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MoveForFree-Real Estate Portal

Background

Moveforfree (MFF) is a one of the foremost and top ranked Apartment Locating and moving Companies in the USA. They provide services to people who are looking to relocate from one place to another. They have referred more than 80,000+ customers to apartment communities and have been consistently ranked at the top.

MFF wanted to port and upgrade their legacy platform with a list of enhancements and a host of new features to improve usability and management of all property databases and their associates under one common portal. They wanted to utilize the latest technology to provide the user with the best Real Estate search. The client also wanted to manage the locators and allow them to update their work schedules and results into the portal along with third party services integration.

Solution

The GCT team worked with the MFF team to understand their business model and delivered a robust Search Engine platform which includes intuitive search for properties and a wider area for Locators to manage their work schedules.

The portal includes various user features like:
1. Anonymous Users –
   - Search for properties
   - Book properties and choose for relocation facility
   - Save Search as favourite
   - Review past search
   - Recommend to friend
   - Print

1. Locator
   - Receive relocation request
   - Update Schedule
   - Post comments
   - Track reports
   - Add new locations

2. Admin
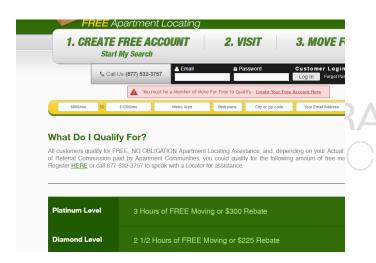   - Manage users
   - Manage properties
   - Manage locators

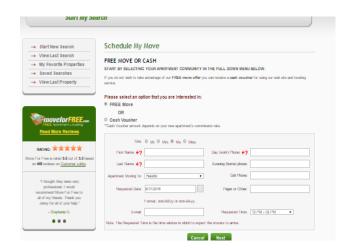www.graycelltech.com

3. Management
   - Add Properties

The portal identifies and reduces real estate transaction time and improves manual efficiency. Move for Free now offers a fully comprehensive search tool to make apartment hunting a breeze. From short term leases to condo and townhouse renting, user can use this easy Texas apartment finder to find the best list of local apartments for rent in their prime areas. The website can be experienced at: http://www.moveforfree.com/

On the **technical front**, the responsive web portal utilizes: ASP.NET 2.0, C#2.0, Ajax, XML, XHTML1.1, CSS, IIS6.0, JavaScript/VB Script, Database-SQL server 2000-2008 and Google API's

Results

1. MFF has become the pioneer and the topmost provider in the "Free Move Industry" with a growing user base.

2. The portal helps in the reduction of cost and in identifying and removing inefficiencies and drive cost savings across the company's operations.

3. With increasing use of mobile, the company has been well positioned to tap the and serve the huge mobile market.