



## **Real Estate Portal**

### **Background**

The Client wanted to expand its market by providing users a convenient and secure web based platform for buying/selling all type of properties like home, commercial properties, foreclosures through online auction and a system to keep track of their entire processes and efficient payment reporting system. A Validation Management System was also required to be integrated in order to validate the property by user uploading their property documents before registering their property for Auction.

### **Solution**

The GCT teamed proposed and implemented a comprehensive solution to streamline transactions across all forms of property dealings to provide an improved buying and selling experience to both buyers and sellers. The web portal is an online auction platform for real estate users and provides an extensive backend solution to manage and track all activities from sales to actual property selling. The main users of the web portal are:

1. Property Seller
  - Paid Registration for user
  - Adding property related details, Images, associated documents and base price
  - View Previous Properties
2. Property Seeker /Participant of Auction
  - Search for Properties
  - Save Property Listing
  - View Transitions
  - Auction for properties and get notified for upbider.
3. Brokers
  - Paid Registration and Sign up
  - Search for Properties
  - Add Properties

The major features of the portal include:

1. Property registration module
  - Adding property related details, associated documents and auction terms.
  - A gallery showcasing the property in various angles and displaying all its relevant details



## 2. Document Repository

- The backend system manages the validation of the documents and they allow user to add their property for listing or auction.

## 3. Live Auction

- The auction module conducts the offline and live auction of all registered properties of buyers including individuals, agents and banks.
- Single Secure Platform with a Payment module for taking the security deposit from users.

## 4. Backend Relationship Management

- The CRM module manages the entire process from property registration to property selling and tracking all activities, keeping track of payments etc.

## 5. Robust Search

## 6. User Registration

- A separate customer login and an advertiser login option Email Subscriptions for users by providing email ids only, Newsletter subscriptions

## 7. Integration and sharing through popular Social Media networks such as Facebook, twitter, Google+ and Instagram.

On the **technical front**, the Responsive web designed portal is developed in ASP.NET 4.8, C#, MVC, JQuery, JavaScript with Microsoft SQL Server 2008 for database.

Third Party Integration includes EDI facts for direct money transfers, Movement Accounting System, BBS Payment Gateway.

## Results

1. The AO portal has become one of the major players in the fast growing Norwegian online real estate market.
2. The client's premier property listings have seen considerable growth and are contributing high value to the real estate business.
3. The web portal is reliable as it validates the property documents before getting it listed, so property seekers do not need to be worried about forgery and scams.