

# CASE STUDY FOR REAL ESTATE

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# CASE STUDY

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## REAL ESTATE WEBSITES

CRM Platform Operating multiple real estate websites, faced challenges in managing user data and property listings across different platforms. This case study delves into the complexities of integrating diverse websites into a unified CRM system. The challenges, technical spotlights, and implemented solutions are outlined below.

### Challenges

#### Data Fragmentation

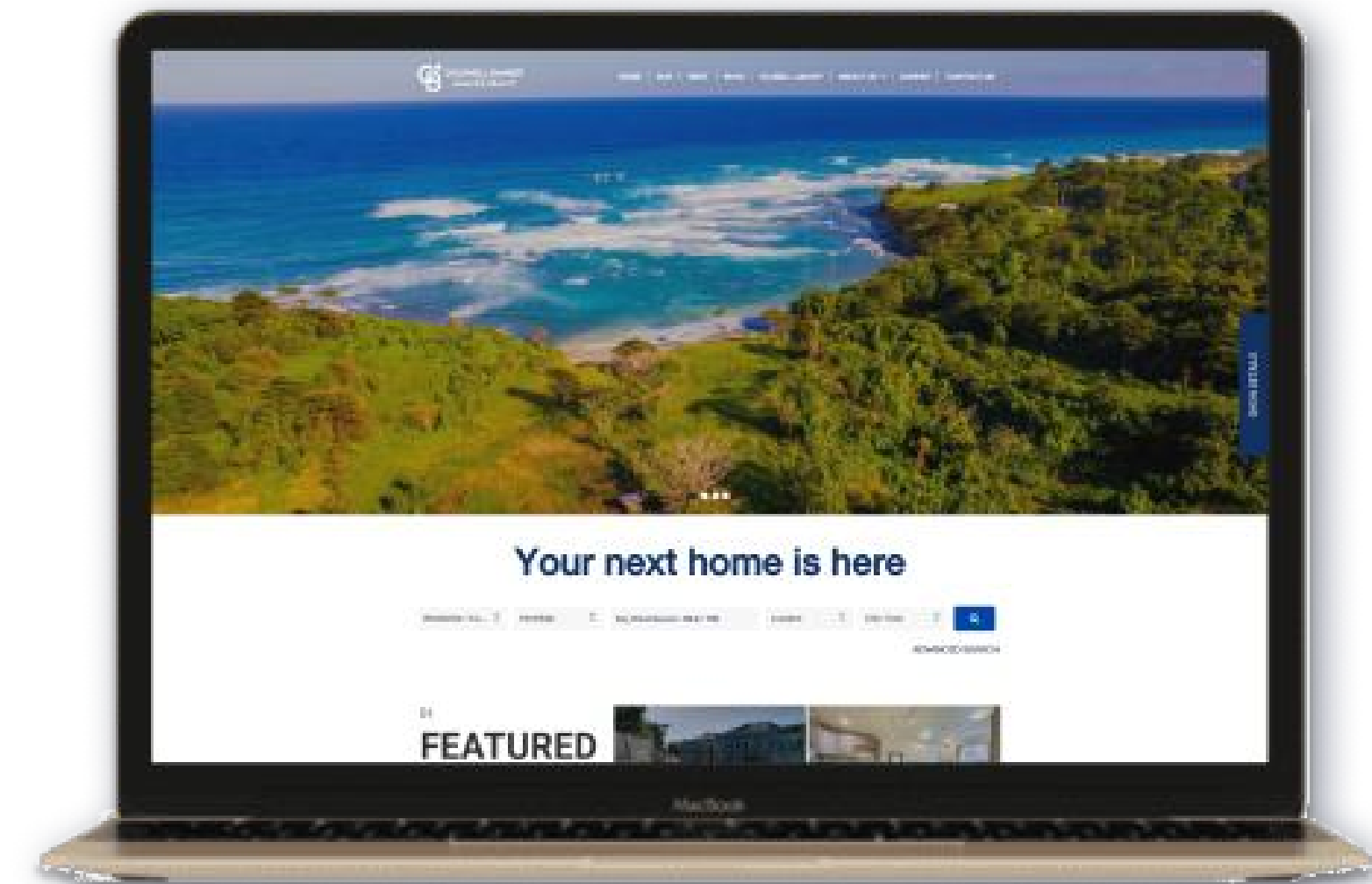
- Multiple websites operated independently, resulting in fragmented user data and property listings.
- Inconsistencies in data entry and updates across different platforms.

