, hunting & fishing retreats, luxurious estates, mansions, development properties, vacation property, building sites, river and island properties.

The application allows the user to select a state and a property type to drill into a given search for these properties. The user can view a slideshow of all of the properties easily and save them as favorites. The application also easily allows the user to view upcoming auctions nationwide.

About our Client

Client I Real Estate Industry | **Location** US

Business Situation

The prime objective of the client is to build an iPhone based application, which provides the user with the freedom to search and track the property they are dreaming of.

This App helps users to search lifestyle, recreational properties and auctions across rural America. Although solutions were proposed by multiple software service providers, Mindfire's excellent software solution(s) and strategy stood out, fulfilling the core requirement of the client, and providing a definitive roadmap to deliver required product. Mindfire has understood, analyzed and laid out well defined plans for supportive business cases to the original product idea.

Solution Details
The Mindfire Solution

The complete solution to build and execute the software product in a services model .The app home screen contains the following features :-

Browse : In browse field, user can easily browse property by Property type. Like:
a) Bed and breakfast
b) Farm , Ranch and Agricultural
c) Commercial property.
d) Development Land.
e) Desert Property.
f) Log Home Property and many more options.

My Search: This field shows the list of searched results selected by the user choice .

Auctions: Search for auctioneers nationwide offering a wide range of auction services including home auctions, farm auctions, land auctions, commercial real estate auctions and personal property auctions.

Favorites: Contains the list of the user selected property which can be saved by the user as favorites.

Info: Provides the details and information about the app to the user for contact and address for further detail of search.

Apart from these, there were other pages developed where users can contact property Agent, show gallery of properties and many more….

Achievements

As per the clients requirement the app had to be the best in providing users the option to search for country real estate - Historic properties, farms and ranches for sale, development land, lakefront property, mountain property, recreational property, commercial property, real estate auctions and more.This app includes a large data, managing of which was a very tough task for mobile platform without losing out quality or speed of the App. But the highly capable iPhone development team at Mindfire Solutions brainstormed and overcame the situation to produce an application as desired by the customer.

Technologies

iPhone SDK, Xcode 3.1, Cocoa Touch, Core Graphics, Plist/ XML, Web services.

Final results

Software system

Customer benefits

This app provides a very convenient searching mechanism for country real estate. Users can search real estate property easily as per their choice. Apart from allowing users to view upcoming auctions nationwide this app also provides the contact details of property agents. There are many more additional features in the app to make the life of users more convenient.

Future relationship

After the complete release of the app, the client was happy with Mindfire's work and requested for our services for a new project .