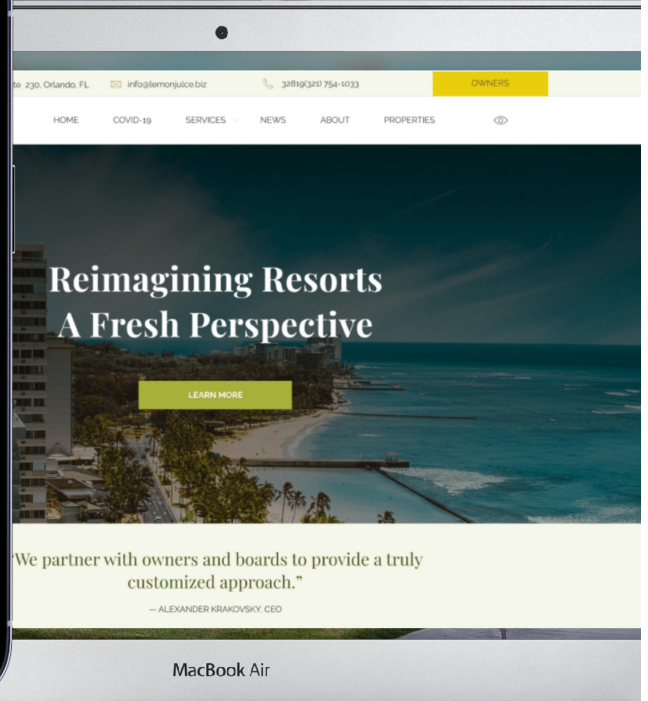
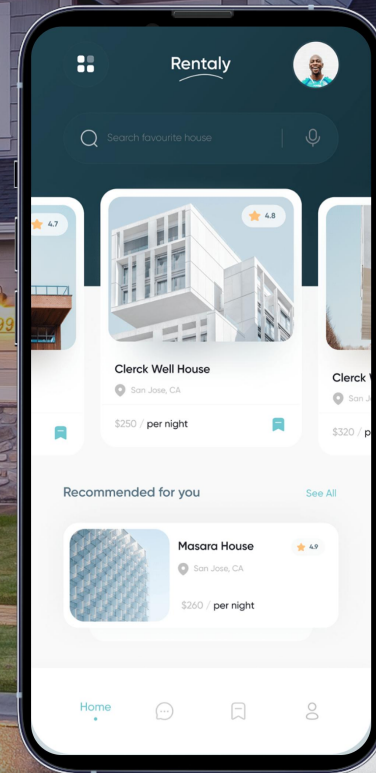


# Trusted Technology **Partner For Real Estate** Industry



# Real Estate

When talking about real estate web applications these are basically used to take care of the functioning of the real-time property dealers, sellers and buyers. The basic functions included are listing property, scheduling visits, updating lists etc.

There is also a special functionality for real estate agents to manage various ads and affiliates. It includes a powerful back-office application providing full control over the website for the real estate portal i.e. ads, sellers, agents, affiliates, statistics to the administrators. Real Estate web application development team brings on the table a solution that would make it easier for you to take care of the functioning and operations of the business.

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# Real Estate App Development

## Guide: Market Overview



As per the reports, the real estate market is all set to hit 1 trillion USD by the end of the year 2030. Besides, it is also expected to add 13 percent to India's GDP by the year 2025. All the four sub-sectors under real estate are proliferating and providing the country with all the means like infrastructure, facilities, etc. for supporting India's growing needs.

Sectors like IT, consulting firms and e-commerce portals have put forward a high demand for work areas and office space. The current market trends suggest that the total office space leasing in the top eight cities of the country will cross 100 million square feet by 2020. Also, the in trends co-working space across the top seven cities has also shown a three-fold increase from 2017 to 2018.

# Why Create a Real Estate Mobile App?

As per the National Association of Realtors in the year 2016, more than 44% of home buyers saw the property first online and then made up their minds. Now, the majority of people prefer to see the property online to conclude their decisions.

The medium of going online is mostly mobile devices as people nowadays prefer to use mobile phones for services like ordering food to search for homes. Statistics show that today almost all people use mobile phones for accessing the internet. Moreover, people mostly spend their time on mobile applications. As per the data, on average more than 80% of mobile time is consumed via apps.

