



## Case Study



**Icreon**

# HomesAlone

An Effective Web Application for Property Dealing

**Homes Alone, a Real Estate Agent, wished to launch a communication portal that could present property information to buyers. They wanted to provide an opportunity to property seekers enabling them to view potential home details on the website and on their handsets. Icreon successfully interpreted the client's requirement and provided them with HomesAlone.com. We enabled MMS and SMS communication services to ensure that the customers got an opportunity to be the first through the door.**

## Customer Profile

Homes Alone is a Northampton, U.K. based Real Estate Agent dealing in Real Estate and Properties Management.

## Business Requirements

Homes alone required an application that would help property seekers in selecting properties in U.K., based on various search options such as Region Preference, Property Type, Place Name/Post Code, Number of Bedrooms required, Price Range and other governing factors. They wanted to ensure that only the updated details of the Real Estate available are present on the website.

## Empowered Web Application for Effective Property Dealing

Homes Alone teamed with Icreon to provide a high level of coverage and a strong market presence designed to achieve the best results when selling a property on behalf of their customers.

### **HOMESALONE MODULES**

The website developed is divided into two major modules:

#### **User Section**

On the basis of privileges granted, users can access and view details of the various sub-sections such as Estate Agent Registration, Property Administration, Property Normal Search, Property Advance Search, Property Listing, Property Detail, Estate Agent Detail, Normal User Registration, Profile Management for Normal Users etc.

## Administration Section

Through this section an Administrator can add, modify and delete Users, Property/Real Estate Agents and generate Reports.

The Admin Section, further divided into four main sub-sections, allows an Administrator to:

- Manage Estate Agent – Modify or delete an Agent User Type.
- Manage Properties – Add, modify, or delete property details.
- Manage Users –Modify or delete Users.
- View Reports – Generate reports for Best viewed properties, Best viewed estate agent and Most contacted estate agent

HomesAlone.com was required to be integrated with the U.K Government Land Registry website. The U.K Government website lists the prices of houses sold in a particular Post Code. In the web based application designed by Icreon, Post Code is a clickable link to the U.K. Land Registry website which throws up the prices of houses for the selected Post Code.

Icreon has incorporated SMS and MMS alerts functionalities into the website. Real Estate Agents can use the SMS/MMS facility as marketing tools and Registered Users can avail property updates through SMS and MMS. This added feature streamlines the whole process of Property Dealing.

### Technologies used in developing this application are:



## Summary

Icreon and Homes Alone have successfully achieved the solution and have met the objective of providing top level services to the customers. HomesAlone.com designed and developed by Icreon provides a vehicle for local Estate Agents to present their properties in a highly targeted manner thus saving time and hassle.