SUMATOSOFT

Industries: Real estate
Region: Australia

PROJECT TYPE
Web

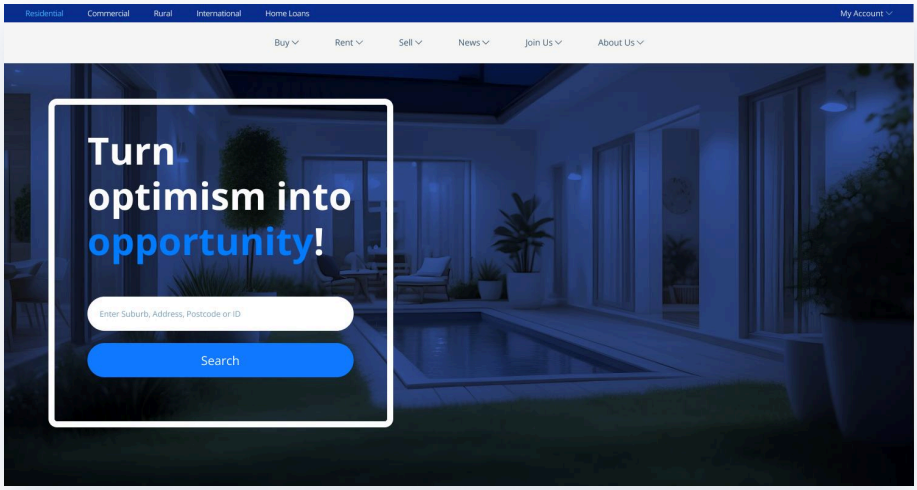
TECHNOLOGIES
Ruby, Ruby on Rails, MySql, Solr, AWS, JavaScript, TypeScript, React, Redux, ReduxSaga, Material UI, AdonisJS, Nodejs, Rest API, Webpack, SASS, HTML5, CSS3, Heroku

DURATION
5 years

TEAM
1 PM
2 Developers
1 BackEnd
1 Tech Lead

Real estate platform maintenance and enhancement

A 5-year enhancement of a multi-component property platform for one of Australia's largest real estate franchise groups. We extended the existing listing, CMS, and CRM architecture with VaultRE sync, CoreLogic data integration, and a full website redesign — bringing ~30% more property enquiries to franchise offices without rebuilding the platform from the ground up.



Project Special Features

- **Platform monitoring and Updating** – we ensured the platform's stable performance through continuous monitoring and updating it to the latest technologies and frameworks. This proactive approach facilitated seamless operations across the entire network.
- **Swift bug fixing** – our team addressed any system bugs promptly, typically resolving issues within 1-2 days. The fixes were then deployed to the production environment, minimizing system disruptions and maintaining operational continuity.
- **New layout development** for the entire website and its subsites.
- **Adding further integrations** with the offices' local systems (chats).
- **Incorporating data integrations** with services such as CoreLogic, a leading provider of consumer, financial, and property data. This enriched the platform with comprehensive and up-to-date real estate data.
- **Proposal template management** – as part of the enhancements to the internal CRM system, the SumatoSoft team developed a feature that allowed the main website to set templates for proposals. Proposals in this context are unique web pages, not visible on the public website but accessible via a direct link.

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Our team used to spend part of every working day copying property details from VaultRE into the website by hand. That step just doesn’t exist anymore — listings go live automatically, which is probably the single most visible change for the people running the offices.

Grant Thacker
CEO

Business challenge

The Client is an eminent real estate agency and property services firm, primarily operating in Australia. It’s one of the country's oldest and most reputable real estate brands. The company prides itself on its successful franchising program, which allows individuals or businesses to establish their own real estate office under the Client brand. Each franchisee is granted numerous benefits, one of which is a personalized website with a subdomain tied to the primary Client website.