Let us see the related figures concerning various countries across the globe:





The image clearly depicts that when you consider mobile devices that include both smartphones and tablets, the figures for mobile minutes are quite astonishing. The report suggested more than 80% of mobile time in the market. In Latin America, the levels appear marginally higher, followed by Argentina, Brazil, and Mexico, and so on.

The question is, why do people spend so much time on applications rather than on websites? First apps are faster and are mobile-friendly. Secondly, applications have access to the hardware of mobile devices allowing lots of mobile-specific features. For example, via applications, you can do multiple functions like send push notifications to users, use hardware like a camera or microphone, and even make use of Augmented Reality that is only prevalent in mobile devices.

Also, remember that when your target audience changes and a new generation becomes your client and buys houses a mobile presence is very significant. Talking about facts and figures, as per research conducted by the National Association of Realtors, 46% of Generation X homebuyers and 58% of Millennials have found their homes/houses on a mobile device (smartphone or tablet), compared to 33% of Baby Boomers.

# Advantages or Benefits of Real Estate App Development

There are plenty of advantages associated with taking your real estate business online via a mobile application network. Here, are the main advantages you can capitalize on by having a mobile application for your real estate business:

- 1 A Mobile application for your real estate business can help in creating awareness and improving the digital presence.
- 2 The function of a real estate mobile application works indirectly with qualified business leads.
- 3 Having a real estate mobile app (iOS or Android) for your business will open up new horizons for creating revenue.
- 4 If you have a mobile application for your real estate business, then you are already ahead of most of your competitors as they might not know the significance of having an app that you know.
- 5 You can create a loyal and stable customer base for your business as they get value for their money because an app makes it very easy for the user to search, buy and sell the property within a few taps.

# The Strategy Involved in Property Listing Application Development

Your business model is responsible for deciding the set of features for your application. You may want to build a real estate mobile platform where independent real estate brokers and agents put properties up for rent and sale and where renters and buyers look for houses.

Another option here is to make a mobile application that only features listings. If you are running a big real estate agency having multiple options of niches, you can create such an app your clients will use. Thorough market research needs to be done in order to find out whether your customers would actually want a mobile app and whether it will be profitable for you or not. To check the profitability of the application, an app builder for an MVP can be used. But its functionality will not be sufficient for fulfilling your business needs.

For separating user roles, you can either make two different user roles in one single mobile app or you can make two separate apps. The best practice to moderate your platform is to develop a web application for administrators. There are mainly three user roles supported by the features for a real estate platform and they are namely agents, buyers, and administrators. If you are planning to create a mobile application particularly for your real estate agency, you just have to decide the features you need and make calculations regarding the price of real estate mobile app development which you will be known late in this article.



# Top 4 Technology Trends in the Real Estate Industry

The real estate industry is considered one of the most dynamic and unpredictable industries and hence the prices in such a market tend to change frequently seeing the sensitivity of the market. Also, the demand for houses is increasing tremendously, so people are looking to explore more effective ways of establishing communication with owners, agents, buyers, and renters. These are four major technologies used in real estate companies for making the services more effective.

## **Big Data**

Big data helps in storing and processing large chunks of data and gather information concerning each user to make predictions regarding their decisions and behavior. In real estate, big data is used in pair with artificial intelligence for suggestions and provides the results the users are looking for.

## **Blockchain**

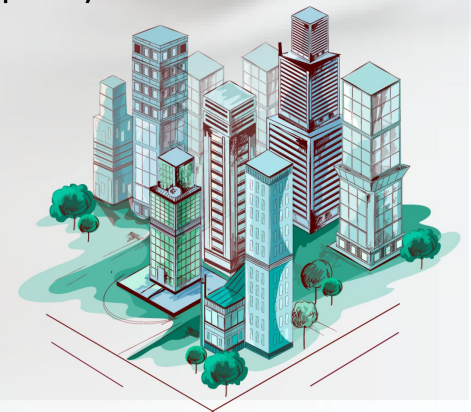
Blockchain is widely used in the real estate business due to its transparency for preventing fraud in business operations. This is possible as it allows to double-check all the documents and ensure that the documents are not changed or altered. Blockchain also helps in reducing the amount of red tape and avoid endless mediators charging fees for their services.

## Artificial Intelligence

Artificial Intelligence is mostly used to analyze the requirements and preferences of users for making the most suitable and personalized suggestions. The user can save a lot of his time. AI can also help in managing property by streamlining maintenance requests, tracking changes in prices, listings, etc. AI can also be very helpful in analyzing prices and also provide assistance in risk management.

