Fingent
Shaping the Future

INTEGRATED
PROPTECH SOLUTION
FOR REAL ESTATE BROKERS

WB REALTY INC.
BROKERAGE
SEARCH YOUR BOUNDARIES
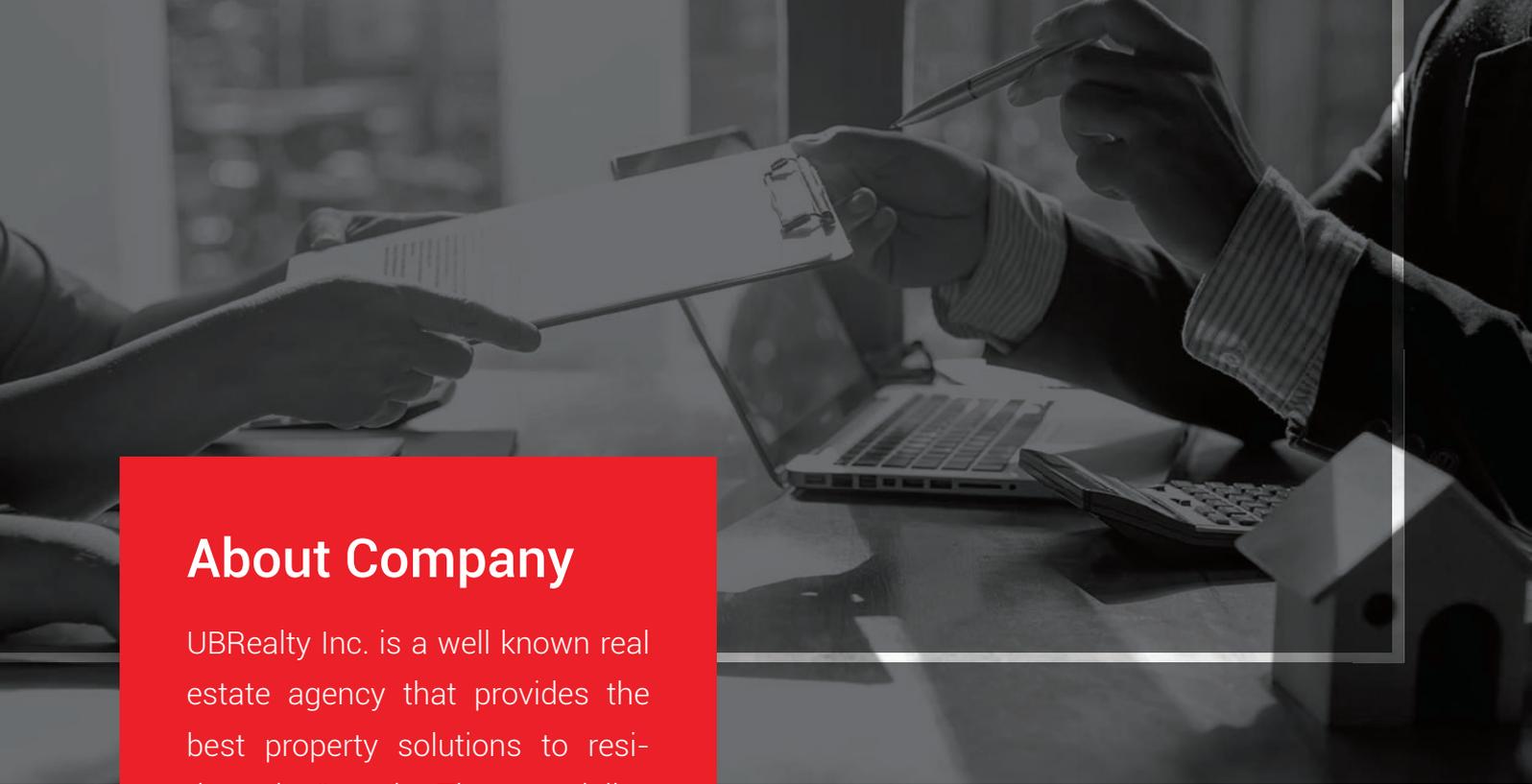
About Company

UBRealty Inc. is a well known real estate agency that provides the best property solutions to residents in Canada. They specialize in pre-construction sales and delivers a high level of expertise to buyers and sellers of luxurious condominiums. Leveraging strong relationship with listing agents and property developers, UBRealty Inc. prides themselves on being the Platinum Agents for a majority of property dealers in Canada.

