

REAL ESTATE PORTAL SOLUTIONS

Portal | Developers | Agents system

Ver 6

New Release Date – 15 April 2015

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You are free to make your decision to buy any services, however we are far innovative then our nearest competitions



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1.0 Introduction

Real estate consumer, investors and agents face so many challenges when they are looking for new home for the customer or for personal use, consumers always ask the nearest real estate agents to provide the best information about the home and then they find it difficult some time to know more detail or they need to invest too much time with agents for the visit of site etc.

Decision of buying a new home, renting out, and Commercial establishment space related research is shifted to internet.

End consumers, investors, agents and owners now meet at internet, the new point of communication for all research, data, information about the locality, property, prices, who's live nearby, which school located nearby etc and then go for final decision about the selected properties with agents, builders and owners.

This trend of home / office or real estate search bring new business opportunity for companies who want to make the home search an easy option for consumers and get paid for the services. There is several kinds of revenue model work on real estate portal industry and one can get a market place as per the business proposition, media coverage, investment capacity and market potential.

Techzone with more than 10 + years of Experience in technology development provide end to end property portal developments, managements, and Design, implementation, marketing and maintenance services.

Market potential — Real estate market is growing by 20 to 25% on Asian region, 10 to 15 % in European Region and about 5 to 7 % in American region, the Russia and brazil like new market is growing really very fast, so the internet penetrations. The market potential for the real estate portal is very high and it can get leveraged when focus on technology, delivery and simplicity to provide information.



2.0 Portal UI Main Modules

Properties the property module provides property listing with all features, for sell and rental, with detail data like image, spec etc.	Projects New Projects Listing for selected locations with all details help easy listing of projects by developers.	Project Microsite Project Microsite with gallery, floor plan, more than 5 design options for project displays	
My Accounts My accounts for owners, agents, builders to manage listed properties, search, queries, loan request etc, profile uploads	Post requirements Consumers and agents can post requirements for the properties that can be sent to agents.	Finance property mortgage query, tool and tips, price system for mortgage trends.	
Tools Easy tools for amortization, area calculators, paints calculators	News and Advice The news, content of properties market and advice help to create traffic and info for consumers	Trends The trends module provide detail like school nearby, landmarks, price trends, history of tax etc data on selected properties.	

Agents Microsite

Agents / Builders microsite with all properties, detail, expert info and more about the agents and builders

Builders Listing

Comprehensive builders search for quick search of builders on selected location / cities

Agents listing

complete agents listing and profile for real estate agents in multiple locations and area.



2.0 Property Portal Other Modules- Supported Business

Home Service Directory

The Home service directory is perfectly gel with real estate portal offering for consumer and additional revenue for portal. It can have the opportunity to list the Directory like Locksmith, Carpenter, Home Improvement, General Repair works, Plumbers, Electrical Companies. Other Type of repair works. Education Directory, Gas suppliers, News Papers vendors are some example of the home directory services.

Area Review

Most of the portal ignore the importance of area review and lose the traffic to other portal.

Q and A

the Q and A Guide related to real estate gives higher traffic to portal and more engaging opportunity

Decor Directory

The decor directory also gives high value to portal and easy to get lead for interior business.

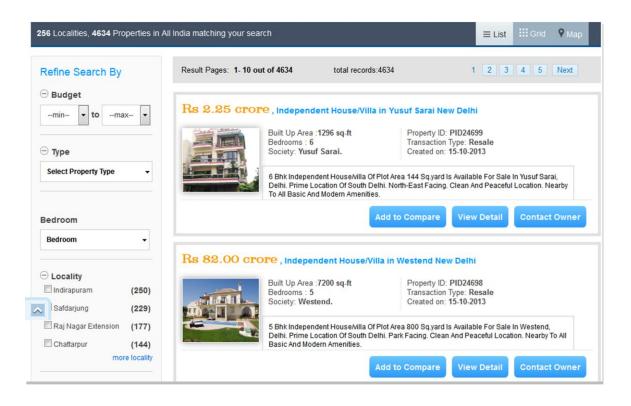
Moving and Relocation

When someone moving from one city to another, they look out for the moving or relocation partner, and moving services and listing with lead generation for the same is very hot market in international arena and one can simply integrate this module for higher revenue and engagement opportunity with consumer



2.0.1 Portal UL Module - Properties

Properties Module provide comprehensive property listing, display and submission features that help to get listed properties by agents, builders and developers or owners. All the listing function within the portal is managed by subscription options, as per the available package one can list as many properties as they have. The property can also be specify as premium listing, basic listed etc, the configuration can be managed by back office module.

