

2016

[www.xsolz.com](http://www.xsolz.com)

# Real Estate



presents a smart solution for

## Real Estate Business

## WHO WE ARE

We are a bunch of dedicated individuals having an average of 8 years of professional experience in the field of developing websites and related solutions.

We are passionate about our work and thrive to deliver a perfect solution to our clients. We value more on relationship ----- a meaningful relationship that moves forward protecting the business visions at both ends.

We motivate ourselves with the thought that we are providing the best solutions and services honestly to our clients. We are OPEN MINDED , CREATIVE and loves to take the CHALLENGE in imbibing the constantly evolving TECHNOLOGY.

## WE THINK, RESEARCH, ENHANCE, IMPLEMENT AND DELIVER





# WHAT WE OFFER FOR REAL ESTATE INDUSTRY

The websites we offer are highly customizable and flexible to suit specific requirements of the clients in respect to design and functionality. We truly value the likings of our customer and always try to provide a tailor-made solution that suits best to the client's dream and aspirations.

## REAL ESTATE PORTAL FEATURES



### Real Estate Portal with

- ▶ A thorough advanced Search Facility
- ▶ Draw on the map to make a customized search
- ▶ A Backend to Upload Property
- ▶ Map/Listing view of all the properties
- ▶ Integration of MLS System
- ▶ Integration of Neighborhood
- ▶ Schedule a meeting for prospective Buyers
- ▶ Weekly alerts through **Newsletters** about the latest property updates
- ▶ News/Blog page for latest real estate news around



*more features in the next page*

# WHAT WE OFFER FOR REAL ESTATE INDUSTRY



## Lead Management System

- Automatically populate your database
- Activity reports
- Intelligent dynamic messaging
- Chronological tracking of consumer behavior
- Track lead assignment history
- Import and export features



## Agent Management System

- Manage your clients easily and effectively
- Setting up of text and email alerts prior to appointments
- A document management system to store, files records, transactional details
- Let your customer know the latest developments through newsletter.



## Tools

- Mortgage Calculator
- Home Valuation



## Mobile Compatibility

- The website is made smartphone and tablet compatible so that it is easy for the users/agents/owners to view the portal in all possible ways



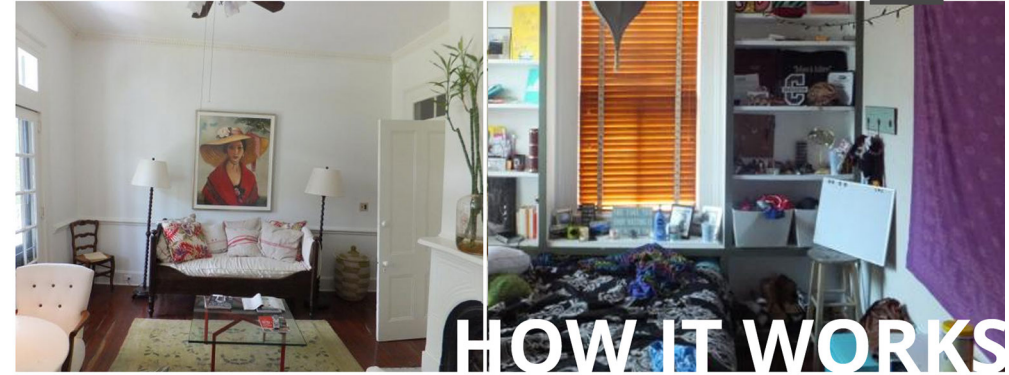
## iOS and Android Apps

We also provide our clients with iOS and Android Apps. As we all know that that desktops and laptops are being rapidly replaced by smartphones and tablets we felt the need of mobile application is a must for modern day business lifestyle.



Keeping in mind the modern day fast lane life, we tried to make the website with detailed features so as to provide a rich, enhanced and effective user experience.

Let us guide you through the different features of the portal.