#### User Authentication and Authorization

- Challenges in maintaining a seamless login experience for users across various websites.
- Ensuring proper authorization to access features and data based on user roles and permissions.

#### Synchronization of Property Listings

- Property data, including images and descriptions, needed to be synchronized across all websites.
- Difficulty in maintaining consistency in real-time updates of property information.



## Technical Spotlights

### Centralized Database Design

- Designed a centralized database structure to store user data, property listings, and related information.
- Established relationships between tables to ensure data consistency and integrity.

### RESTful API Integration

- Implemented RESTful APIs to enable seamless communication between the CRM system and individual websites.
- Ensured secure data transmission and standardized data formats for integration.

### User Authentication and Single Sign-On (SSO)

- Implemented a centralized user authentication system with Single Sign-On capabilities.
- Utilized OAuth or JWT for secure authentication and authorization across all websites.

### Real-Time Data Synchronization

- Employed queuing systems to manage real-time data synchronization between websites and the CRM.
- Ensured that updates to property listings were reflected instantly across all platforms.

## Solutions

### Unified CRM Dashboard

- Created a centralized CRM dashboard accessible to administrators for managing user accounts, roles, and property listings.
- Implemented a user-friendly interface for efficient data management.

### Centralized Authentication

- Enabled users to log in seamlessly across all websites using a single set of credentials.
- Ensured proper authorization based on predefined roles and permissions.

### Data Normalization and Consistency

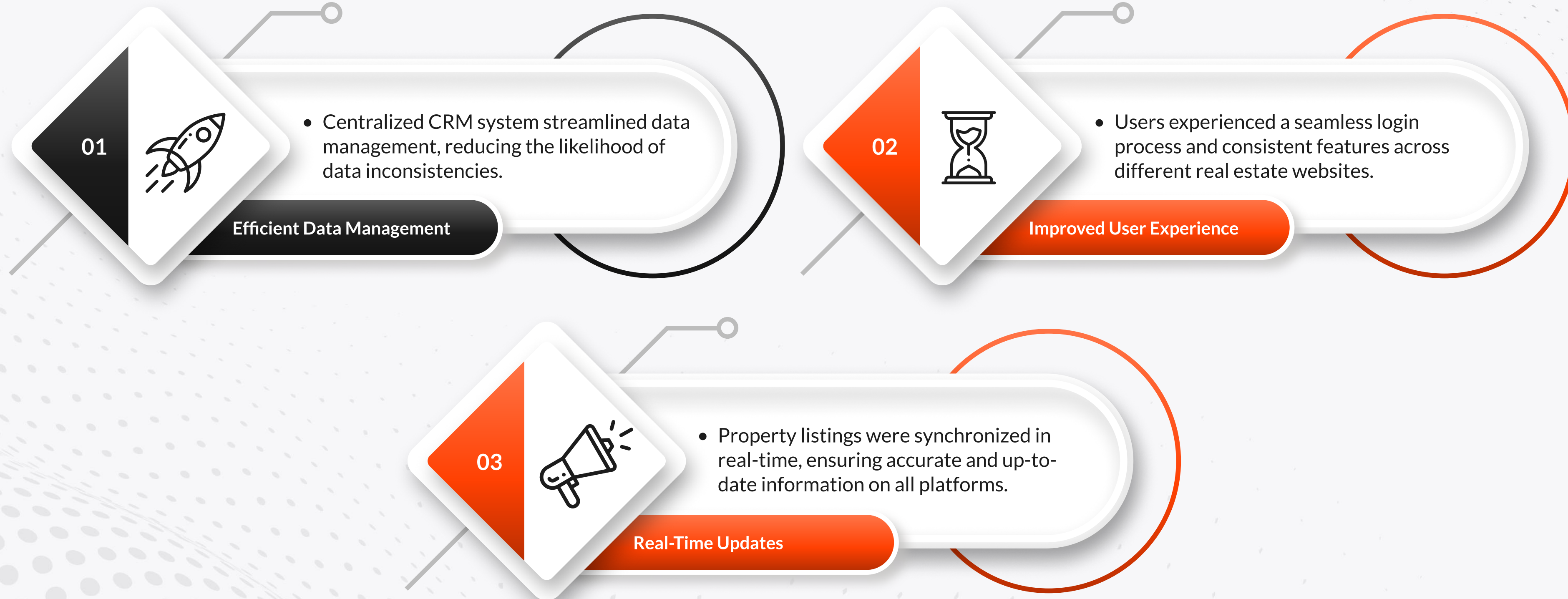
- Established data normalization practices to maintain consistency in user profiles and property information.
- Implemented data validation mechanisms to prevent discrepancies in data entry.