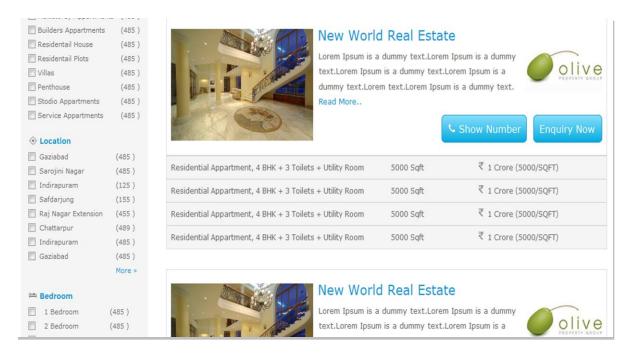


- XML Feed
- CSV Feed
- MLS Feed
- Post properties Manual
- Property gallery
- Properties details
- Property ownership
- Property Locations
- Property neighborhood
- Schools near property
- Listing of properties
- Grid view
- Traffic trend
- Property for sale and rents
- Quick contact
- Similar properties
- Edit listing
- Listing Moderations



2.0.2 Portal UL Module - Projects

Projects Module provides new and upcoming projects listing by developers and agents, the project listing help to create awareness about the new properties coming in market and help in pre-launch booking, special booking, branding of projects and lead generations for projects. The projects market is very large as primary budget for any new project launch is very high and advertisements medium that provide more visibility for the projects chosen by builders and developers. The listing is managed and controlled by advertisements subscription and as per the available package one can go for projects listing as premium, basic, microsite etc.

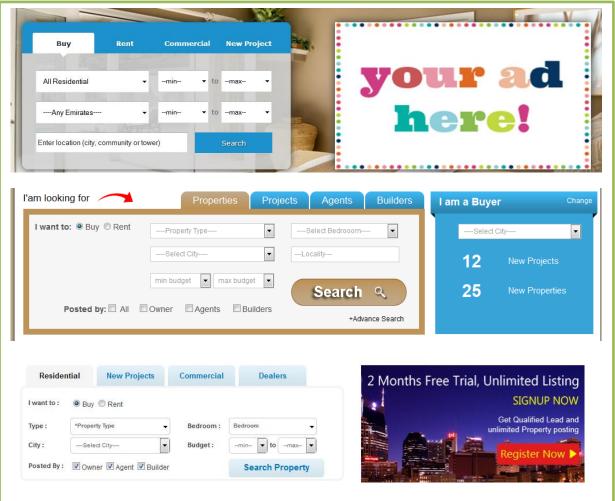


- Post projects details
- Upload floor plan
- Upload catalogue
- Upload developer logo
- Upload builders profile
- Upload layout plan
- Upload price plans
- Provide more info about the offering
- Project gallery
- Project status
- Project Locations
- Project neighborhood
- Schools near projects
- Listing of properties
- Developer Profiles
- Traffic trend
- Property for sale and rents
- Quick contact
- Price Appraisals



2.0.3 Portal UL Module - Search

The property Search Module is robust and customizable in terms of offering, it will provide simple search for the properties and also advance search, the search field can be customize as per portal requirements and configurable. The quick search, advance search and page wise search along with result filtration provide comprehensive options and easy to find the perfect result for the properties by any consumer visiting website.



- Search Property type
- Search City
- Search Location
- Search Budget
- Search Amenities
- Search By other options
- Advance Search
- Search result Filtrations
- Search by Posting
- Search By date
- Search result view on gallery
- Search result view on List
- Search result view on Map
- Quick Contact on 1st page of Results
- Multiple Contact on single forms



2.0.4 Portal UL Module – Agents Listing

The agents and builders listing module help you to list all the agents and builders on portal and provide them complete information system to manage their property using the agent login area. This will also help in search engine if someone searches for agents your portal will come on ranking as well. This will help to increase traffic from Google and other search engine. The agents listing page also come with other details like total posting by agents and contact information of the agents.