## Virtual and Augmented Reality

Augmented Reality is very helpful in increasing sales by visualizing property to potential buyers and renters and help them visualize how it will look like post-purchase. The technology is ideal for remote virtual tours around the property. All this can help buyers and sellers extensively in saving their time and enhancing property marketing.



# Types of Real Estate Apps

There are many types of real estate apps available in the market. One can choose from a wide range of options based on their demands. Real estate apps can be categorized as:

## 1. Property Management Software

Property Management Software is a one place solution that maintains the logs of every property available. It keeps the logs of every transaction involved during buying/selling of properties. The list of properties available for sale gets updated from time-to-time.

## 2. Real Estate CRM/ERP

Real Estate CRM/ERP is an in-house implemented model. In this type of app, a complete layout of the working plan is made. This app model guarantees the proper utilization of resources. Besides, customers satisfaction is the key agenda for these apps. A follow-up and appointments are scheduled for the interested buyers/sellers.

## 3. Online Property Booking Solutions

Since every sector is showing their presence on the internet, real estate sector has also followed the same trends. Many famous builders and developers list the available properties for sale/rent option. The buyers can check the details about every project using these softwares. This software support real-time booking of properties and one doesn't need to go out and search for properties.



#### 4. Rental Property Management Software

Most of the real estate apps in the market come with rental options. They allow for booking rental properties. These apps list all the major rental options in the major cities across the country. This software is of great help for all kind of people, and these softwares have managed to garner a lot of attention in recent years.

## New Technology Integration to Boost Your Real Estate Sale

These days most of the realtors are using the latest technology to boost their sale. The trend of smart homes and the use of new augmented reality and virtual reality techniques is at its peak.

Some of them are:

#### 1. IOT

Internet of Things or more commonly known as the Internet of Things is doing wonders in this field. The concept of smart homes and user-friendly homes is in trends.

IOT has helped in following ways to boom the sale of real estate properties:

- It helps in predictive analysis of the maintenance cost.
- The use of sensors to visualize the built area provides more clarity.
- Helps in developing disaster resistant structures.
- Provides analysis technique to calculate the rate of return.

IOT comprises of implementation of new technologies. Making use of temperature control sensors, smart lights, home automation, etc. to ensure security and safety as well as adding more premium features to the houses is all a part of the Internet of Things. It is a wide field to discuss and holds a lot of potential in the coming years.

The developers have been trying their best to improve the housing facility and are aiming to shoot their stats by providing the clients with the best and easy-to-use features. It involves making a network of home appliances where internet is the connecting medium. Thus, complete home appliances can be accessed easily.

## **2. AR**

Though the concept of augmented reality is new, it is performing miracles for the real estate sector.

- It acts more like a marketing trick.
- Provides buyers with better visualization of the listed property.
- Acts as a standard medium for a clear interaction between the clients and sellers.
- Helps the realtors to promote their business and develop brand value.

The concept of augmented reality has helped in the predictive analysis of the rate of return. Though it has taken a toll against the traditional brokers, but it has managed to take the whole experience of the real estate market to a professional level. This technology helps in making proper 3D models of the property and attracts the attention of the clients by providing them with more clarity.

### 3. VR

Virtual Reality helps in delivering the rendered visualization of the listed property.

- It helps the sellers to provide a better 3D view of the entire property.
- It provides a complete picture as per the demands.
- It helps in analyzing the maintenance cost.
- Besides, it also allows the sellers to go for Virtual Property Showcases as well as display Architectural Visualization.





# Real Estate Application Development Ideas for iOS/Android



Owing to an increase in demand for residential spaces, Real Estate Property Market is picking pace. Realtors should know their potential home buyers while the conditions are ripe

# Adoption of Technology in Real Estate

The Real Estate Sector has been slow to adopt technologies, but the recent pandemic steered this transformation. In accordance with the laws to control the ownership and use of land, real estate owners, first-time homebuyers, realtors, builders, land developers, and home sellers need to set liability, obligations, and responsibility.

Home buyers find homes via Internet, real estate agents, yard sign/open house signs, friends, relative, or neighbors, home builder or their agents, directly from sellers/knew the sellers or any other sources.