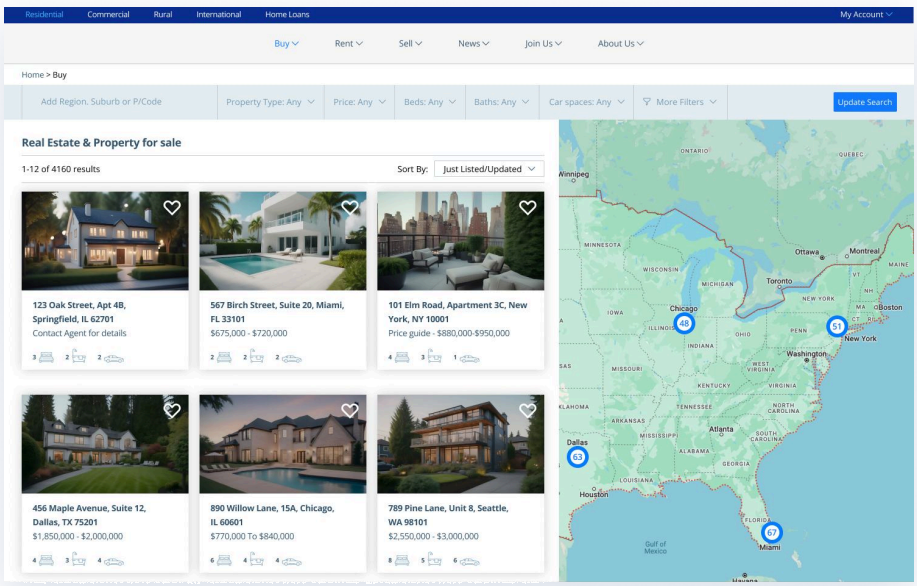
Main Challenge

The Client reached out to SumatoSoft to maintain and improve the large existing platform that serves as a property management and listing platform, CMS system for websites, reporting and analytics tool, and a CRM system.

Our solution

The SumatoSoft team was approached to work on a comprehensive and complex system, which encompassed several components:

1. **Main website** – the central hub that consolidates data from all the franchise offices. The main website controls templates and settings and showcases properties, sales statistics, team details, and more.
2. **Subsites for offices** – these are individual websites for franchise offices operating under the Client brand. They are provided with a CMS system to manage their site and a CRM system for customer relationship management. They also have the ability to list properties and monitor office performance statistics.
3. **Integrated systems** – the platform houses various integrated third-party services. For instance, offices can conveniently add new properties to the listing via the VaultRE software. The information inputted in VaultRE is automatically transferred to the office's website, which then feeds into the statistics on the main website.

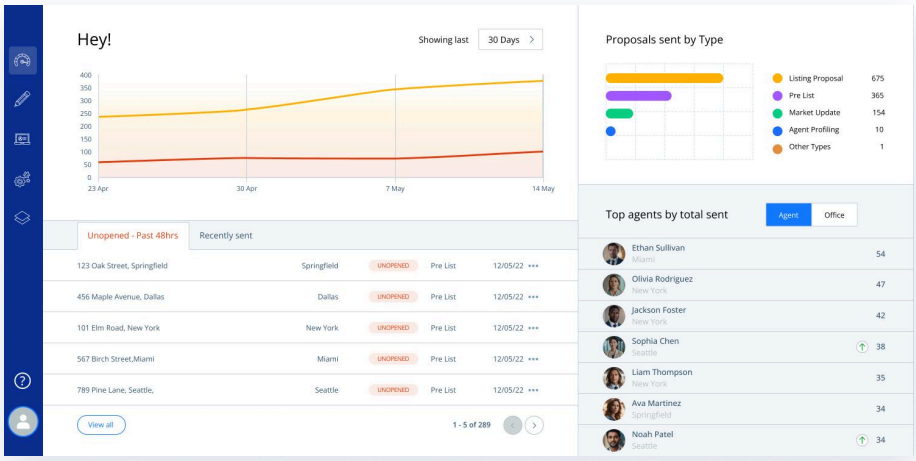


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We worked on the outstaffing model. The Client was responsible for the management and design, while we provided full-stack software development services and were engaged in front-end and back-end activities.

The main tasks of SumatoSoft were to support and monitor the whole platform. This involved keeping the platform updated with the latest technologies and framework versions, bug fixing asap, support that implied fixes on the working subsites without interrupting their activities. Usually, the whole lifecycle of bug fixing took about 1-2 days. Then, the fix was deployed to the production.



In addition to maintaining the complex architecture of the platform, the SumatoSoft team introduced several new features to improve the platform's functionality. These included:

- **New layout development** for the entire website and its subsites.
- **Adding further integrations** with the offices' local systems (chats).
- **Incorporating data integrations** with services such as CoreLogic, a leading provider of consumer, financial, and property data. This enriched the platform with comprehensive and up-to-date real estate data.
- **Proposal template management** – as part of the enhancements to the internal CRM system, the SumatoSoft team developed a feature that allowed the main website to set templates for proposals. Proposals in this context are unique web pages, not visible on the public website but accessible via a direct link.

Customer’s benefits

Without a full platform rebuild, franchise offices now publish property listings ~40% faster through automated VaultRE sync — and the website redesign with CoreLogic data enrichment brought ~30% more property enquiries across the network.

What’s happening with the project right now?

New features are being developed.

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