- Listing of Agency
- Listing of builders
- Search by city
- Search by property deals in
- Search by transaction type
- Search by rating
- Search by property listing
- Create enquiry for agents



2.0.5 Portal UL Module – Post Requirements

The post requirements are used by agents, builders or consumers when they are looking for one kind of properties and they don't find it. One they post the requirement the same will go than to several property owners or builders or agents. Also when similar properties get posted on website, these kinds of data can be used for re marketing of the properties.

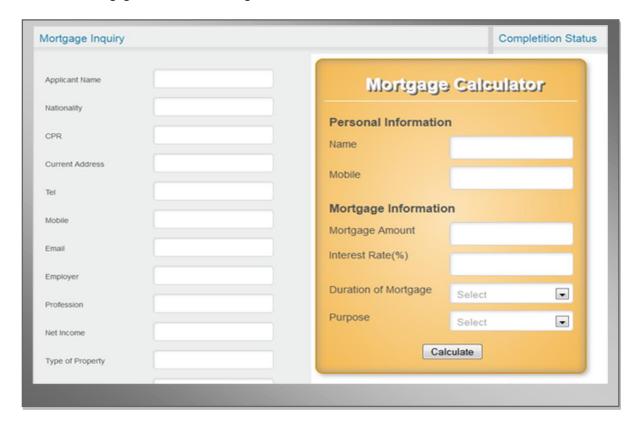


- Post requirements
- Find the all posted requirement on my accounts
- Get alert on new listing
- Get agents call



2.0.6 Portal UL Module – Finance

The mortgage module can provide consumer to get the latest prices and detail on mortgage prices etc, quick quote from several vendors and post the mortgage requirements to finance company. The mortgage is available on basic version and advance version, in basic version we have only quick contact form. In advance version we have mortgage tools, compare, quick quote and market trend of mortgage. Hot deal and latest offers on mortgage can also be managed.

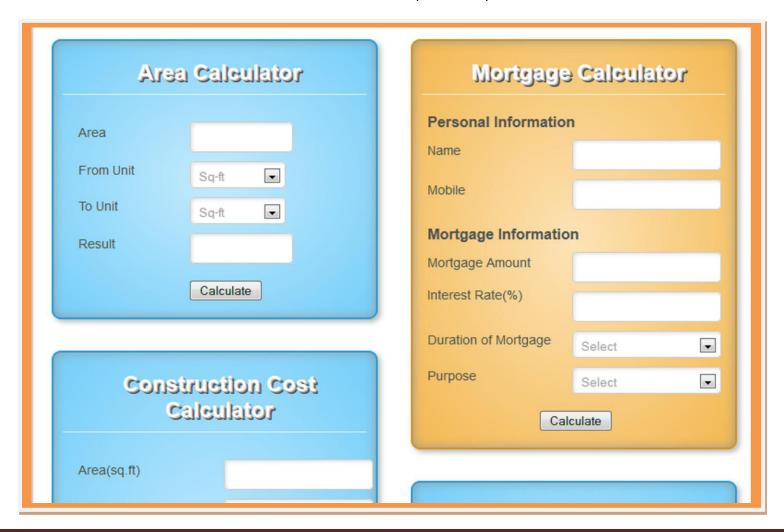


- Mortgage Query
- Mortgage calculator
- Mortgage Quote
- Compare quote
- Other Mortgage tools
- Latest Prices
- Hot deals



2.0.7 Portal UL Module - tools

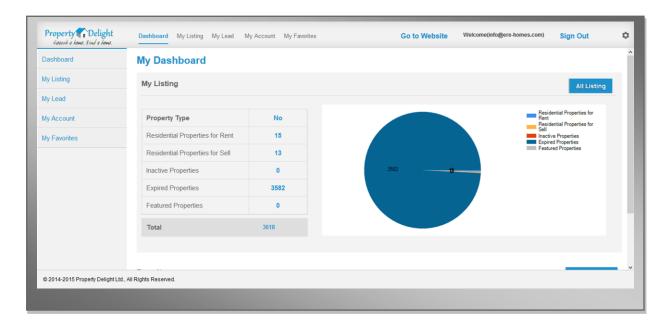
The tool will provide easy to use handy tool for home buyers like area convertor, amortization tool for mortgage and home load, paint calculator tools to calculate the cost for paint and repaint of home. Construction cost calculator for calculating the estimate of construction home in the selected locations. Other tools will come as per the request of customers.





