



Redefining Digital Experience in Real Estate

A PropTech-enabled, mobile-first platform that streamlined workflows and enabled centralized data governance, significantly reducing overhead and time-to-market for property listings.

Overview

- A scalable PropTech platform integrated with a custom-built data management system and seamless third-party APIs.
- The solution delivered **60%** reduction in manual listing efforts, with improved discoverability and higher-quality lead generation.



Client Profile

A leading, experience-centric real estate company in the United States, known for developing thoughtfully designed communities that elevate resident experience. The company delivers end-to-end value across the real estate lifecycle through integrated capabilities in development, property management, and homebuilding.

Challenges: Disconnected, Weak Mobile

- Limited property discoverability made it difficult for users to easily find listings that matched their preferences.
- Lack of mobile optimization reduced engagement and conversions on smartphones and tablets.
- Disconnected systems between the website and backend tools created inefficiencies in property data management.

Delivering a High-performance Realty Platform

We delivered a high-performance, WordPress-based real estate platform that seamlessly integrates with a custom back-end property data management solution. The responsive solution featured an intuitive, mobile-friendly design that highlighted the client's property listings seamlessly across devices, while on-page SEO enhanced search visibility. The platform integrates multiple APIs to

user experience and property discoverability:

- Google Maps APIs to retrieve data on nearby facilities such as hospitals, airports, colleges, and transit options for each property
- Algolia API to store data in a third-party database and increase search speed
- Reputation API to access reviews of each property
- Greenhouse and Cornerstone APIs to retrieve job opportunities
- Walk Score API to identify the Walk Score locations of each property.
- Geolocation API to fetch nearby properties and neighborhoods based on user location

Bespoke Application for Data Management

- A custom-built application, developed with PHP and Python, processes XML feeds and distributes listings to vendors via SFTP.
- Admins can schedule feeds, track delivery in real time, and trigger automated email notifications for new listings.
- Integrations with platforms such as RentCafe, PropertyLink, Entrata, On-Site.com, and Google Price Extension provides a centralized hub for real-time property data distribution.

Impact

- **60% reduction in manual effort** via real-time listing aggregation
- **35% increase in organic traffic and qualified leads** through SEO and marketing
- Optimized conversions through Hyly and HubSpot integration, driving faster follow-ups
- Advanced search filters improved property matching and customer satisfaction
- Mobile-first design enhanced credibility and positioned the client as a tech-forward real estate leader