The Emerging Issues of UBRealty

UBRealty Inc. principally undertakes large and luxurious property construction projects. Being a prominent real estate agent, UBRealty operates as a trusted link between numerous property dealers and sellers. Their main focus lies on directing buyers to properties that specifically meets their needs. Striving to become the best property agent, UBRealty engages essentially in promoting theory plans, listing upcoming and available properties and constantly updating agents on their potential buyers.

To provide buyers with best property selection and pricing solutions UBRealty acquires data from multiple property agents. The data is acquired through regular spreadsheets which are later converted to essential information and uploaded in the UBRealty website. These essential data are utilized to connect property agents with their potential buyers.

The workflow of UBRealty involves :

Acquiring data from multiple sources

Processing data for the buyers

Connecting interested buyers with respective property agents

Helping agents track their potential buyer behavior

All these tasks were carried out manually and through conventional methods. With prominence at stake and expansion next to seeming impossible, UBRealty was left with either increasing multiplying their workforce or quit conventional methods of running business. Hence, UBRealty approached Fingent to help them remarkably grow their business with Proptech solutions.

However, with the increase of large projects, UBRealty faced difficulties in continuing business with regular procedures. Manually collecting huge data and handling numerous spreadsheets were turning hectic with a limited workforce. Eventually, they saw errors multiplying, and efficiency diminishing. The company even faced constant delays in updating property agents with accurate buyer information that led to the loss of many potential buyers.

Adopting PropTech for resource planning, project management, and customer service are not management consulting buzzwords anymore. It is essential for the survival and potential growth of any large-scale real estate business.

— Financial Express

Fingent's Customized Solution for UBRealty

Fingent's PropTech consultants have delivered a wide spectrum of services across several real estate domains. Their vast experience in serving the real estate industry, enabled them to readily understand the prevailing issues of UBRealty. They realized that the company procedures :

