

Product Engineering and Development of Auction Platform



The Client is India's No 1 Property Site and has been adjudged as the most preferred site in India, by independent surveys. They provide a platform for buyers & sellers to locate properties of interest & source information on real estate that can be of use to all.

The Challenges

- The existing third-party softwares was generic and not developed particularly for Real Estate auctions.
- Information gaps like fair market value, discounts, property trends, property details etc.
- The software was not fully secured and it lacked ISO 27001 & STQC certifications which are needed for government properties bidding.
- Payment Gateway integration was missing in existing third-party softwares.
- Digital footprint tracing was missing along with features like bids e-signing using digital certificates.

Quarks Solution

We developed a CRM to punch all the property related details like reserve price, bid amount, bid rules, EMD. Along with CRM, we also developed a platform to list all the properties, maintaining the bidders registration, for buying the digital certificates, expressing interest and then bidding against properties after EMD deposit.

The Benefits

Using Quarks' CRM & Platform solutions:

- The Client sold properties worth ~40 million dollars on the day 1 of auction platform launch.
- Real Estate focused platform helped the client in targeting the 75 billion dollars market.