

# Real Estate Classified and Multilingual Portal

(Classified, E-Commerce, CRM, Multilingual)



## Client's Background

Client has been running this business since 2003. He didn't have an online portal before (except JustDial and Indiamart and some free directory listing sites) and having challenges getting sales due to stiff competition and economic changes. He also wanted to offer his customers extra services that would help them sell their properties.

## Issue

The real estate business was having challenges getting sales due to stiff competition and economic changes. Client is not much aware of technologies.

## Aim

Developed a real-estate classified website (multilingual) that showcases properties and make an enquiry for the same. Along with that to support the client in exhibiting classified advertisements online and generate more revenue.



## Recommended Solution

We have created a classified real estate website which searches properties based on different parameters like location, budget, area, property age etc.

- To generate more revenue along with property related enquiries are promoting the ads through feature ads, footer ads, banner management etc.
- Payment management system facilitating multiple ways to post ads: free to post, pay per post, package based etc.
- Multilingual site - Currently facilitating 5 languages

## **There are other solutions/ enhancement /features :**

- Fully manageable Administrative panel to manage properties, customers, ads, revenue, payment transaction, resorts, vendor and lots of other stuff.
- SMS Gateway integration for OTP verification and notification when someone makes payment or enquiry etc.
- Appearance on google, social media and third party services that strengthens the brand value. Whatsapp chat and payment integration.

## Technologies

- Google Map API
- Third Party Payment API
- SMS Gateway API
- Javascript , Ajax, JQuery
- MySQL Database
- PHP / Codeigniter



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