### Automated Synchronization Processes

- Automated real-time synchronization processes to update property listings and user data across all websites.
- Implemented error-handling mechanisms to address any synchronization failures.

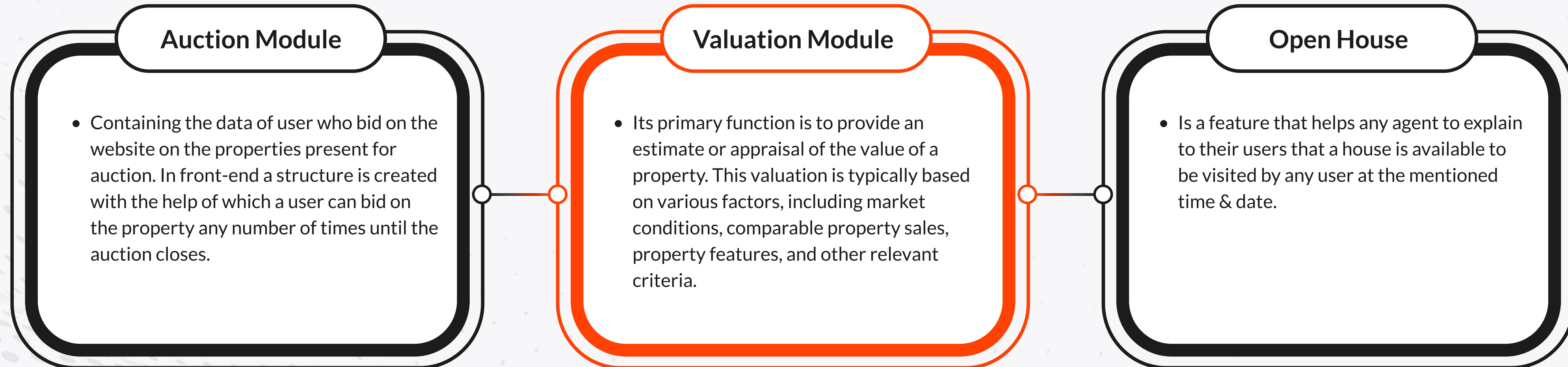


