

# CASE STUDY

**Streamline Real Estate Business Processes  
and Maximize Success With Salesforce**

**softserve**

## Customize business systems, automate manual processes, improve internal communication, and accelerate growth.

The real estate industry moves at lightning speed. You'll be left behind if you're not optimized to handle the pace.

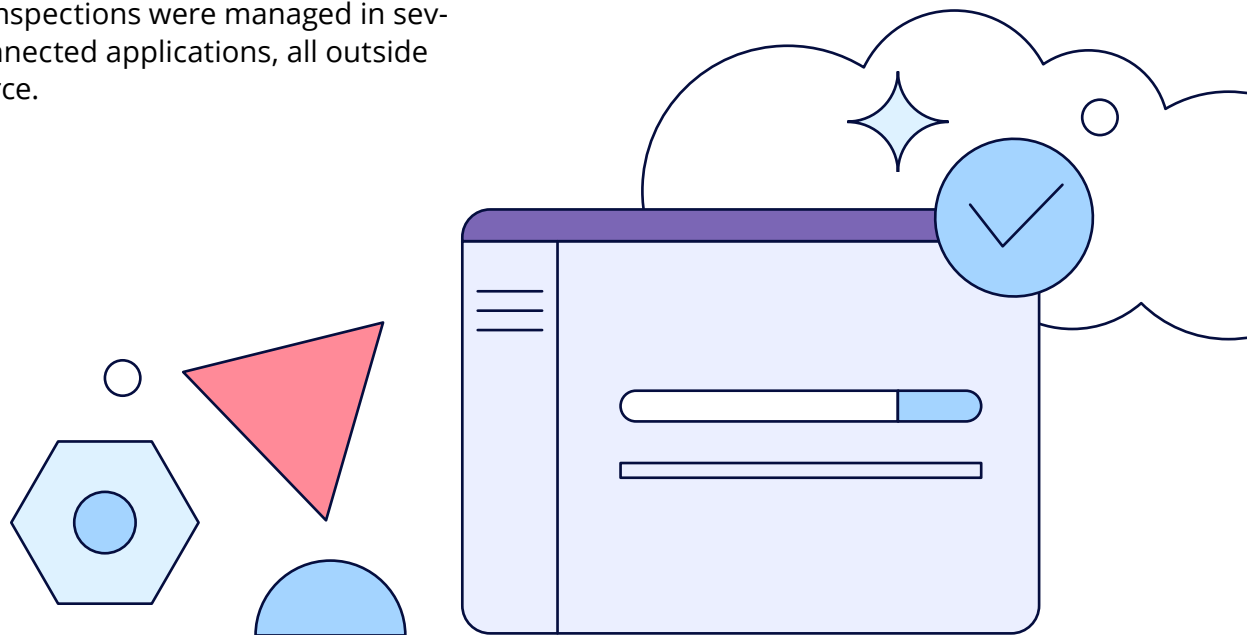
Our client—a US-based financial services tech company providing brokerage, investment banking, and advisement—has extensive expertise in the real estate field. However, they struggled to maximize and streamline real estate-related business processes.

There was no single, unified communication platform between various stakeholders, making the existing property evaluation process time-consuming and inefficient. Further complications occurred because property inspections were managed in several disconnected applications, all outside of Salesforce.

Those ineffective and inefficient processes led this client to turn to SoftServe.

To improve operational performance, SoftServe's experts conducted an end-to-end review to identify key areas of improvement.

Our team determined the best resolution was to integrate custom-configured Lightning web components with the client's Salesforce platform. This solution would provide a custom property inspection process and deliver individualized property reports.



**B**uilding an automated workflow to handle the manual aspects of the real estate business processes allowed our client to drive business growth.

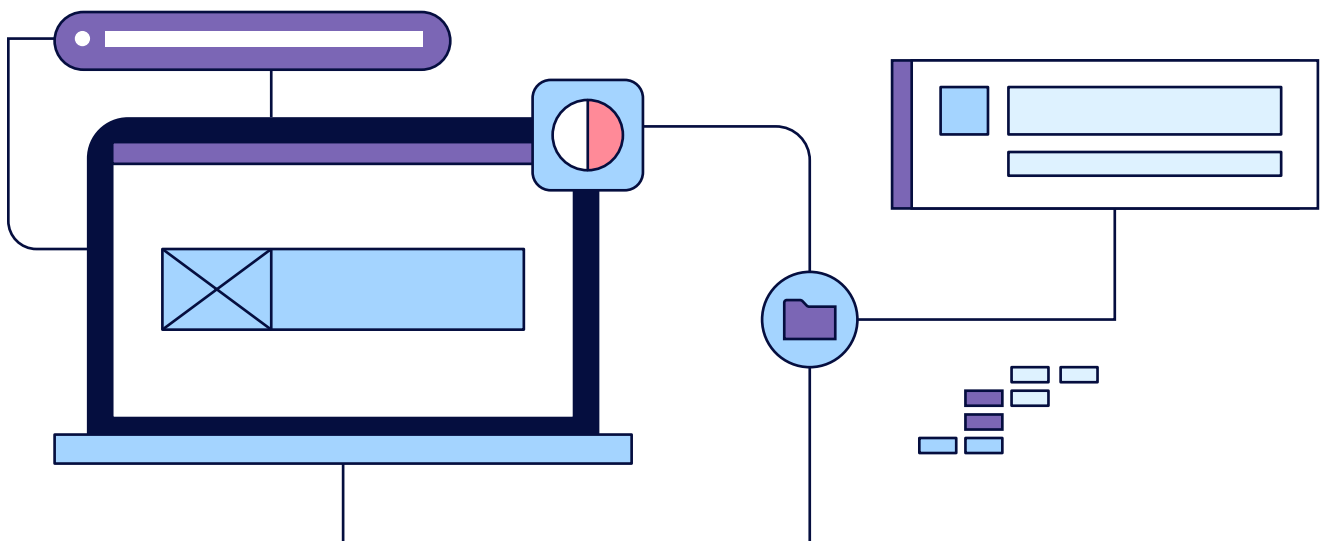
SoftServe created a unified system to manage property evaluations and acquisitions, generating electronic signatures for property acquisition documents. The solution handles signed items within the Salesforce platform and reduces the time previously spent waiting for copies signed elsewhere.

Seamlessly connected systems generated immediate improvements in business performance. Optimized processes significantly reduced the time spent on stakeholder management.

Our client's real estate team now leads negotiations on property pricing with accurate information and improved inspection result visibility. These reports are powerful and customizable, including photos and descriptions of all of the inspected areas. As a bonus, these inspection reports are made mobile-friendly, increasing the speed of finalizing a real estate deal.

You need business processes that can keep up with the changing pace of the real estate industry. SoftServe's delivery of custom-configured Lightning web components integrated with Salesforce means our client stays ahead of the market.

**LET'S TALK** about how SoftServe can maximize and streamline your real estate-related business processes and accelerate business growth.



## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, 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.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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