Real Estate Agents voraciously make use of CRMs, cameras, imaging equipment, document storage software, document creation software, lockboxes, social media platforms, smart key devices, and MLS websites to choreograph their home selling.

# Best Real Estate Applications

- For Auctions: Xome Auctions
- For Rentals: Realtor
- Useful Overall: Zillow
- For Home Values: Trulia
- For Home Purchase: Redfin
- For Renters: Apartments.com
- For Entrepreneurs: LoopNet.com

## Best Real Estate CRM Apps

- Pipedrive
- com
- HubSpot
- Zendesk Sell
- TopProducer
- Zillow Premier Agent CRM
- IXACT Contact
- Contactually
- Follow Up Boss



## Augmented Reality in Real Estate App

Augmented reality along with artificial intelligence and advanced imaging technology can add to physical and digital experiences. It can be used in virtual property showings, staging design, architectural mockups, and support sales. These help in measuring dimensions in real-time to create floor plans, and then eventually turn those floor plans into virtual experiences.

### Best augmented reality real estate apps

- Vera
- RealAR
- MaginPlan
- Curate by Sotheby'S
- AirMeasure



User/Buyer Panel	User/Seller Panel	Agent Panel	Admin Panel
User Onboarding (Signup/Login) via Social media authorization, Authorization via email, or Phone verification	Log In	Log In	Log In
View property listings	Rent/Sell property	Property listings	Dashboard
See individual listings	Messaging	Manage schedules	Buyer Management
View home listings	Map integration	Interested buyers list	Seller Management
View property profiles	Add property	Manage number of views	Agent Management
Shortlist properties	View property listings	Advertisement options	Property management
Set favourite properties	Messaging and chat	Map Management	Add/Remove Property
Custom Cost Estimation	Manage appointments	Messaging	Analytics and reporting
Check appointment dates	Book a consultation	Manage property profiles	Manage User Profiles (User, Sellers & Agents)
Direct messaging/Call	Terms & Conditions		Listing and database
Select Categories/Filters			Property Profiles
Locate property			Analytics

Map location			Filters and Categories
Book a consultation			
Terms & Conditions			
FAQ			
Property cost Calculator			
Virtual Tour			
Call or Direct Messaging			
Calendar			
Calculators			
Push Notifications			
Maps			
Favorites (Shortlisting)			
Property Profiles			
Apartment Details Currency Converter			
Forum and Messenger			
Virtual Tours			



# What Is The Cost To Create A Real Estate Application

Consider feature set, design, native/cross-platform app environment, the hourly rate of developers, Project scope, UI/UX design, technical complexity, web hosting, deadlines, and contract type while deciding the cost to develop a real estate app. Also, considering the features of real estate app development like Screen Design, Web Services, Administrator Panel, iOS Native App, Android Native App, Cross-Platform App, and Secondary/Supporting App. The cost comes out to be around \$30K – \$50K to build a real estate app.

## **What is MLS Listing in Real Estate?**

When a home seller asks a realtor to list their home on multiple listing service marketplaces (MLS) for an upfront, instead of a percentage of the home selling price, then it is called a Flat fee Listing. Along with this, some real estate agents also provide other valuable services like open houses, managed showings, professional photography, virtual tours, etc.

# How Much Does It Cost To Create A Property Auction App In



A real estate, property auction app can help you value a property, lease a property, keep it leased, get financing, title, and protect entities, find hidden investment opportunities, minimize taxes, and establish your team of advisors.

To start with, the cost to create a real estate app in 2023 comes to around 35,000 – 40,000 USD in approximately 1600 hours. (Source)

## What is MLS Listing in Real Estate?

When a home seller asks a realtor to list their home on multiple listing service marketplaces (MLS) for an upfront, instead of a percentage of the home selling price, then it is called a Flat fee Listing. Along with this, some real estate agents also provide other valuable services like open houses, managed showings, professional photography, virtual tours, etc.

### **Selling a home with Flat Fee MLS Listing has its own advantages:**

Home sellers can keep most part of the profits from home sales to themselves

An experienced agent can handle most part of the home sale on his own

Assurance that the home is for rent or land for sale can proceed without caring about the intertwined paperwork, legal discussions, home surveys.

But no real estate agent can guarantee houses for sale, at a price of your choice, but when homeowners choose to go for a flat-fee listing, they get to avoid some anxiety that comes along in the process. The cost to sell a home remains the same with MLS Flat Fee Listing, and homeowners do not even need to pay a percentage share of the final home selling price.