2.0.8 Portal UL Module – My Accounts

The my account module is control center for owners, agents and builders to manage the complete account services, like the subscription status, invoice and payment details, listing and management of listing, query and lead generated for the queries, personal profile managements, properties deals in, location of service managements and other information managements.

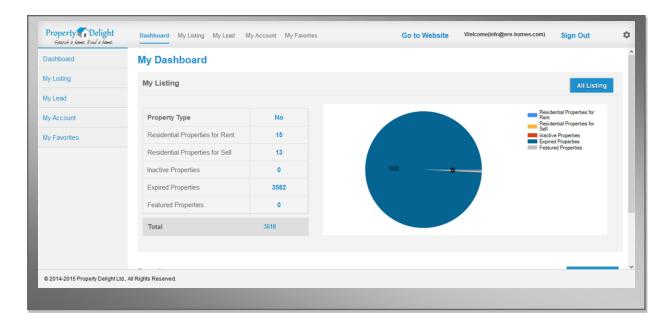


- Manage Profile
- Change Password
- Manage properties
- Manage Projects
- Mange Lead
- Upload Gallery
- Upload Video
- Manage Subscription
- Mange Queries
- Manage Post requirements
- Manage Other Information



2.0.9 Portal UL Module – Agency My Accounts

The agency my account is control center for the agency, where all the info related to agency can be managed. Agency can see all the lead, email query, phone query, Impression, Click on properties. Iisting performance. All types of listing detail. Package and marketing insight of the properties. These internal agency management data is used by the agency to make a next decision of what need to do with the listing of properties and which property making more value and impression over listing. The can also manage the team details, Account updates, subscriptions, buy new advertisement with portal and get update agency microsite area. It will also come with testimonials posted by general consumers about the agency and the reply for the same by the agency.

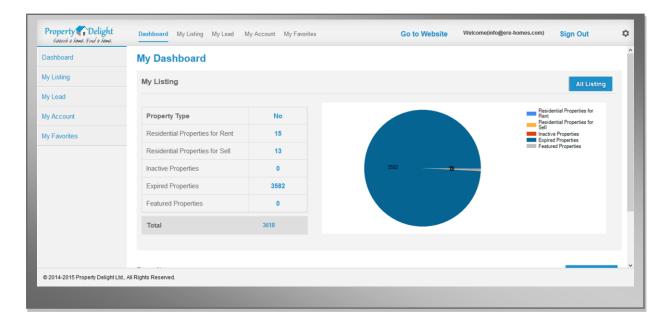


- Manage Profile
- Change Password
- Manage properties
- Manage Projects
- Mange Lead
- Upload Gallery
- Upload Video
- Manage Subscription
- Mange Queries
- Manage Post requirements
- Manage Other Information



2.0.10 Portal UL Module – Builders My Accounts

The developer and builders my account is one kind of small CRM and lead management area for them, they can see all the lead generated for the projects and important information like what market response they got from the services listing. It will help to understand the portal performance for the projects and adding new projects for moderation also available for customers.

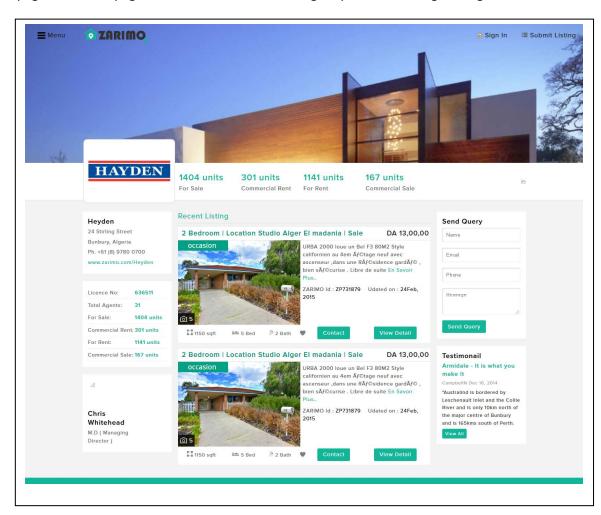


- Manage Profile
- Change Password
- Manage properties
- Manage Projects
- Mange Lead
- Upload Gallery
- Upload Video
- Manage Subscription
- Mange Queries
- Manage Post requirements
- Manage Other Information



