



CASE STUDY

INDUSTRY:
REAL ESTATE

**BUSINESS SOLUTIONS
DELIVERED**



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REAL ESTATE

CLIENT

The customer is one of the largest consortiums of realtors in North America, their primary domain of expertise is helping their customers buy a property, sell a property or get a home loan. They have over 3000 registered real estate professionals across US and Canada.

EXECUTIVE SUMMARY

The customer with their presence spread across North America, had to cater to clients for buying, selling or mortgaging a property. To ensure client retention, they needed modules that would enable their clients to register/login and create a portfolio based on their needs and choose between the services rendered as required.

Synergy Technology services, with a vast experience in web based services were entrusted with the job of creating a web based administrative panel that would bolster the customer's business.

TECHNOLOGY

- PHP
- JQuery
- MySQL

SOLUTION

A volatile segment prone to market fluctuations requires a model that helps the customer keep in line with the market sentiment and retain the clients. The customer wanted a tool that would facilitate their clients to login/register and create a profile in line with their needs. This tool should also enable their vast network of agents address the market concerns and help their clients in securing a loan or purchasing a property.

- Developed an administrative panel to create client login/registration.
- Developed client search and management functionality.
- Email handling and remainder service with predefined templates.
- Created mobile web page for client registration.
- Real estate agent portfolio maintenance tool involving their customer details and needs.
- Mortgage agent registration for property evaluation.
- Redesign of website layout.

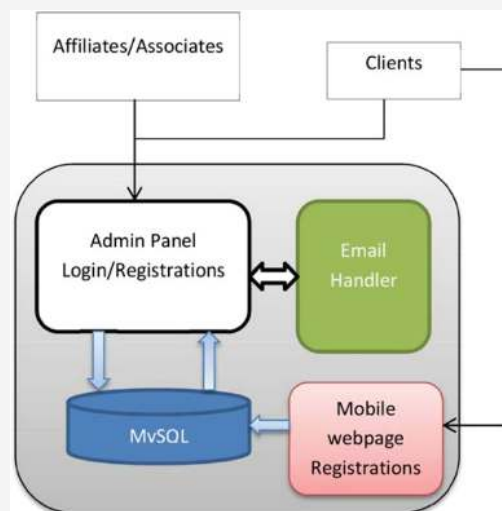
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CHALLENGES

- Modernization from a legacy system.
- Complexity in the tool due to multi-line, multi-state expense.
- Ad-libbed change requests appreciation.

BUSINESS IMPACTS

- Keeping track on affiliate agents and assigning customers as per geographic location.
- Comprehensive record on customer requirements, lead generated and sale closed.