## Results





## Major Features We Have Implemented On The Platform





# CASE STUDY

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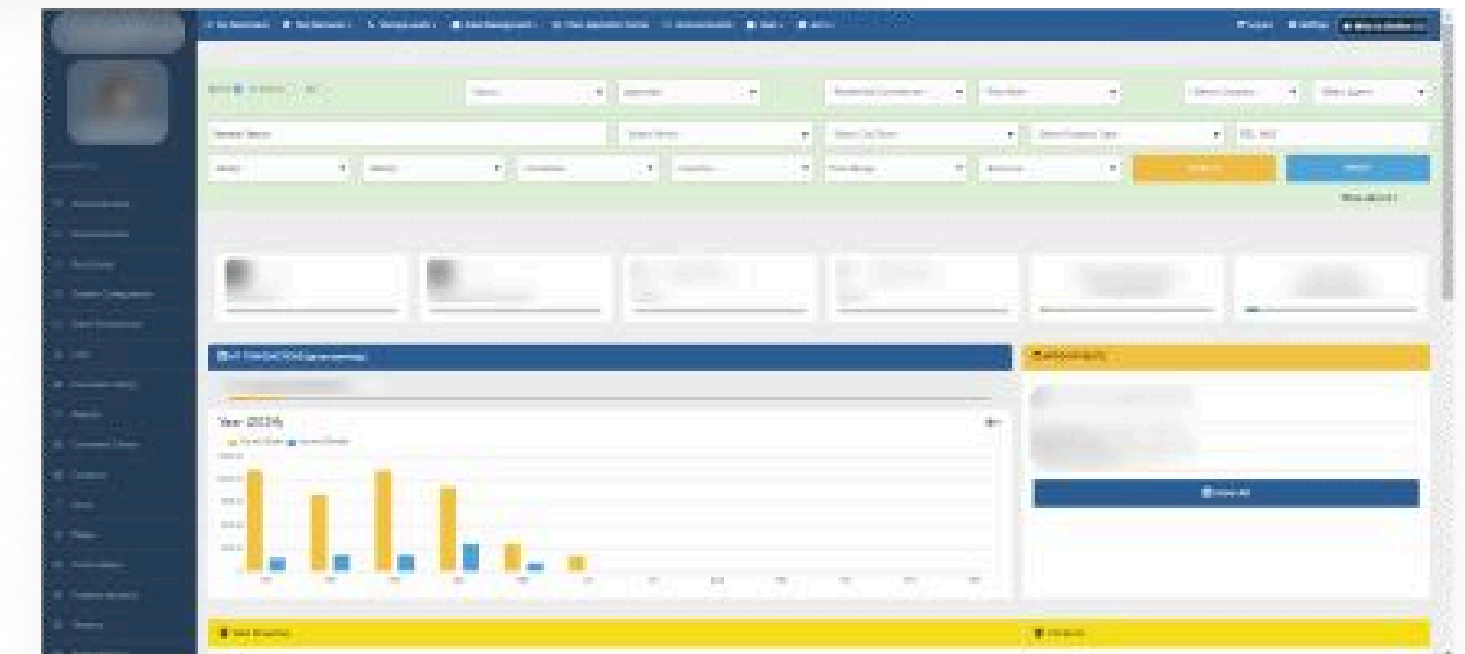
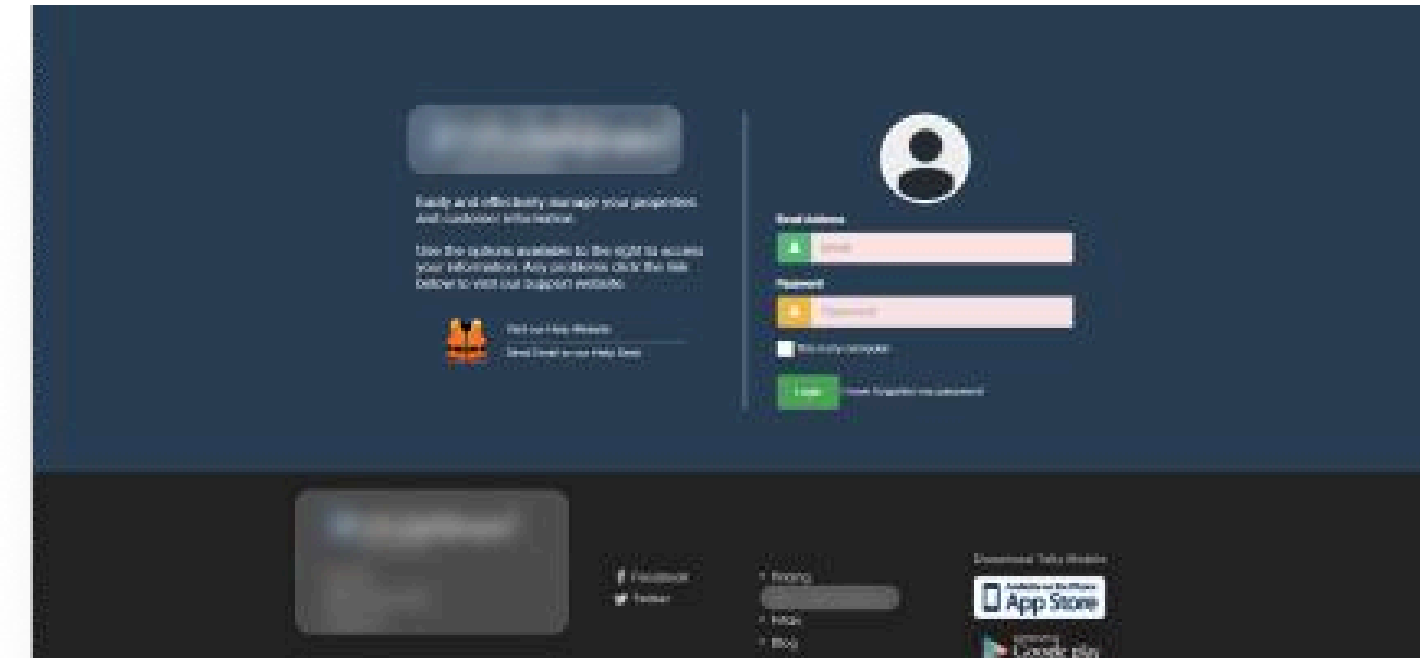
## REAL ESTATE COMPANY