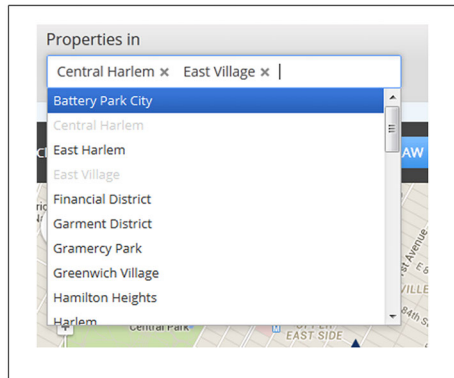


## DETAILED SEARCH FACILITY



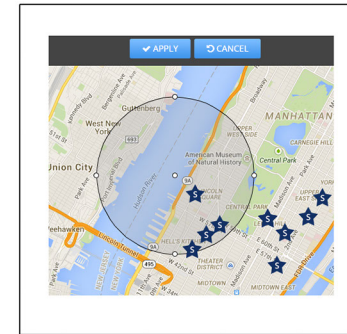
### Multiple Area Search Facility

An user can select multiple areas in a locality to widen the search parameters. This helps the user to save time.



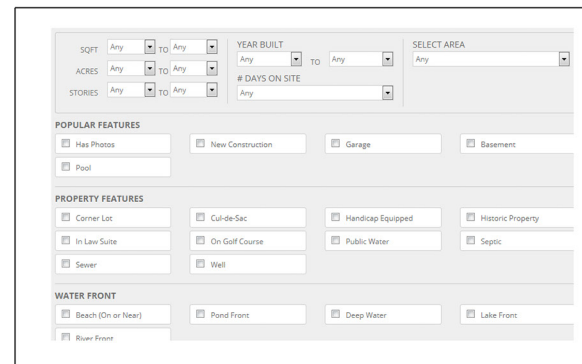
### Draw on map to facilitate your search

Users can draw on the map to narrow down the location of actual search area. This is like a real life experience for the users to search properties.



### Detailed advanced search with numerous options

This search facility will help the users to express their choices in details to locate and view properties akin to their personal likings. Though it the form is bit elaborate, still the real users will be immensely benefitted in narrowing down the search results.



One of the most important part of a real estate portal is to display transparently the properties. Here we have tried our level best to display the properties in three different modes so to help users in identifying the right properties.

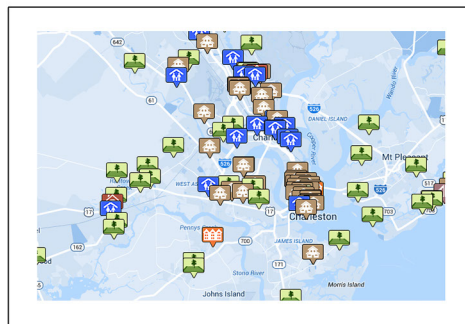


## DETAILED PROPERTY LISTING VIEW



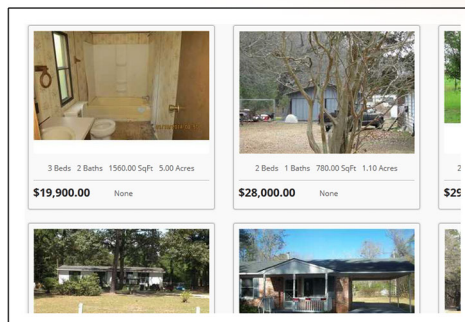
### Map View

An user view different types of properties like Single Family, Condo/Apartments, Mobile Homes, Land etc. in the map and can identify them separately.



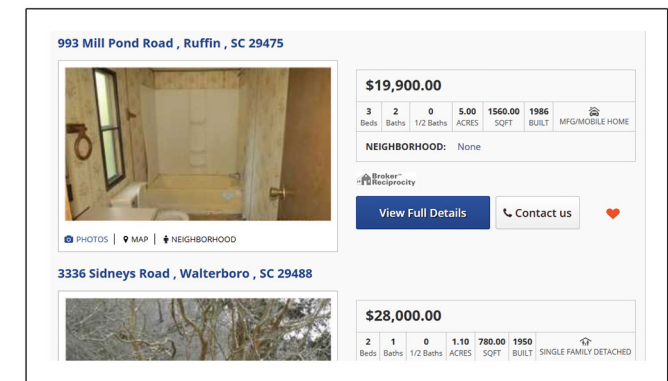
### Gallery View

For users who wish to view the only images of all properties within the range of their search criteria. There is no pagination concept. Users need only to press the load more . In this way the users can view all the properties in a single page.