## How Can A Property Auction App Help You?

- To achieve wealth and cash flow through real estate.
- To find a property with real potential.
- To show how to unlock the myths that are holding you back
- To negotiate the deal based on the numbers
- To evaluate the property and purchase price
- To increase your income through proven property management tools

## Which Technologies Affect the Cost of Real Estate Business?

- Esignature
- Local MLS Apps/Technology
- Social Media
- Lockbox
- Video conference

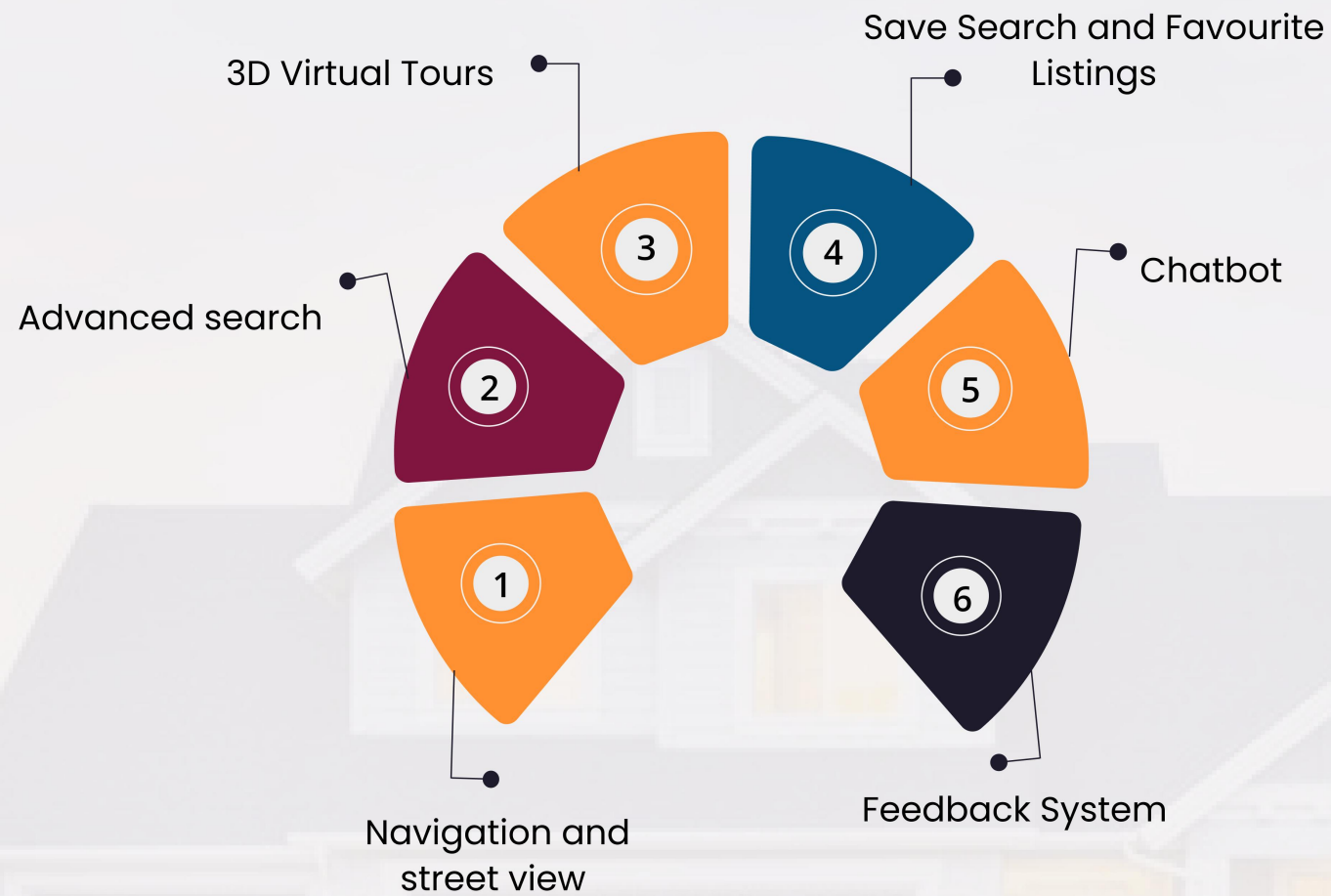
- 
- Customer Relationship Management
  - Transaction Management
  - Showing/Open House Software
  - Personal Website
  - Cloud Storage
  - Lead Generation
  - Virtual Tours
  - Digital Marketing Platform
  - Personal Safety
  - Cyber security
  - eNotary
  - Predictive Analytics
  - Rich Media
  - Voice Assistant
  - Virtual Reality
  - Augmented Reality