A Leading Real Estate Company, a rapidly growing online real estate platform, faced challenges with their website's scalability and performance as their user base expanded.

This case study explores the technical challenges encountered, spotlights key issues, and outlines the solutions implemented to enhance the overall user experience.

### Challenges

- As the user base increased, the website experienced slowdowns and occasional outages. Difficulty in handling a surge of simultaneous user interactions during peak hours.
- Users complained about slow page loading times, affecting their overall experience. The website struggled to deliver real-time updates on property listings and searches.
- The existing database structure led to slow and resource-intensive queries. Difficulty in managing a large volume of property data efficiently.
- Identified that the current server infrastructure was insufficient to handle the increasing traffic. The lack of load balancing resulted in uneven distribution of user requests.
- Analyzed the front-end code and identified areas contributing to slow page load times. JavaScript and CSS files were not minified, affecting overall website performance.
- Database queries were unoptimized, leading to slower response times. Lack of caching mechanisms for frequently accessed data.





## Technical Spotlights

- Upgraded the server infrastructure, incorporating load balancing to distribute traffic evenly. Implemented auto-scaling to dynamically adjust resources based on demand.
- Introduced code splitting and lazy loading to reduce the initial page load time. Implemented image compression techniques to decrease file sizes and improve rendering speed.
- Rewrote inefficient database queries and introduced indexing for frequently accessed columns. Implemented a caching mechanism to store and retrieve static data, reducing database load.
- Utilized a CDN to distribute static assets closer to users, reducing latency and improving overall performance.
- Implemented robust monitoring tools to identify performance bottlenecks in real-time. Utilized analytics to understand user behavior and optimize the website accordingly.

## Results

- The website successfully handled increased user traffic during peak hours without performance degradation.
- Page load times were significantly reduced, leading to a better user experience.
- Database queries became more efficient, resulting in faster response times for property searches and listings.
- The website achieved stability, reducing the occurrence of downtime and improving overall reliability.