### Photo View

For users who wish to view the properties with good amount of details ,photo view is the best possible solutions. Here you can identify a property by its features and may also save in your profile fo future references.





The detailed view of a property with all its features and amenities is a must. We tried to squeeze in as many details a property can have. Also different types of viewing of the property is an added advantage here.



## DETAILED DISPLAY OF A PROPERTY



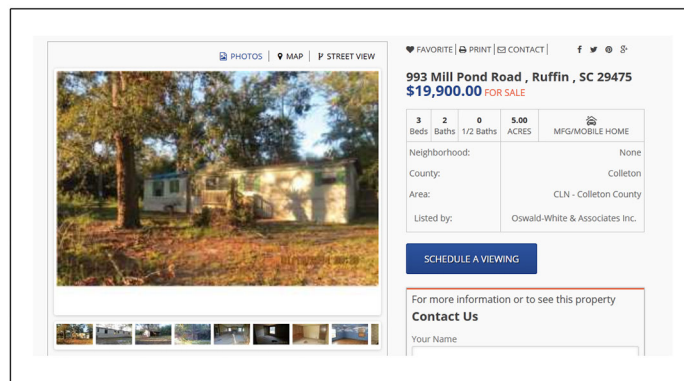
The detailed display of a property with its numerous features.

### DISPLAY

A property is displayed in 3 different modes.

- PHOTO VIEW
- MAP VIEW
- STREET VIEW

All the above features help an users to identify the property with its locational advantages



### FACTS ABOUT THE PROPERTY

- DESCRIPTION OF THE PROPERTY
- AMENITIES AVAILABLE ALONG WITH THE PROPERTY
- DETAILED BUILDING FACTS
- HOMES IN THE NEIGHBOURHOOD

A user can easily make an account of the facts and figures of the property at a glance. Detailed descriptions related to the property can actually excite the users to **CONTACT** the admin or may register for **SCHEDULE A VIEWING**

### SCHEDULE A VIEWING

This feature will help the users to schedule a meeting with the agent to have a discussion and to physically view the property. The agent related with the property will be instantly intimated about the meeting request. This is a real time action which will definitely help to close a deal faster.

### NEIGHBOURHOOD MAP

An online neighbourhood map guides a users through the other properties available in the neighbourhood. Also an user can get a glimpse of the amenities available in the neighbourhood.

There is a robust inbuilt system to upload properties with all the details from the backend. The system is easy to use with a user-friendly interface. Properties can be uploaded by an individual, and agent OR from MLS listings.



## A BACKEND TO UPLOAD PROPERTY



An easy to use step by step process to upload the properties

### A property can be uploaded in 3 different ways

- An normal user can upload property for rent or sale
- An registered real estate agent can upload property for rent or sale
- Properties form MLS listings can be directly inducted into the portal

### UPLOAD PROPERTIES IN 4 STEPS

- **INFORMATION** ABOUT THE PROPERTY
- **DESCRIPTION** ABOUT THE PROPERTY
- **FACTS** ABOUT THE PROPERTY
- **IMAGES** OF THE PROPERTY

All the information about the properties will be securely saved in the database. If any query generates the owner/ agent will be informed through email.



While searching a new home neighborhood factors plays a vital role in our livelihood. Our system portrays detailed information about the properties and facilities available in the neighborhood.



## NEIGHBORHOOD



An user is made aware of the neighborhood in **2 different ways**

### Neighborhood wise searching helps to find properties easily

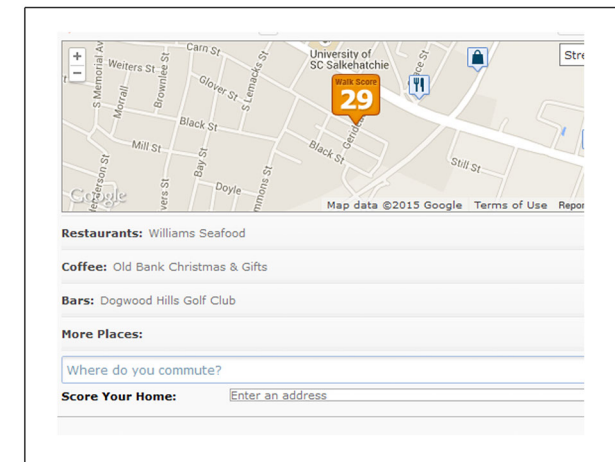
- This helps an user to locate property in the desired neighborhood
- A broad search results can be viewed.
- Neighbourhood search can also provide a information of types properties having a definite price range.