# Real Estate App Types

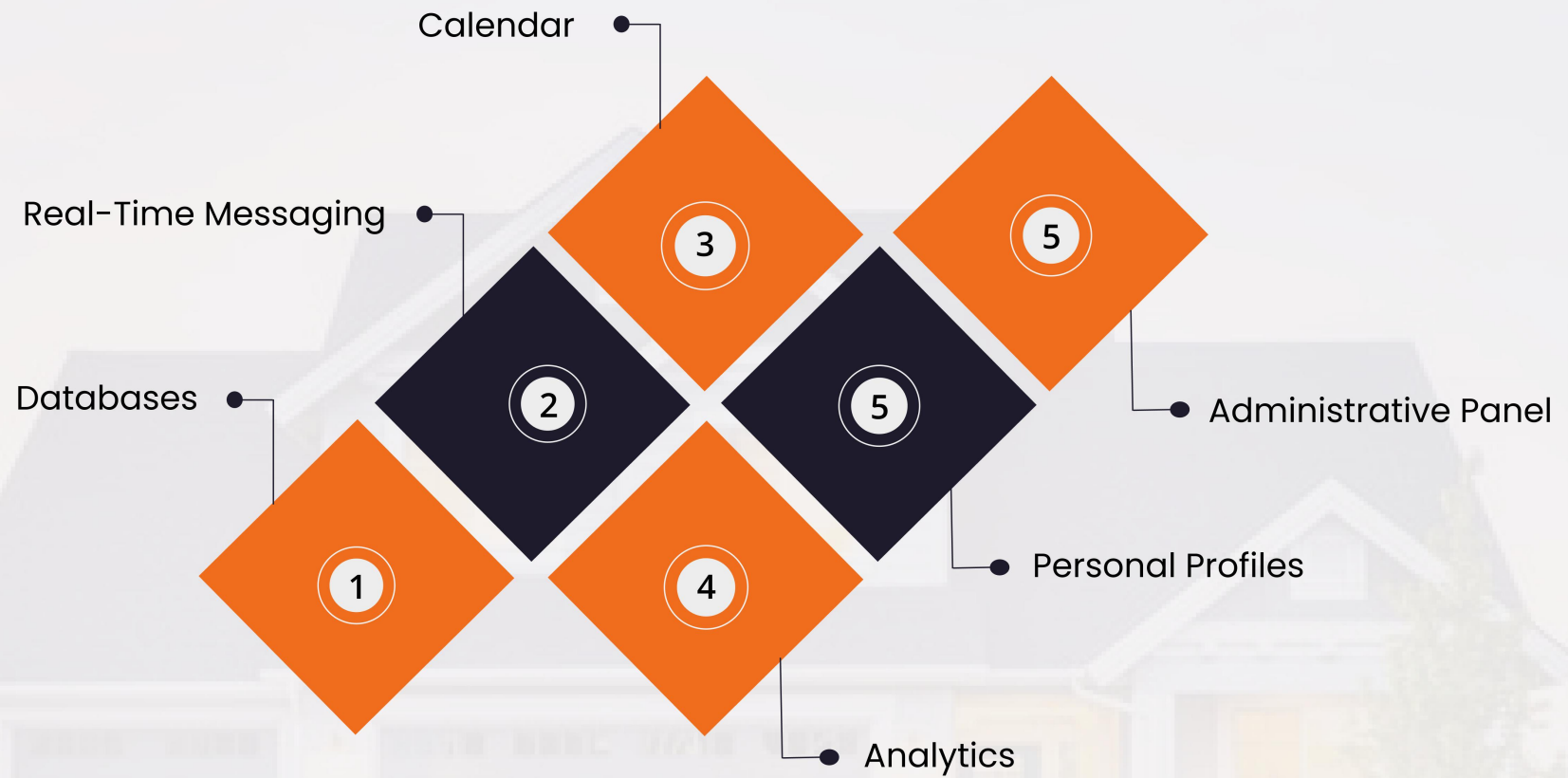
- Apps for realtors
- Household management apps
- Property listing apps
- Smart home access apps
- Property management apps
- Buying or Renting a Home
- Assistance for Real Estate Agents
- Home Valuation
- Virtual Tours