# CASE STUDY

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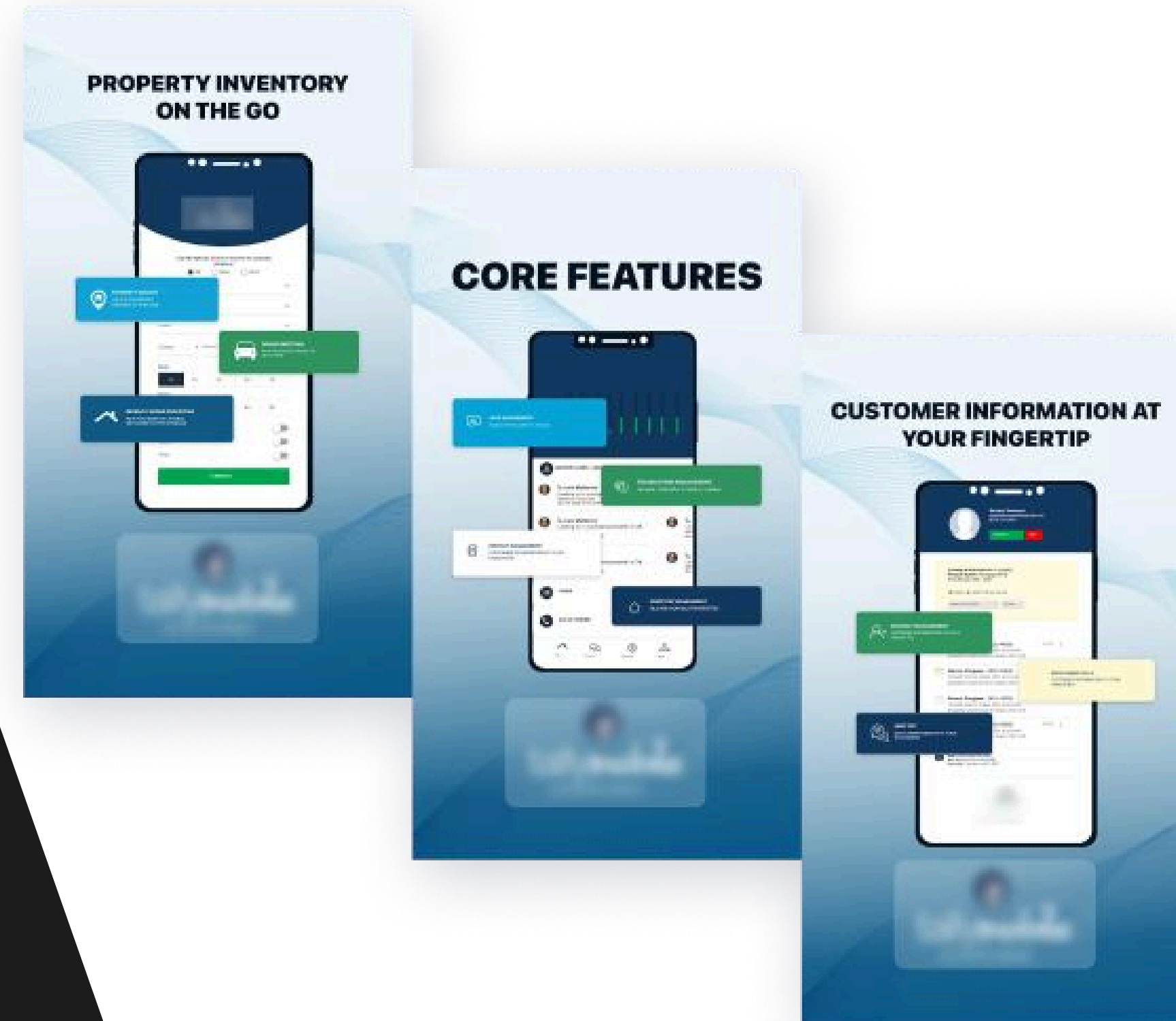


## REAL ESTATE APPLICATION

Real Estate Mobile app. is an application build for the users to have easy & quick access to the real estate properties. The Brokers can get in touch with the customers who are willing to purchase or sale any property.

### Challenges

- Integrating the application with the company's existing systems and property management software
- Ensuring the application is responsive and optimized for all devices
- Ensuring the security and privacy of user data





## Technical Spotlights

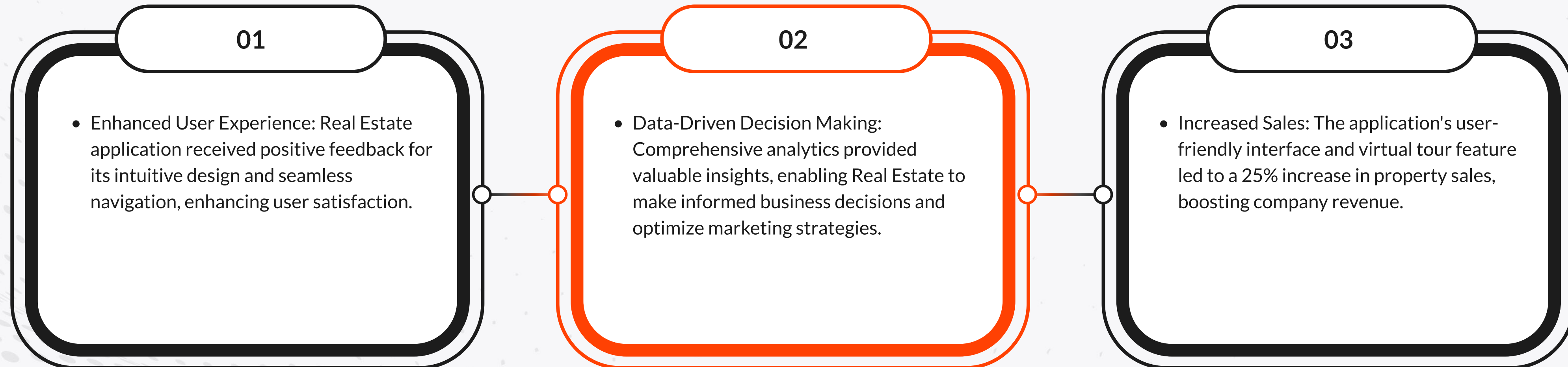
- Php Laravel for web and Node JS for mobile development
- JavaScript as the programming language
- Node.js for server-side development
- MongoDB or MySQL for database management
- HTML, CSS, and JavaScript for front-end development
- Git for version control
- AWS or Firebase for hosting and server management
- Payment gateway integration (e.g., Stripe, PayPal)