Top Areas & Neighborhoods
Sullivan's Island
Peninsula Charleston Inside of Crosstown
West of the Ashley Inside I-526
Johns Island
Peninsula Charleston Outside of Crosstown
Mt Pleasant N of IOP Connector
Mt Pleasant S of IOP Connector
James Island
Isle of Palms
Kiawah Island

In property details page there is an option to view the neighborhood for local amenities around the property.

The neighbourhood map with all its details will definitely influence the decision about owning a property in that locality.

The map also helps to find the right neighbourhood for your family. Neighbourhood is often considered to be more important for your family than home .



You can have a virtual tour and walk around with the neighbourhood street view.

Users can directly schedule a meeting with the agent of a particular property according to his own choice of time and date. This information directly goes to the agent and the prospect of the lead becomes more result oriented.



## SCHEDULE A VIEWING



**When do you want to see this Property?** ×

Please choose more than one date and time so that your request can be accepted.

Please Select Date and time.

Date  at Time

Message

Your Message

Enter your personal details

[Next >](#)

**Schedule a Viewing** of the property is a powerful tool.

**It provide an opportunity for both the property seeker and the agent to finalise the deal.**

A **property seeker** gets an opportunity to directly contact with the owner/agent of the property and can put his/her details and favored date and time for viewing the property.

Instantly the message is relayed to the concerned **agent/owner** who will contact you at the earliest on your contact details.

Instantly the message is relayed to the concerned **agent/owner** who will contact you at the earliest on your contact details.

**Confirm your Request** ×

Name of the Apartment  
Gerideau Street , Walterboro , 29488

Requested Time  
22/05/2015 04:40 PM | 21/05/2015 04:30 PM |

Your Phone Number  
9896096897

[← Back](#) [Next >](#)

**Thank you for your request.  
We have saved your details** ×

One of our agents will contact you shortly  
We will update you about the date, time, and place for the scheduled meeting  
We will hold your hand the whole way through

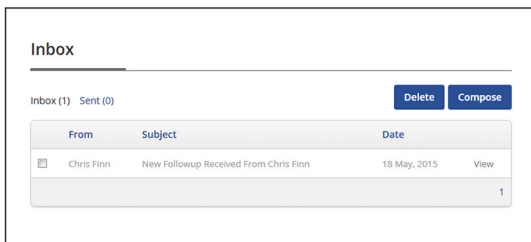
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## LEAD MANAGEMENT

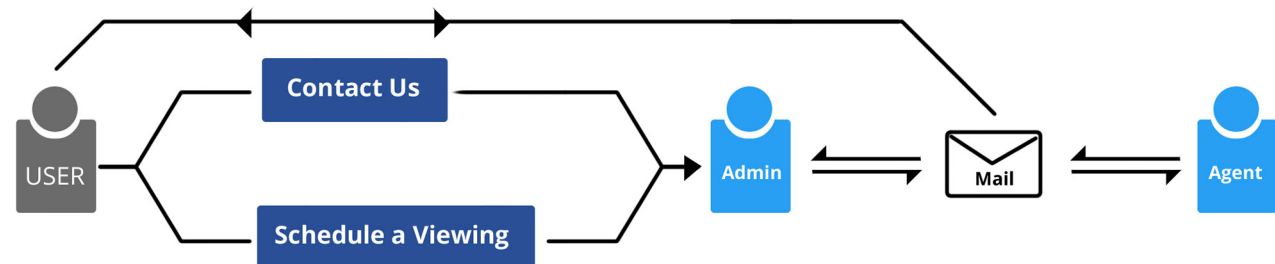


### Prospective property seekers generally generates leads in 2 ways

1. By submitting a request though contact us form.
2. By submitting a request though Schedule a View form

In both the above cases the information goes to the concerned administrator of the portal. The lead is assigned to an agent registered with the website. The agent is requested to follow the lead. Conversation with the client and the administrator in the backend is done through emails.