**Were
Time consuming**

Involved managing huge data

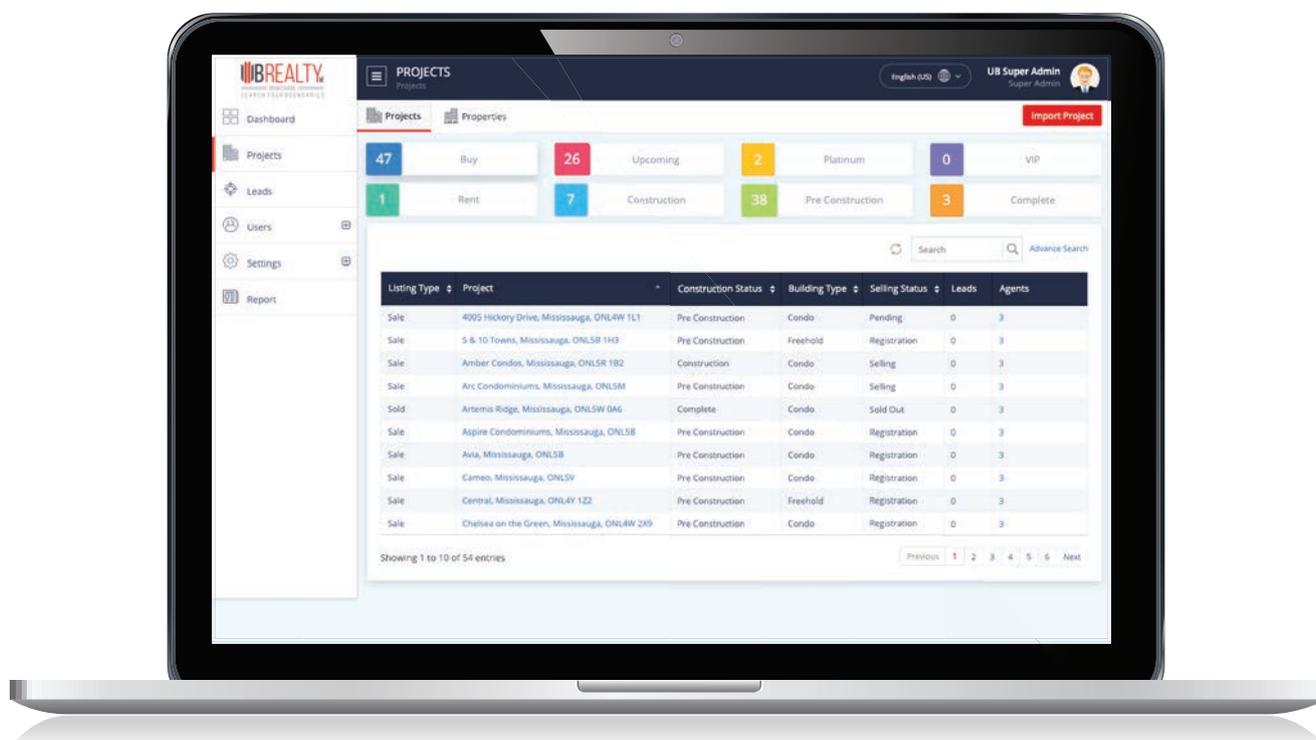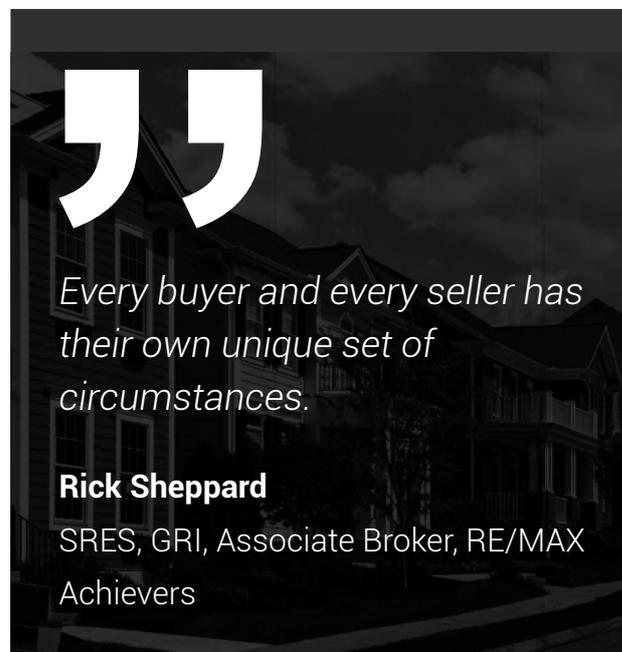**Required timely coordination between multiple associates**

One way to streamline such a workflow was through integrating the activities of multiple associates to a single platform. Therefore , Fingent came up with a customized web-based application that allowed both real estate buyers and sellers to access information from a single platform through separate portals. This single web application focused on digitizing the entire communication structure for UBRealty making it more convenient for property sellers to promptly connect with their buyers.

Real estate is a contact sport.

