



Elegant MicroWeb
Delivering the Value of Technology

Case Study

Real Estate Property Management Web Portal, Supporting Brokers & Customers of Large U.S. Real Estate Service Provider



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The Client

The client is a large, multi-service real estate business in New York in the United States. For over a quarter of a century, the client has provided services for real estate brokers in New York City. It is credited as the architect of the electronic listings exchange, which acts as a multiple listing service for the Manhattan real estate industry. The system transmits real-time inventory from one firm to another and supports nearly 500 firms, with approximately 10,000 daily listings exchanges.

The Objective

The client wished to employ the services of Elegant MicroWeb to provide software re-engineering, including design, development and User Experience (Ux) design, as well as performance improvement for its existing listings exchange system, and to convert this system to a multi-tenant solution to enable the client to quickly create brokerage company accounts and listings. The solution is designed to support full-service listings, supporting both agents and end users, and is used by approximately 300 firms in New York City. The software reengineering project requirements included support for a variety of listing feeds, off the shelf and customized VOW options, and marketing services consisting of custom brochures, an interface with the New York Times' Ad times 2000 and a proprietary

advertising tool. The client wished to address challenges within the existing system, including responsiveness, the centralization of data feeds and client set-up, as well as application performance and scalability.

The Solution

Elegant MicroWeb developed a solution for the client to improve responsiveness and create a multi-tenant architecture where new client can be added quickly with branding features. This solution pulls various feeds into a central repository in a design with vertical data structure to improve performance and scalability. The new solution also includes numerous new features, e.g., customer sharing, customer profile and activity management, new match auto email, geo based search and more. Brokerage companies can register agents, and agents can register prospects (end user customers of the broker). In addition, the broker can login, search properties, create search profiles for properties, get alerts when matching properties come up in a listing, and perform customer management functions. Brokers can like and share favorite properties and generate PDF catalogues for prospects for end users. The system integrates with various real estate listing feeds coming from several sources and provides up-to-date listings to all the broker companies and customers.



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The solution includes:

- Multi tenant web portal to manage properties for brokers and their customers
- Responsive interface to have similar user experience across various devices, resolutions and platforms
- Collate data into central repository by integrating various data sources and feeds
- Role-based access rights and permission to access system
- Client branding, portal look n' feel adjustments and email template branding
- Performance fine-tune at database and application level where 1 million property will searched in less than 5 seconds
- Vertical database design for system flexibility to add more property parameters and better performance
- Integrate Mapbox API to select location and perform search. Selection of region using line, polygon, square and circle
- MSSQL scheduler setup and configuration to send emails using Sendgrid email API
- WalkScore integration with properties to locate known places, transits, restaurants etc..
- Better customer management and customer activity tracking

- Flexibility to customer to setup notification frequency e.g., one time, recurring, monthly, daily, twice a day, real-time etc.,
- Custom grid with flexibility to drag and rearrange rows, columns, set custom properties for view
- HiQ generated PDFs for property catalogues

The Technology

- Web Portal
 - Server: ASP.NET, WebAPI, Entity Framework
 - Database: MSSQL
 - Framework: Angular.Js
 - Other: Mapbox, SendGrid, WalkScore



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Elegant MicroWeb Role

The Elegant MicroWeb team provided support, knowledge and skill in the following areas and activities:

- Requirement understanding and roadmap planning in close consultation with IT managers & business managers
- Technical feasibility
- Software Re-engineering and performance improvement
- Architecture, Development, Maintenance and Support
- Continuous enhancement, up gradation and roll out for various tools
- Testing, including performance testing
- User Acceptance Testing
- Implementation, integration and support
- Support and Training to business users and IT team

Conclusion

The client is a large, multi-service real estate business in New York in the United States. For over a quarter of a century, the client has provided services for real estate brokers in New York City. The client wished to employ the services of Elegant MicroWeb to provide software re-engineering, including design, development and User Experience (Ux) design, as well as performance improvement for its existing listings exchange system, and to convert this system to a multi-tenant solution to enable the client to quickly create brokerage company accounts and listings. The system transmits real-time inventory from one firm to another and supports nearly 500 firms, with approximately 10,000 daily listings exchanges. Elegant MicroWeb re-engineered the client solution to improve responsiveness and create a multi-tenant architecture. This solution pulls various feeds into a central repository to improve performance and scalability and provides numerous new features, e.g., customer sharing, customer profile and activity management, new match auto email, geo based search and more. This re-engineering project resulted in improved productivity and transparency, as well as significant performance improvement and scalability for the solution, thereby increasing user satisfaction and adoption.



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