

CASE STUDY

Streamlining Real Estate Excellence: Enhancing Agent Onboarding and Marketing Efficiency



OVERVIEW

The client operates an online platform assisting real estate agents in creating compelling print marketing materials. The platform seamlessly integrates branded materials with an MLS-connected designer, enhancing the marketing capabilities of real estate professionals by facilitating the creation of property brochures, direct mail pieces, and more.

CHALLENGES

The client faced several challenges with its online platform, such as:

- **Agent Onboarding:** Streamlining onboarding for real estate agents using their NRDS number from the MLS system.
- **Team Collaboration:** Facilitating efficient collaboration among agents and enabling seamless teamwork.
- **Listing Updates:** Ensuring timely communication of the latest MLS listings to agents.

INDUSTRY

- Real Estate
- Marketing

SERVICES

- MLS Integration
- Cloud Development
- Automation
- Workflow Management

TECHNOLOGY

- JavaScript
- Java
- Python
- AWS



- **Marketing Tools:** Providing user-friendly tools for creating property brochures and direct mail pieces.
- **Integration Options:** Streamlining the integration process with external platforms like Dropbox and Google Drive.
- **Approval Process:** Implementing a system for agents to approve or request modifications to created brochures.

SOLUTION

Contata thoroughly analyzed the ongoing issues and delivered a comprehensive solution to the client with:

- **MLS Integration:** Seamlessly integrating the MLS system into the platform for straightforward agent onboarding.
- **Hierarchical System:** Establishing a hierarchical system to facilitate effective team collaboration.
- **Automated Listing Updates:** Implementing an automated system for timely notification of MLS listing updates.
- **Marketing Template Creation:** Designing a user-friendly tool for swift property marketing template creation.
- **Third-Party Integration:** Enabling seamless integration with Dropbox and Google Drive for importing high-resolution images.
- **Approval Workflow:** Implementing an efficient approval workflow for in-progress brochures.

BENEFITS

Contata's solutions provided a variety of benefits to the client, including:

- **Automated Data Entry:** Eliminating manual data entry for quick selection of listings and brochure templates.



- **Quick Turnaround:** Streamlined processes enabling same-day printing and priority shipping. tool.
- **Material Recycling:** Enhancing efficiency in repurposing existing marketing materials through the platform's designer tool.

About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.