## Solutions

- Real Estate partners with a web and mobile development agency specializing in real estate solutions. CFA thoroughly researches the company's requirements and recommends a custom-built web and mobile application using a popular framework such as Php Laravel for web development and Node JS for mobile development.
- The web application is designed to be visually appealing and easy to navigate, with features such as property listings, search and filter options, and virtual tours. The mobile application is designed to be easy to use and includes GPS-based property recommendations, property comparisons, and a wishlist.
- CFA has also provided training and support to the TrueRealtors' team to ensure they can manage and update the application efficiently, as and when needed.



## Results





Overview	Clientele	Achievements	Partners																				
<div><div></div><div><div>150+</div><div>Pre Vetted Engineers</div></div></div>	<div><div></div><div><div>100+</div><div>Global Clients</div></div></div>	<div><div></div><div><div>50+</div><div>Impactful Apps Delivered</div></div></div>	<div><div></div></div>	<div><div></div><div><div>2</div><div>Development centers</div></div></div>	<div><div></div><div><div>25+</div><div>Countries</div></div></div>	<div><div></div><div><div>25+</div><div>Enterprise Cross-Platform Solutions</div></div></div>	<div><div></div></div>	<div><div></div><div><div>3</div><div>Global offices</div></div></div>	<div><div></div><div><div>10+</div><div>Industry Verticals</div></div></div>	<div><div></div><div><div>10+</div><div>Custom CRMs &amp; SaaS Platforms</div></div></div>	<div><div></div></div>	<div><div></div><div><div>8,000+ sq.ft.</div><div>Office Space</div></div></div>	<div><div></div><div><div>95%</div><div>Clients Retention</div></div></div>	<div><div></div><div><div>2,00,000+</div><div>Development Hours</div></div></div>	<div><div></div></div>				<div><div></div></div>				<div><div></div></div>
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**Gourav Soni**  
(CSM®, PMP®)

**Co-Founder & Managing Director**

Holds over 12 years of technical and project management expertise. Gourav has worked in the past with some of the most reputed global companies and Fortune 500 Companies including Honewell, IFF, TCS. Renowned for his strategic vision, project leadership, and tech acumen, he spearheads CFA, driving growth through alliances, cutting-edge technology, and global initiatives.

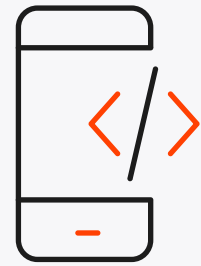


**Mahendra Solanki**  
(CSM® And Certified Cloud Solution Architect)

**Co-Founder & Chief Technical Officer**

Hold over 20 years of IT industry expertise. Renowned for his adeptness in not only technical innovation but also effective management and business operations, Mahendra specializes in developing rich, scalable web applications. His dual proficiency in technical leadership and strategic business operations marks him as a pivotal figure, driving both technological advancements and overall organizational success within the industry.