## Must-Have Features in Real Estate App For Clients



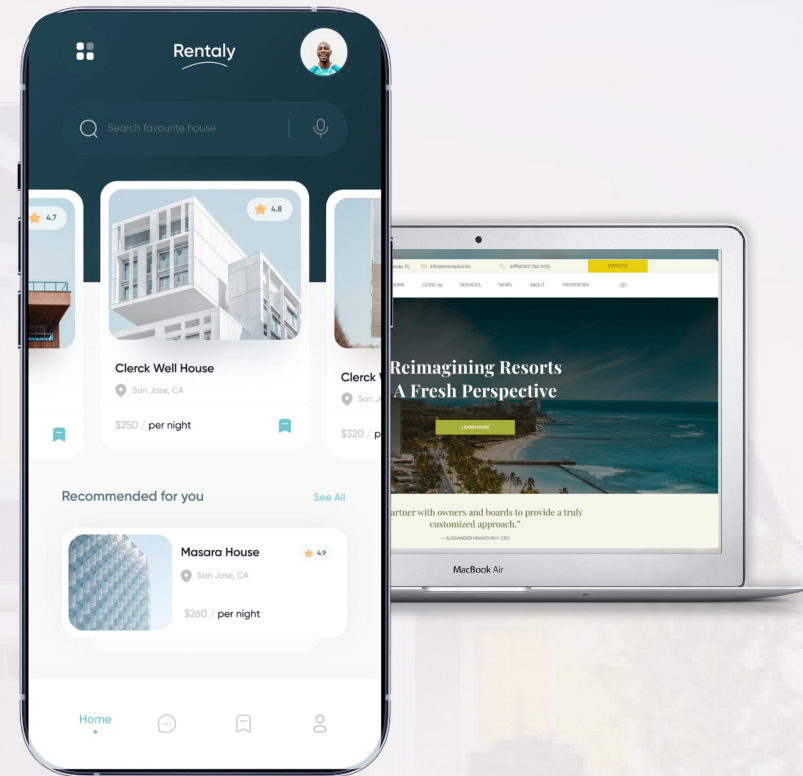


## For Agents



# Real Estate Mobile App Development Company

- 1 Various secure transaction modes
- 2 No hidden charges
- 3 Free quote and consultation
- 4 User-friendly interface
- 5 Customised plans
- 6 On-time delivery
- 7 Support and mainte







Location



Chat



Verification



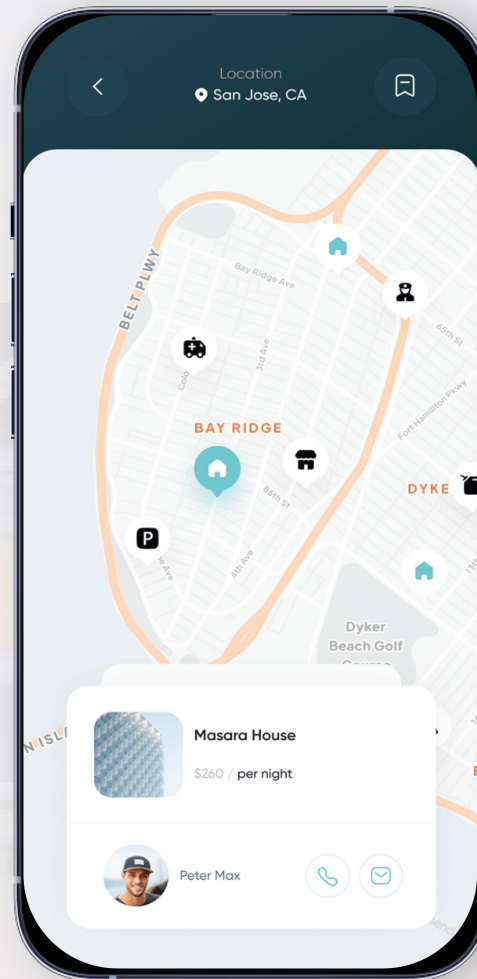
Details



Manage




Hotlist





## Choose the Location

Users may choose the location on the map for the property they want to search.

# Contact Us


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