2.0.11 Portal UL Module – Agent Microsite

The agent/ Builders microsite provide complete information about the agents and its offering of properties, agents will get direct lead for the listing and also get huge branding when opt for microsite, the agent microsite available is 3 version and can be subscribe by user as per the requirements. The agent microsite also runs over private domain when opted for it. All properties for rental and sale get displayed on single page with more pages like about us, contact us, agent profile and images of agents.

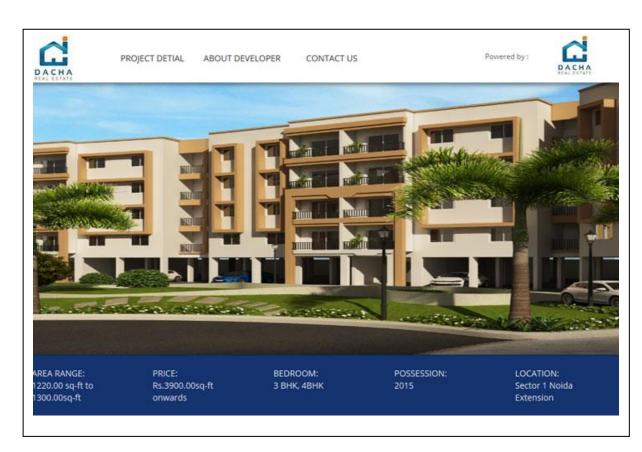


- Multi Page Agent Microsite
- Single Page Agent Microsite
- · Agent Microsite on domain
- Quick Contact
- Property Listing
- Project Listing
- Location Details
- Operating cities
- Expert Information



2.0.12 Portal UL Module – project Microsite

The project required high degree of branding and marketing, several property portal not able to show project in a manner that help the project advertiser to put the branding of project forward, we at techzone property portal development team research about the same and find it that the project need special attention and we help the project advertiser by giving more traffic, attraction and lead using the microsite format for the project. We offer several microsite options for different type of packages.

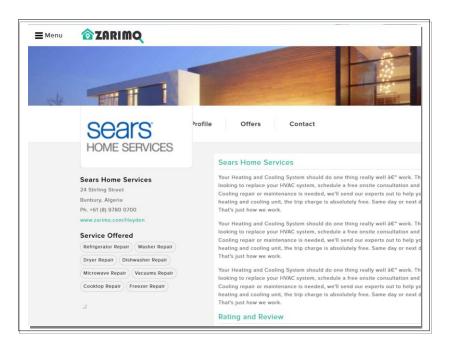


- 1 page Microsite
- Multi Page Microsite
- Integrated Microsite for builders
- Detail info on projects
- Project status updaters
- Projects detail mangers
- Project Online Booking Options
- Quick contact form
- Property type Details
- Specifications
- Floor plans
- Layout Plans
- Possession date
- Builders Logo
- Project Logo
- About Projects
- Multiple Project Contacts
- Price and Unit Options
- Direct location map of projects



2.0.13 Portal UL Module – Home Directory Services

The Home directory services are essential service directory with free and premium account for the customer. It will lead to higher number of traffic search for the local services providers like carpenters, plumbers, electrical fitments, moving partners and other types of home related services. It will generate revenue and higher traffic both.

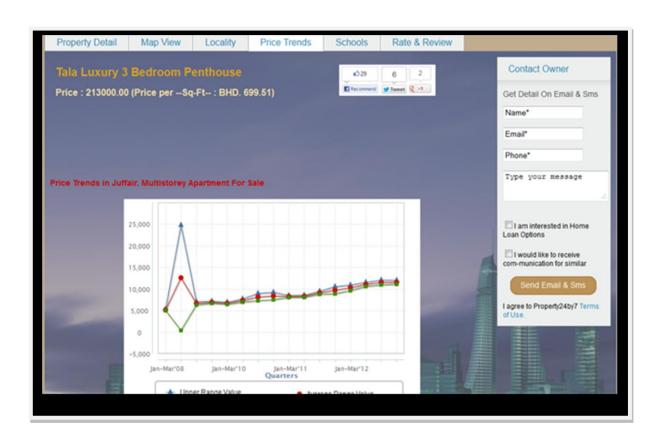


- Home Services Directory Listing
- School Listing
- Location based Default service Listing
- Other services Listing
- Detail page
- Home Service Microsite for Service Provides
- Lead and Query Managements



