

Fulcrum creates a strong brand identity and expands the client base for one of UK's fastest growing real estate companies through an interactive .Net based Website

Client / Industry

Real Estate

Technology Used

- Microsoft .Net Web Technologies like ASP.Net, ADO.Net, C#, Web Services
- SQL Server 2000 database.
- IIS web server
- There were developments, staging (pre-live) and live environment.



Business Challenges

The company had neither a web identity nor any medium to publish their offers, thus they conducted exhibitions to create awareness about their services and draw in customers. As a result of such limitations, they had a very limited reach; they could not attract many customers and were incurring huge expenses on marketing and advertising their business.

Various inefficiencies lead to a mixture of problems, some of which were:

- They were not able to track their prospective customers/ buyers for their overseas projects.
- They were not able to display/publish all of their properties nor could they demonstrate the features and specifications of their properties through exhibitions
- They did not have any tools or applications to manage their data pertaining to property information, sellers and customers and all these entities were not linked in any way.

Basically manual tracking of these entities was an obstacle to their growth.

- Initially, their business was only restricted to new builds (newly built homes) and they could expand their business to established homes (resale properties) only after getting their current business streamlined.
- They were not able to inform their existing customers about new properties or offers.
- They were not able to attract a substantial number of prospective customers for their exhibitions/ events.
- They had to incur costs on printing new brochures/ print material for their new properties/ offers.
- There was no solidity to their brand image before the website.
- There was no brand awareness and they were not popular or known in the market.
- Their reach was limited to property within the UK

Brief History

The company helps people find homes in foreign countries and then completes the purchase process as quickly and easily as possible. It is a privately owned business, based in Surrey, England. It is entirely independent of any builder, banker or broker and has helped many people find their dream home.

Sunday Times named it as one of UK's fastest growing companies. The Daily Telegraph awarded it the coveted Sage National Business Award for 'Best New Customer Service Initiative'.

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Solution

Fulcrum Logic created a .Net based solution for User and Administrator websites for the client wherein Users can register themselves and run a criterion based advanced search for properties online. The User history and identity is created and personalized for future use. Prospective buyers can download brochures, book inspection tours, work out financing and get information about upcoming events in their area online. The solution also provided statistical data related to the website like number of visits, number of pages visited and click rates. The website also provides legal advice about the documents required to purchase property in any particular country, what payment schedule is practiced, as well as information about after sales service.

The administrator website is in reality a content management solution to help an administrator manage properties, buyers, sellers, agents,

users and site statistics. They can publish news about events and plan their sales activity along with content management for the website content, brochure content and design, as well as the latest news and updates.

Benefits:

- Creation of a tangible brand identity for the company
- Ability to reach out to a larger client base
- Ease in identifying prospective buyers/sellers
- Creating key services for their clients and increase their service portfolio
- Publicity for upcoming events

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✉ Contact Us

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