www.graycelltech.com

LandQuest® - Real Estate Portal

Background

LandQuest® Realty Corporation is a unique Real Estate company applying the very latest in computer technology to a highly specialized area of Real Estate in British Columbia. It is the industry leader in the niche markets of rural and trophy properties throughout the province. LandQuest® is "The Source" in British Columbia for rural, recreational, farms, ranches, guest ranches, resorts, golf courses, ski hills, islands, oceanfront, lake & riverfront, timber, resource, unimproved development sites, and remote fishing and hunting properties.

The client had an old asp based website and wanted to completely revamp it to the latest .NET technology with enhanced features.

Solution

The GCT team reviewed the existing website and developed an extensive real estate portal based on the client's requirements and the overall brand strategy.

The comprehensive portal includes various modules like:
1. Properties Listing
2. Broad Search
3. Region specific Reports
4. Loan and Mortgage Estimation Calculator based on country authority rules
5. Currency Convertor
6. Agents and Realtors listing with the brief summary
7. Events and News feeds
8. Newsletter Subscription
9. Admin Section

The portal provides real estate listings in an organized manner with extensive search capabilities and a user-friendly interface. The website can be experienced at: http://landquest.com/home.aspx

On the technical front, the web portal utilizes: ASP.NET 2.0, C#2.0, Ajax, XML, CSS, IIS6.0, JavaScript, Database-SQL server 2008 -2012 and Facebook and Twitter for social promotions.

Results

1. The new portal enabled the client to list its extensive property database and expand its reach to a larger global audience.

2. The portal had a direct positive impact on the business reach and revenue and the client is now working on implanting new features.