2.0.14 Portal UL Module - Trends

The trend is data service from techzone reality research, we will provide depth of data for the location and locality that gives you internal information about the property location, the nearby amenities, what happen in the locations, latest news about the locations, nearby educational services, recreations centers in locality, commercial details and other information. The trend is available with enterprise edition for limited features and extra data can be subscribed as per requirements.

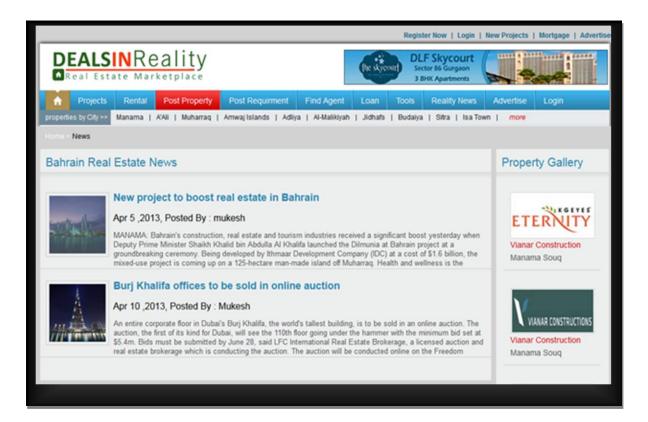


- Locality Trends
- Price Trends
- Education Trends
- Detail overview of locations
- Market forecasting
- Vital Details of Properties
- Verification services
- Paid property visit services



2.0.15 Portal UL Module – News / Advice

The News and advice module is content module for the portal where you can post the latest news about the industry, make own Faqs for the industry, provide expert advice about the investments in locations and other information that help you to increase traffic over website. The content area is customizable and having so many features and options available on extra payments.



- News By Industries
- Regulatory News
- Location Related news
- Investment News
- FaQs
- Question And Ans



3.0 Back Office Modules

Dashboard Dashboard, a quick view of all important data and information of listing, agents and traffic	Control Panel Portal setting, locations, currencies, business, user, roles and other settings	Content Manager News contents, company contents, faqs, q&A and other contents managements	
Property Manager Property list moderation, update, un listing, reports on queries property wise etc.	Project Manager Project Listing, queries, reports, moderations and managements of projects.	CRM Complete sales force automation, lead, potential, account quotation and activity managements.	
Subscription Advt categories, package builders and subscription reports for all packages	Marketing SEO Settings, Social media info, Campaign managements and marketing asset savings.	Enquiry manage enquiry, allocate, close, assign to agents, updates on the enquiry and listing. Match making of enquiry and properties	



3.0.1 Back office Modules - Dashboard

- Quick View of data for listing
- Agents listing
- New vs old listing
- Traffic details
- And other important data of portal

3.0.2 Back office Modules – Control Panel

- The Control Panel is complete admin area for your portal
- Manage business
- Mange branches
- Manage employees
- Manage locations
- Manage property type, project types
- Mange unit, currencies and other information
- Manage Role and permission for the employees

3.0.3 Back office Modules - Content Managers

- Management of general content of about us, contact us
- Management of news contents
- Managements of FAQs
- Management of Other articles and contents
- Management of Answers and question



3.0.4 Back office Modules - Property Manager

- Management of properties listed on portal
- Reports of traffic, queries and view of properties
- Moderation of properties
- Updates on properties info for SEO purpose
- Un listing of properties from website to display
- Properties Status Lead wise

3.0.5 Back office Modules - Project Managers

- Project related updated and listing
- Project queries managements
- Projects performance checking
- Project data update
- Listing managements of projects

3.0.6 Back office Modules - CRM

- Lead Managements
- Potential managements
- Account managements
- Multiple contact managements
- Managements of quote for customers
- Management of activities by sales man
- Management of events and activity history
- Invoice and documents managements



