



Case Study

An Effective Web Application for Property Dealing

Our client, a Real Estate Agent, wished to launch a communication portal that could present property information to buyers. They wanted to provide an opportunity to property seekers enabling them to view potential home details on the website and on their handsets. Icreon successfully interpreted Our client's requirement and provided them with a web enabled property listing solution. We enabled MMS and SMS communication services to ensure that the customers got an opportunity to be the first through the door.

Customer Profile

Our client is a U.K. based Real Estate Agent dealing in Real Estate and Properties Management.

Business Requirements

Our client required an application that would help property seekers in selecting properties in U.K., based on various search options such as Region Preference, Property Type, Place Name/Post Code, Number of Bedrooms required, Price Range and other governing factors. They wanted to ensure that only the updated details of the Real Estate available are present on the website.

Empowered Web Application for Effective Property Dealing

Our client teamed with Icreon to provide a high level of coverage and a strong market presence designed to achieve the best results when selling a property on behalf of their customers.

HOMESALONE MODULES

The website developed is divided into two major modules:

User Section

On the basis of privileges granted, users can access and view details of the various sub-sections such as Estate Agent Registration, Property Administration, Property Normal Search, Property Advance Search, Property Listing, Property Detail, Estate Agent Detail, Normal User Registration, Profile Management for Normal Users etc.

Administration Section

Through this section an Administrator can add, modify and delete Users, Property/Real Estate Agents and generate Reports.

The Admin Section, further divided into four main sub-sections, allows an Administrator to:

- Manage Estate Agent – Modify or delete an Agent User Type.
- Manage Properties – Add, modify, or delete property details.
- Manage Users –Modify or delete Users.
- View Reports – Generate reports for Best viewed properties, Best viewed estate agent and Most contacted estate agent

The solution was required to be integrated with the U.K Government Land Registry website. The U.K Government website lists the prices of houses sold in a particular Post Code. In the web based application designed by Icreon, Post Code is a clickable link to the U.K. Land Registry website which throws up the prices of houses for the selected Post Code.

Icreon has incorporated SMS and MMS alerts functionalities into the website. Real Estate Agents can use the SMS/MMS facility as marketing tools and Registered Users can avail property updates through SMS and MMS. This added feature streamlines the whole process of Property Dealing.

Technologies used in developing this application are:



Summary

Icreon has successfully achieved the solution and has helped Our client meet their objective of providing top level services to the customers. The solution designed and developed by Icreon provides a vehicle for local Estate Agents to present their properties in a highly targeted manner thus saving time and hassle.