

CASE STUDY

DISRUPTIVE REAL ESTATE SEARCH PORTAL KEYES BUYERS AND BROKERS INTO SUPER-FAST HOME LISTINGS

Client Background

Our client is the first site to combine simple, sophisticated property search with the most responsive and trusted, professional real estate services nationwide. Their network of real estate agents and loan consultants has been individually selected to ensure that customer needs are promptly met.

Business Challenge

The US real estate search market is huge and overcrowded so it was challenging for our client to stay at the top of listings providers, especially in the face of large, well-funded competitors. They knew the only way to beat the competition was to do something different and unique so decided to invest in a completely new website which would merge MLS-like listings (for potential buyers) and Uber-like notification on leads (for brokers). A new, disruptive, channel-enabling solution which would let real estate businesses leverage cutting-edge technologies. The site also needed to be synchronized with listings provider ListHub so that together our client and ListHub could offer end users the best experience in the industry.

Project Description

SoftServe took on full responsibility for the entire product development including:

- Architecture design of the application
- UI/UX design of the website
- Setup of servers and other DevOps activities
- Development of the sync service and the website

The main challenge for SoftServe was to implement an efficient, reliable and easy-to-support data store so Elasticsearch was selected as the main storage facility and currently contains millions of documents. It allows large numbers of listings to be indexed, and fast, high quality searches. Using an Agile development approach the project was completed in just 3 months by SoftServe's team.

Value Delivered

As a result of the new website capabilities, our client has been able to acquire new real estate buyers as well as retain their existing user base. Today, the newly developed service delivers new listings as soon as they are available, while the front-end portal, which follows a responsive web design approach, is accessible from any desktop or mobile device, and has intuitive and powerful searching capabilities including map area search.

The cutting-edge, powerful, and scalable technology delivers outstanding functionality and user experience, enables vast amounts of data to be indexed, and an average search query to take less than 0.1 seconds. Users now have smart search capabilities, extensive filtering by a number of criteria and assistance via smart suggestions.

ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimise the way large enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

Visit our [website](#), [blog](#), [Facebook](#), [Twitter](#), and [LinkedIn](#) pages.

USA HQ

201 W 5TH STREET, SUITE 1550
AUSTIN, TX 75703
+1 866 687 3588

EUROPEAN HQ

One Canada Square
Canary Wharf
London E14 5AB
+44 (0)800 302 9436

info@softserveinc.com
www.softserveinc.com

softserve