RADIX
ISO 9001:2008

RADIXWEB, India **Version 1.0**

Real Estate Solution

RADIX
ISO 9001:2008

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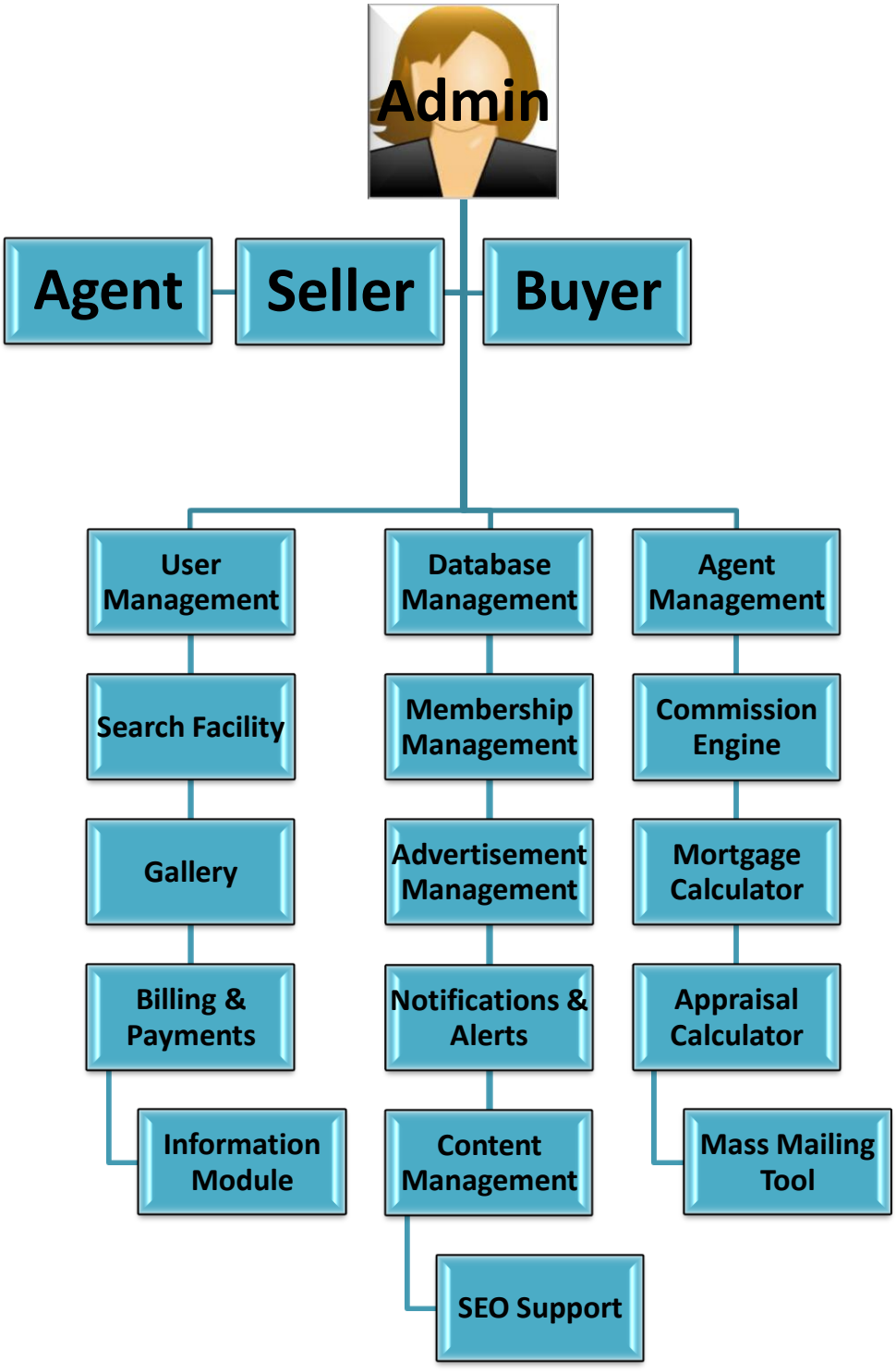
Process Overview



Solution Overview

Radix has developed a robust and flexible platform for the realty industry based on its keen insight and in-depth understanding of the industry domain. Realty being a sector bustling with constant activity, our solution promises better segmentation, targeting and positioning of your business. Aimed at automating the cumbersome tasks of the sector, the Radix solution offers end-to-end functionalities of selling, buying and leasing of property, visibility, and targeted traffic.

Solution Modules

User Management Module

- The solution classifies the users into admin, seller, buyer and agent.
- Each user gets a role based access in the solution after registration.
- The admin shall have undiluted control over the solution.
- The users of the site can maintain their own personal profiles.
- The module tracks the activities of each user and stores relevant and critical information.
- The module allows the admin to set up custom offers for user groups like agents.
- The users of the site can also contact the administrator directly from the website through a contact form.