3.0.7 Back office Modules -Subscriptions

- Subscriptions managements by category
- Subscription based package managements
- Subscription listing
- Price and feature listing of subscriptions
- Activation and de activation of subscriptions
- Advertisement Managements
- Advertisement Optimization
- Ad Revenue System

3.0.8 Back office Modules - Marketing

- Creation of campaign for email marketing
- Creation of campaign for web marketing
- Creation of campaign for SMS marketing
- List management of email
- List management for mobile and sms alerts
- Budget and template for marketing
- Social media Marketing
- Social media fb page integration
- Other marketing activities



4.0 Design and Implementations

4.0.1 Main Site UI Design – Techzone Real estate portal is developed for designers, it will accommodate all types of intuitive design and keep you happy by new and latest technology of design within the portal. The entire design is based on multi-screen view and our system is ready to all kinds of screen, the primary design of the system is computer screen ready and 60% response to any mobile platform.

The core design is using java scrip, J query and CSS3 for intuitive and interactive, it can also come with you tube or own video integration, full screen or other kinds of design requirements.

The design cost of the system is included as per selected package and any other

- **4.0.2 Project Microsite Design:** choose best package for project microsite design, we provide up to 5 microsite designs for the enterprise package and also more design can be done as per the requirements. The project design is fully interactive and come with all latest technology within the design.
- **4.0.3 Screen and browse compatibility:** All design is compatible with latest browser from Microsoft, Apple, Mozilla, Opera and others, however if there is any kinds of browser support issue detected we will help you to fix for new browser.

We support computer screen at full resolution and system is fully compatible with tablet screen also. Our default system design will support up to 60% for responsiveness of mobile screen from blackberry, apple, and android and windows platform.

4.0.4 Implementations – Techzone provide full service for implementation, testing and data management for the portal with complete support on hosting managements, compatibility or other issues.











5.0 Mobile Responsive and Mobile Apps

5.0.1 Since the Mobile and smart phone market is growing very fast globally and google start using mobile as one of the search parameter for the portal and website with friendliness with mobile.

Techzone offer portal solution that is more and more compatible with mobile and having different approach to make your portal mobile ready.

We also offer android and IOS apps development on our platform for additional cost and it can be accommodated in later stage or early stage as per your business plan and market plan.







6.0 Technology

6.0.1 The core technology behind techzone real estate engine is Microsoft.net 4.0 with MVC framework and all latest application and functions are used for fast and bug free data processing on large scale.

Overall architecture is based on MVC with SOA for easy expandability and upgradability. The solution use latest available technology for its entire core module so that you will be with competitors even they are larger than your expectation.

6.0.2 Why Microsoft platform: choosing a Microsoft platform is one of the intelligent decisions when making any enterprise grade software or web based solutions. The Microsoft platform in now come with host of technology and tool integration capability with robust security. More than 50% of enterprise category retail management software and ERP solution from leaders developed over Microsoft technology.

Some Key advantage of Microsoft technology

- Easy to upgrade
- Large user base and less incompatibility issue
- Huge numbers of Application running over same technology
- integration from other language and technology platform is easy
- **6.0.3** Database servers: Our retail management engine gives your huge database connectivity options and easy connection for all other database can be created. You can choose your database server as per your available RDBMS license. Some of the popular database connection ready in solution are
 - MS SQL Server 2008/2012
 - Oracle Database
 - DB2



7 Licensing and packages

Techzone real estate portal solution available on onetime fee and license is available on several modes.

Costing: the techzone portal costing include the licensing fee, design services, Customization fee and Hosting Fee (Hosting is optional and One can use our services or their own services), a maintenance package also available for the easy management of portal on regular basis on pay basis. Below is the package detail of our subscriptions.

Ask for Demo

Write us at sales@techzoneindia.com for free interactive demonstration of our portal solutions.