Tracey Hampson
Real Estate Agent, Realty ONE Group
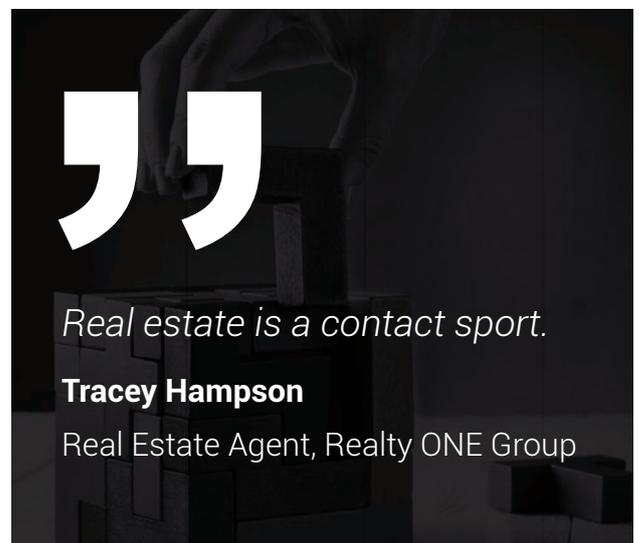
A Single Web Application for Both Property Buyers and Sellers

The customized web-based application created for UBRealty Inc., focused on easing the coordination between buyers and sellers

The platform structured a front end and back end. The front end of the application allowed buyers to gather property information, whereas the backend allowed sellers and agents to manage their potential buyers. The separate portals of the application allowed the buyers and sellers to carry out their activities individually while allowing them to coordinate seamlessly.

> *Every buyer and every seller has their own unique set of circumstances.*
>
> **Rick Sheppard**
> SRES, GRI, Associate Broker, RE/MAX Achievers

The **front end** or the user portal is designed to enable the buyers to :

View complete details of ongoing construction projects and properties listed for rent and sale.

Search properties on the basis of location, builder, building type, or price range, through the user search bar.

Explore the location, neighborhood, floor plan etc. of each property on their detail page.

Subscribe for regular updates on the status of searched properties and other newsletters.

Save properties to view later and add favorite properties to wish list.

Rate the properties listed for sale.

Book appointments with dealers and agents of interested properties.