Database Management Module

- The solution is capable of integrating highly complex and detailed database at the backend in the form of Multiple Listing Service (MLS).

- The backend is capable of importing and exporting data in multiple formats.
- The module can also offer a comparative view of different properties to the frontend users.
- In case of a property going off the market, the database can display it as being sold.
- The users of the site can share the listings with their friends.

Agent Management Module

- The solution offers a very comprehensive agent management module to the site admin that involves a detailed registration process.
- The module enables the admin to put up a free membership trial offer for an agent for a predefined number of days.
- The agents can further create their own sub domains that can be personalized for template and color theme. These sub domains will act as the agents' virtual websites.
- The agents get a functional agent control panel with controls like properties, feature properties, FSBO properties, etc.
- The agents can manage the content and the different pages of their virtual site.
- The agents can share properties in their sub domains and get them displayed.
- The admin can track and monitor the activities for each registered agent.

Comprehensive Search Facility

- The Radix solution integrates a detailed search facility that allows the users to search for properties based on various parameters.

- The solution has a search form that runs through entire database, including multiple listings.
- The users can search for properties based on multiple categories like property type, province, distance, price range, number of bedrooms, miles away from a particular place, etc.
- The units used in the search functionality can be localized to a specific country. For example, miles can be localized to kilometers and Dollars can be localized to Euros.
- The search function also allows users to save favorite searches and listings.

Membership Management Module

- The admin can use this module to define different membership plans.
- The module integrates an automatic listing and plan renewal functionality.
- The admin can synchronize listing packages with membership plan packages.
- The member agents can view their package details and get unlimited listings per month.
- The admin can change the package and membership settings for a particular listing.

Commission Engine

- The solution comes along with an easy-to-use commission engine that enables the sellers or agents to calculate their commission amount.
- The solution allows these users to set up commission offers in percentages or define a lump sum amount.

Mortgage Calculator

- The solution integrates a calculator that allows the members to calculate the mortgage amount or the loan amount.
- The members can calculate the amount of interest and principal, the amount of installments, the tenure of the loan, the amount of insurance and taxes payable, etc.

Gallery

- The solution enables the members to maintain a dedicated gallery for their property.
- A user can upload images and videos of the property. The videos can be showcased on YouTube also.
- The module offers a multiple picture upload interface.

Advertisement Management Module

- The solution further grants impressive banner management functionality.
- The module also has a slideshow that displays all the ad pictures.
- We offer Highlight Ad functionality as instant attention getter for ads.
- The solution comes along with WYSIWYG editor to edit the text fields and format ad texts with secure and powerful formatting capabilities.

Appraisal Calculator

- The solution provides an appraisal calculator to the agents to help them calculate the value of a property without complexities.
- The agents can simply fill in the values for the different fields and get the property valued.

Notifications & Alerts

- The admin gets the ability to send out notifications about renewals to the members.
- The admin can configure notifications for important events.
- The members can get notifications about activation, listing or subscription expiration.
- The solution also gives out alerts for listings that match the criterion saved by the users as favorite.

Billing & Payments Module

- The agents can pay for a listing via an integrated payment gateway.
- The agents can get their detailed billing history.
- The admin can review the payments made by members and manually endorse pending payments.

Content Management Module

- The admin can easily create custom content pages and add them.
- The admin can insert third party code in code blocks of the templates.
- The admin gets a business catalogue to list the partners and third party service providers.
- The admin can publish and manage articles and news events on the website.
- The admin can conduct online polls and surveys and view their results.
- The content management module offers a multilingual support.

Mass Mailing Tool

- The solution offers mass mailing tool to agents to trigger mass mails.

- The agents can use this tool to undertake mass mailing campaigns for an open house or auction of property.
- The tool enables the agents to segregate the members as target segment and then address them in the mails.

SEO Support

- The Radix solution offers SEO-friendly property inventory page.
- The solution offers SEO-optimized content.
- The solution allows the users to browse all listings by state or other fields for SEO and better visibility.
- The solution has custom URLs for the search or static pages.

Information Module

- The solution integrates an information module that provides important information related to property dealings to the users.
- The module is customizable to list out the different purchase procedures followed in a specific country and the related costs.
- The module throws light on the legal nitty-gritty of purchasing property in a specific country.
- The module can also be tailored to offer legal advice.

Solution Recap

- ❖ Comprehensive search functionality
- ❖ Creation of sub domains by agents
- ❖ Commissioning engine
- ❖ Complex database integration
- ❖ Availability of mortgage and appraisal calculators
- ❖ Setting up of notifications and alerts

- Thorough SEO support
- Relevant legal information
- Gallery to upload pictures and videos
- Content and advertisement management
- Billing and payment support

Radix Competency

Radix's Value Addition

- A thorough understanding and keen insight into the realty industry.
- Demonstrated architectural stability for sustainable ROI in the long-term.
- Meticulous development procedures coupled with compliance to contingency guidelines.
- Hands-on troubleshooting for small but time-consuming requirements.
- Rich experience of massive projects with global clientele.

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