

# Realty Port

Stand Out and Boost Sales



A Case Study



# Overview

Realty Port, a cloud-based software, where you (a real estate agency) can have all your properties listed in a centralized space, while communicating with customers and leads.

Using Realty Port is like owning a property marketing platform, where customers can visit and chat with real-estate agents in real-time. Let us help you connect with your buyers and sellers.

# Aim Of The Website

*“Stand Out and Boost Sales”*

Sharing and communication are the primary elements while buying or selling a property. Realty Port is inspired by our founder’s personal experience of buying and selling real estate, finding the right agent, and overcoming communication barriers.

We wish to offer seamless communication between agent and buyer/seller by creating a user-friendly and customizable platform. A space that allows realtors to directly communicate with buyers and sellers, display their real estate properties on a map, and more, all in a centralized hub. It’s as easy as creating an account, adding your agents and their real estate properties.



# Realty Port

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**Key Points**

**Key Roles**

**Key Functionalities**

# Agency Side

- Agencies can sign up and create their own profiles on the platform. Upon registration they need to give the following information; name, email, phone, agency name, agency logo, slug (This is the URL of that Agency which they will share with their Users), password
- They can select their preferable subscription plan and make the payment.
- After they've registered successfully, they can log in and access the dashboard.
- They can see the following counters on the dashboard: my properties, my leads, my agents & my customers.
- Agency owners can update their profile, change password, and deactivate the account.
- They can see the list of properties and will be able to add a new property, they can select an agent for the same.
- They can also see their leads, customers, and related information. They will be allowed to add new agents as well.
- They can send Emails and SMS to their customers and market their properties..
- They can see the subscription plan and transaction history.
- Agency can change the design of their customer site from the panel, following things can be changed dynamically: Menu. Font Color for Header. Body (Content Part & Footer). Font

# Agents

- Agency can create an account for the Agent.
- An agent will be able to login using a registered email & password and access the dashboard.
- In the dashboard realtors can have counters; my properties, my leads.
- An agent can chat with customers.
- They can update their profile, change passwords, deactivate the account.
- They will be able to see the property, leads and respective information.
- They can also add new real estate properties.
- They can send promotional emails & SMS their properties to their customers..

# Customer

- Customers can see the agency landing page and can sign-up and login from the same.
- They can search the property listed on the agency landing page offering the following filters; min-max price, sq. min-max, beds, bath, type, purpose.
- They can perform advanced searches; if they observe the right side there is a list of real estate properties and that will be displayed in the map view on the left side.
- By clicking on that page you will be redirected to the property detail page where you can share, select favorites, and communicate with agents. If you choose to fill the available contact form your information will be shared with the agent and admin as a lead.
- Customers can update their profile, change password, deactivate the account, select and deselect the property.

# Admin

- Admin can log in on the admin panel using its registered email and password.
- The admin can observe the counters and graphs; agencies, properties, total revenue, and other important information.
- Admin can manage the following modules in the admin panel; Agency Master, Property Master, Lead Master, Email Templates, Subscription plans, Transactions, and general settings.



# Technology and Tools

## Website Development

**Technology:** Laravel-PHP Framework (V 5.5.48)

**Database:** MySQL

**UI/ UX Design:** Photoshop

Map & Analytics - Google Map & Analytics API

MLS Integration - iHomefinder

SMS Feature - Twilio

Payment Gateway - Stripe

Chat - Socket Programming



# Challenges & Solutions



 **RealtyPort**  
a division of Digiteau Technologies

# Multi-User platform

- This project consists of 4 different web panels to support its users. We have separate panel for Admin, Agency, Agent and Customer.
- Once the Agency sign up a subdomain is created for that particular agency automatically with the slug they have entered while registration suppose an Agency enters xyz in the slug then their domain will be xyz.realtyport.ca which is created automatically. So creating this subdomain automatically was a bit challenging part.
- We implemented Server Side programming for creating the subdomains automatically and managed to achieve the required result.
- This subdomain will be their customer web page which they can share and ask their customer to register with them.

# Chat Functionality

- Implementing the chat module was a challenging task in this project, the requirement was that the messages should be delivered on real time without a delay of a minute.
- We have used socket programming to implement the chat module. It supports the timely delivery of messages and resolved the hurdle. We've also added a functionality where if the user's trying to reach an offline agent then the agent gets notified via email about the same.
- Once a customer starts chatting a group will be created with the Agent associated with that particular property and with the Agency Owner so anyone from the Agent or Agency Owner can chat with the customer.

# MLS Listing Integration

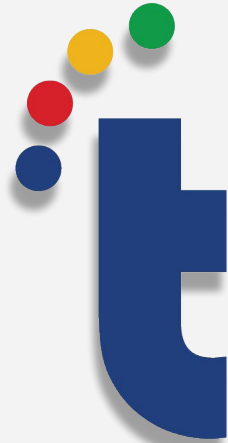
- For MLS Listing we have used iHomefinder
- On this platform each agency can create their separate iHomefinder account.
- We will then integrate their MLS Listing by redirecting the listing link provided by iHomefinder to a subdomain which we will create for that agency.
- Once the subdomain is created and pointed to the link provided by iHomefinder then Agency can update that link from the Panel and the MLS listing will then be shown on their customer web page.
- Implementing this was a challenge as it took a lot of research as we faced many issues to achieve this goal so we took several calls with the iHomefinder Support team and we ourself also did lot of research and managed to achieve this goal.



# Visit Realty Port



What We do?



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# Thank You

Case study prepared by: Technource