View blogs uploaded by builders and sellers of interested properties.
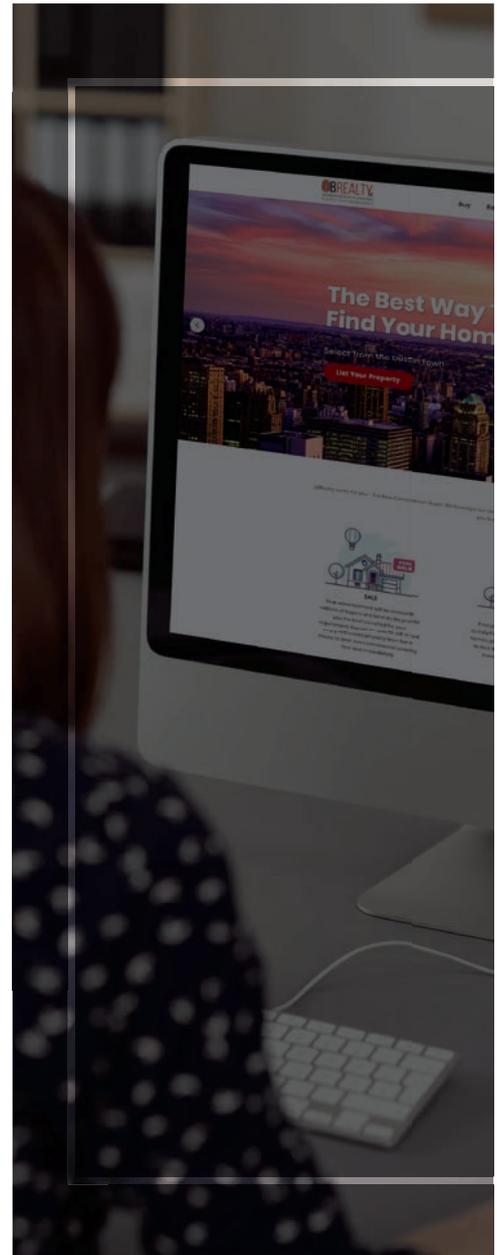
The **back end** or admin portal gives access to both the internal agents of UBRealty and the external agents to carry out their activities. Through the back end portal, property sellers and agents are always connected with their buyers which enables them to analyze their buyers better and promote their properties more efficiently. The back end automates and streamlines most buyer related functions of a property agent providing them enough time to focus on property management activities.
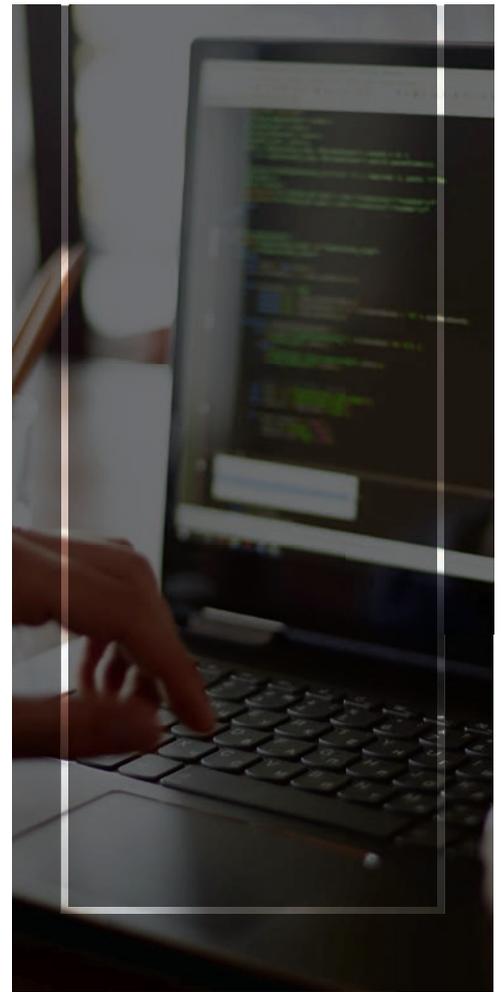
The admin portal features:

Dashboard : This section displays statistics to highlight properties and cities with high demand. It also gives a clear picture of the number of buyers won by each property agent.

Projects and Property Tabs : These features ensure that the buyers are updated with the required property details. For this, the portal is synched with various Multiple Listing Service (MLS) sites and also allows sellers and agents to upload their property information.

Leads : The lead section intimates the agents with their potential buyer's behavior. It allows them to schedule meetings and appointments with their buyers and also track their payment installments.

Built-In Technologies

.NET MVC	jQuery mobile framework.	Microsoft .NET Entity Framework
Microsoft SQL Server	Microsoft .NET Framework	umbraco