<u>Limited Time Special Offer –</u>

MY Code with Android Apps and 6 M Support: USD 30,000/-

Enterprise Edition with android Apps and 6M Support: USD 20,000/-

Gold Edition with android Apps and 6M Support: USD 14,000/-

Gold Edition without android Apps and 6M Support: USD 11,000/-



Package and License Editions

	Silver	Gold	Enterprise	My Code
Custom Design	1 Layout	2 layout Design	Custom	Custom
Portal UI Modules				
Property Listing – List View	Yes	Yes	Yes	Yes
Property Listing – Grid View	No	Yes	Yes	Yes
Property Listing – MAP View	No	No	Yes	Yes
Projects Listing	Yes	Yes	Yes	Yes
Projects Microsite	No(USD 1200 Plus)	Yes	Yes	Yes
Mortgage Calculator	No (USD 250 Plus)	Yes	Yes	Yes
Property Detail – Price Trend Page	No (USD 300 Plus)	Yes	Yes	Yes
Property Details – Area Review Page	No (USD 350 Plus)	Yes	Yes	Yes
Location and Area Review Module	No	Yes(USD 2000)	Yes	Yes
Agency and Agents Listing	Yes	Yes	Yes	Yes
Agency Microsite	No	1 page	Yes (1 layout)	Yes (2 layout)
Developer / Builders Listing	Yes	Yes	Yes	Yes
Developers Microsite	No	1Page	Yes (1 layouts)	Yes (2 layouts)
News Posting System	Yes	1Page	Yes (1 layouts)	Yes (2 layouts)
Forum System	No	Yes	Yes	Yes
FAQs System	No	Yes	Yes	Yes
Advice page and General Content	No (USD 450 Plus)	Yes	Yes	Yes
Trends	No	No	Yes	Yes



Agency Portal				
Agency Website (own Domain Portal)	No Support	No support	Yes (1 Layout)	Yes (3 Layout)
Property Posting – XML / MLS/ CRM	Yes	Yes	Yes	Yes
Agents My Accounts	Basic	Advance	Advance	Customize
Agents MY Account – Reporting System	No (USD 1 450)	No (USD 1450)	Yes	Yes
Mobile and Apps				
Mobile Responsive Design	Yes	Yes	Yes	Yes
Mobile Adoptive Design	Yes (USD 2000)	Yes Free	Yes Free	Yes Free
Android Apps for portal	Yes (USD 3000)	Yes (USD 3000)	Yes (USD 2500)	Yes Free
IOS Apps for Portal	Yes (USD 4500)	Yes (USD 4500)	Yes (USD 4000)	Yes (USD 3000)
Android Apps for Agency	No Support	Yes (USD 4500)	Yes(USD 3500)	Yes (USD 2500)
Android Apps for Employee	No Support	No support	Yes (USD 4500)	Yes (USD 4500)
Marketing and SEO Tools	1			
SEO Integrated Tool	Yes - Basic	Yes - Advance	Yes- Advance	Yes- Advance
Email Marketing / drip Tool (bulk email)	No	Basic System	Complete	Complete
URL Rewriting (SEO Friendly URL)	USD 500 Plus	USD 500 Plus	Yes	Yes
Country Support (location)	1 Country	1 Country	2 Country	Unlimited
Blog – Word press Free	Yes	Yes	Yes	Yes
Language	1 En	1 EN	2	2



Add-on Modules				
Home Service Module	No	Yes	Yes	Yes
Home Service Microsite	No	No	Yes	Yes
Relocation Module	No	No	Yes	Yes
Relocation Microsite	No	No	Yes	Yes
Décor Listing & Microsite	No	no	Yes	Yes
Back office Administration				
Dashboard	Yes	Yes	Yes	Yes
Control panel	Yes	Yes	Yes	Yes
Content Manager	Yes	Yes	Yes	Yes
Properties Manager	Yes	Yes	Yes	Yes
Project Manager	No	Yes	Yes	Yes
CRM	No	Yes- basic	Yes	Yes
Package Builder	No	Yes	Yes	Yes
Cost Structure				
License Cost	USD 10000/-	USD 15000	USD 25000	USD 35000
Extra language / per language	USD 1500 Plus	USD 1500 Plus	USD 1500 Plus	USD 1500
Add Country / per Country	USD 2500 Plus	USD 2000 Plus	USD 2000 Plus	N/a
Source Code Cost	(50%)	50%	30%	Free

Cost of Customization, Hosting and Other services extra.



8.0 Contact Us

Contact us for booking and project start

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