All the conversational mails/uploads/attachments are stored in the database for any reference. The agent is assigned with an inbox facility in his/her My Profile, where from the agent can communicate with the property seeker. A back office maintenance staff is assigned to follow up agents actions.



Keeping in mind about the user experience some more features are provided to enhance the portal's usability.



## OTHER TOOLS



### Agent Management System

Agent Management System is a simple easy to use tool for the agents to manage their profile and leads.

### Newsletter System

A newsletter system to get in touch with the customers and agents making them aware about the latest developments in the portal and real estate domain.

### Tools for the Property seekers

A few tools given below are provided to a normal user for evaluation of their properties, calculating the mortgage amounts and guides for buy, selling, renting and lending properties.

#### Mortgage Calculator

#### Home Valuation

#### Buy and sell Guide

#### Rent and Lending

**BUYING OR SELLING A HOME IN CHARLESTON**

Our local Reahoo Certified team are ready to guide you through the home buying or selling process. We are committed to fast, professional and courteous service to help you understand and feel at ease throughout the process. Our Reahoo Certified team specialize in the Charleston, SC area real estate market and are prepared to help you with all your real estate needs.

**STEP 1: BASIC INFORMATION**

\*Are you looking to buy or Sell?

\*Which property type are you looking to buy or sell?

\*What areas are you interested in buying Or where is your home located?

MORTGAGE CALCULATOR

FIND YOUR HOME VALUE

FIND OUR OUR AGENTS

**MORTGAGE CALCULATOR**

Use this calculator to estimate your monthly mortgage payment, including taxes and insurance. Simply enter the price of the home, your down payment, and details about the home loan to calculate your payment breakdown, schedule, and more.

loan amt.  \$

loan term  yr

rate  %

prop. tax  /yr

pmi  /yr

other cost  /yr

**FIND YOUR HOME'S VALUE**

Interested in finding out your home's value? We have the most up to date technology for the Charleston, SC real estate market to help give you an accurate opinion of value on your property. Fill out the information below and we will provide you with a value of your home shortly.

**Step 1 Describe your home**

What type of property do you own?

What area is your Property in?

Minimum number of Bedrooms?

Minimum number of Bathrooms?

About how many Square Feet is your home?



## WEBSITE DESIGN & DEVELOPMENT

### Content Management System- \$1200.00

Design & Development

### Website Design - \$1500.00

Development of Imagery & Graphics  
Development of Custom Template  
Designation of Messaging & Tone  
NYC Real Estate Keyword Research

### Informational Pages - \$500.00

About  
Contact  
Careers  
Blog  
Reports  
Sales & Rental Guides  
FAQ

### Listing + Agent Integration - \$1500.00

Design + Formatting  
Development  
Listings for: Specific Agents, Building Pages,  
Neighborhood Pages, Agent Pages + Agent Highlights

### Responsive Design - \$800.00

Mirror look & Design of Desktop Version  
Resize to accommodate all screen sizes

### User Experience - \$2000.00

Analysis of Past Google Analytics Data  
Staged User Experience Testing (ex: Search Function)  
Website Cross-Browser & Usability Tests

### Specific Neighborhood Pages -\$1200.00

Manhattan (42 Neighborhoods)  
Brooklyn (45 Neighborhoods)  
Queens (80 Neighborhoods)  
Bronx (52 Neighborhoods)

### Area Data / Walk Score - \$200.00

Displayed on Dynamic Listing Pages  
Displayed on Specific Neighborhood Pages

### Blog Integration-- \$250.00

Design & Website Integration

### Agent / Team Microsite - \$1200.00

Design & Development of Agent/ Team Microsite  
Development of Agent/ Team Microsite Template

### Lead Management System - \$2500.00

Distribution of leads and followup of leads

### Newsletter System---\$1200.00

Updating clients and Agents about latest developments

## WEBSITE DESIGN, DEVELOPMENT & LISTING INTEGRATION

**Total = \$14050.00**

**Timeline = 8 Months**

### ONGOING MONTHLY FEES

20 monthly hours @ \$15.00/hr  
maintenance hours = \$300/mo

## APPS DESIGN FOR ANDROID AND iOS

iOS Apps Design-- \$6000.00

Android Apps Design-- \$4000.00