Third Party **Integrations**

The web application customized for UBRealty focused on improving collaboration. Hence to extend convenient communication channels, smooth payment system and prompt property updates, Fingent integrated the web-based application with the following third parties.
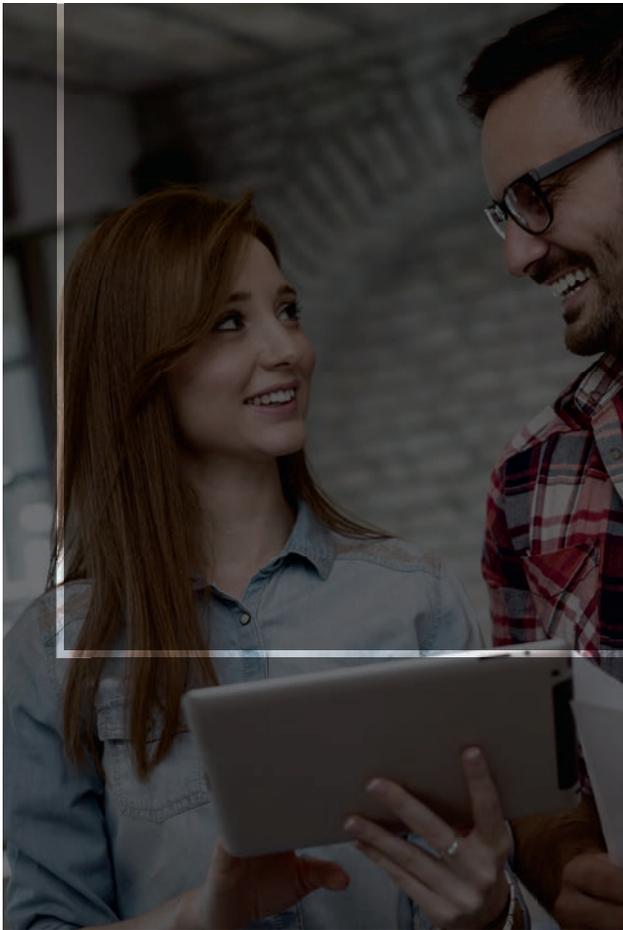
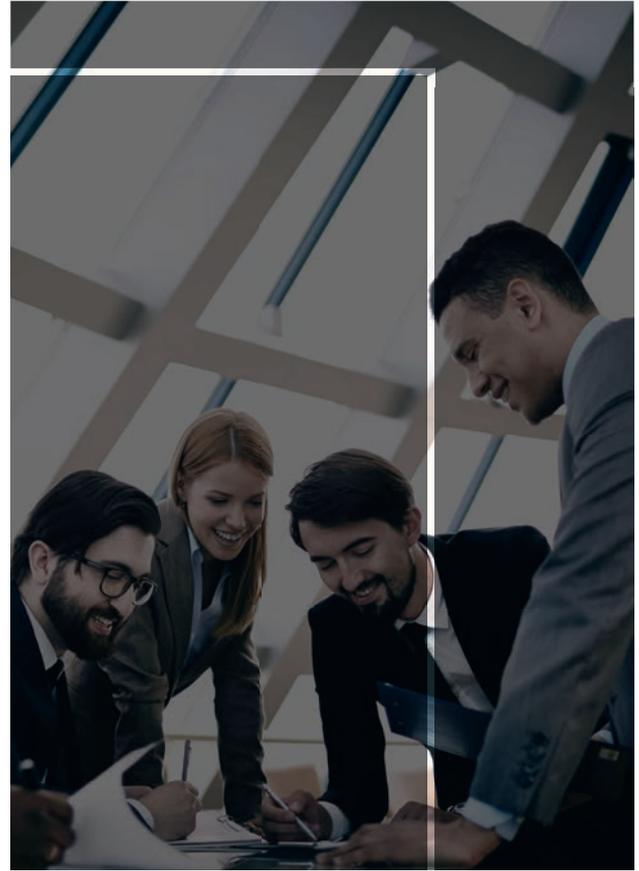| |
|---|
| SendInBlue |
| Google / Facebook Authentications |
| Stripe Payment Gateway |
| Image Extraction from PDF, IMAP, AWS |

End **Results**

With Fingent's customized software solution, UB Realty Inc. could streamline their entire workflow. Where previously they were confined to a limited number of projects, UB Realty now managed around 20,000 properties simultaneously. Collaborating multiple associates to a single platform could prevent errors and ensure prompt passage of accurate information. This innovation not only enhanced their proficiency but also ensured UBRealty's reliability. Fingent automating the hectic tasks of the firm enabled UBRealty to focus on business expansion which continued their remarkable growth in the market.

About Fingent

We are a Global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education and more. Our vast technology and industry expertise enable us to focus on cutting-edge internet technologies with the aim to develop scalable, secure and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with good design can reduce complexity, connect individuals, and provide valuable insights, all of which ultimately help businesses succeed.