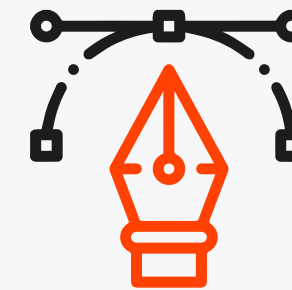




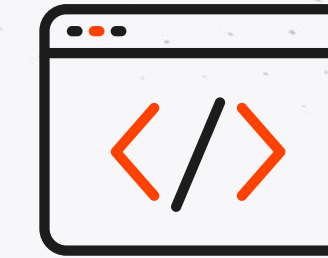
Enterprise  
Mobile Strategy



Consultation &  
Planning



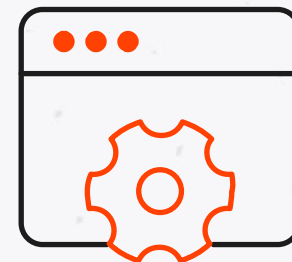
Ux/UI



Application  
Development



Testing  
Services



Integration  
Services

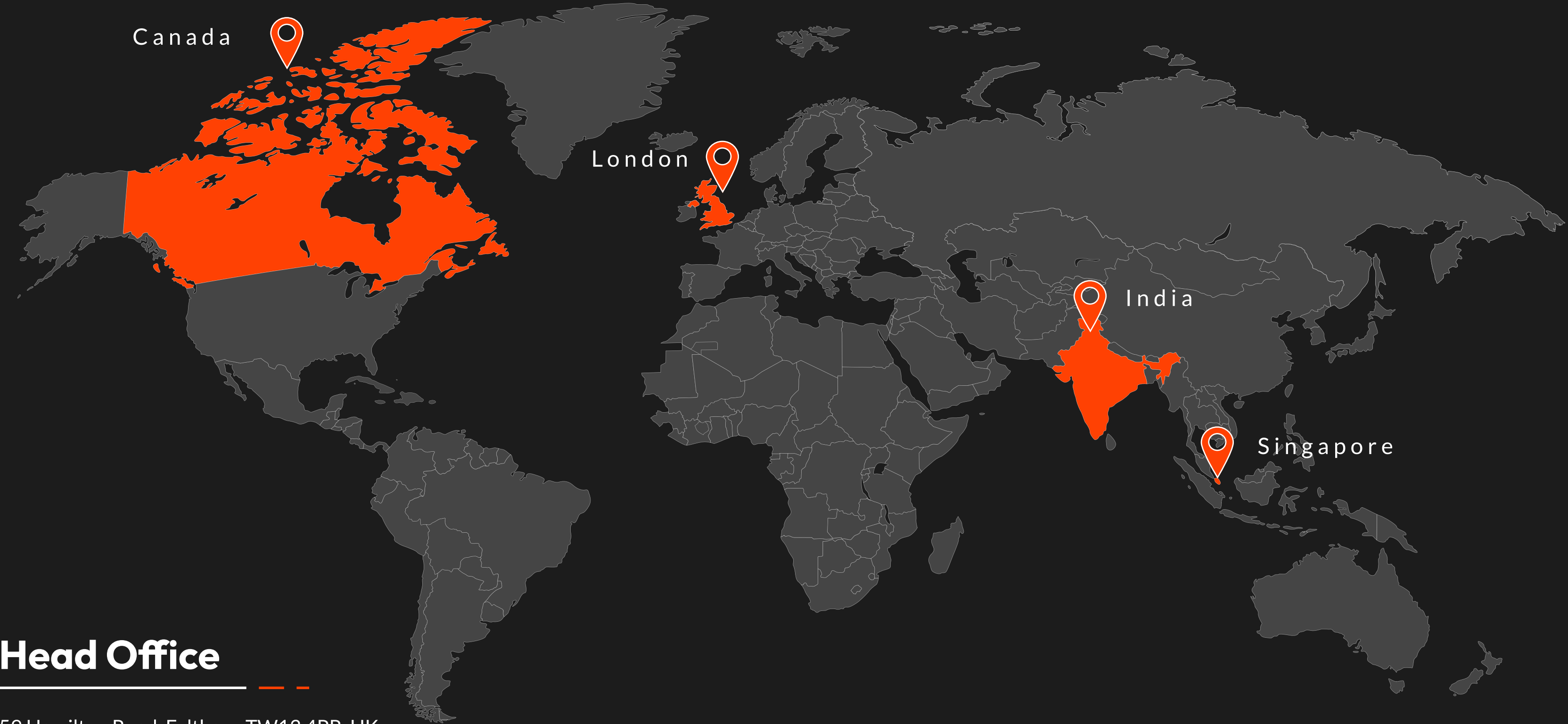


Deployment  
& Support



Application  
Maintenance





## Head Office

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## Development Center

408, 4th Floor, Satguru Parinay, Plot No-5, PU-3, Indore, India, Madhya Pradesh

**Global**  
**Presence**



The text 'Thank You' is centered in a large, white, sans-serif font. A thin orange horizontal line is positioned directly beneath the text. The background is a dimly lit office scene with several people working at desks with laptops.

# Thank You