



Real estate leader modernizes its listings platform

Brillio helped the company drive 126% in traffic growth, a 131% increase in lead, and a 20% conversion boost.





Hosting over 1.2 million property listings and a network comprising 4 million NAR registered realtors, this company emerges as a leader within real estate listing platforms in the United States. Garnering over 100 million unique user visits each month, this company is committed to empowering individuals in their quest for their dream homes. Through fostering crucial connections and providing expert guidance, it facilitates seamless transactions for diverse stakeholders, from consumers to industry partners.

Modernizing Legacy Systems for an Improved Customer Journey

As competition in the real estate sector continues to escalate, driven by a pursuit of expanding market share through Total Addressable Market (TAM) opportunities, the organization recognized the imperative to elevate customer experiences and deliver unparalleled user journeys across all touchpoints. Moreover, acknowledging the pivotal role of technology in shaping modern business landscapes, it sought to embark on a journey to modernize and optimize its operations. This entails upgrading the tech stack, migrating to cloud-based solutions, and revamping infrastructure to ensure seamless functionality and bolster scalability.

With a strong reputation for delivering top-tier technology solutions and services, coupled with a proven track record in Web Application development and maintenance, Brillio was the ideal partner to spearhead the modernization journey. Throughout pivotal projects and endeavors, Brillio consistently demonstrated its expertise, delivering enduring value over a remarkable period of 15 years.

Serving as the trusted MSP for six years, Brillio cultivated a strong partnership built on trust and collaboration with the client's team.

Customer-Centric Solutions: Tech Stack Upgrades, Salesforce Integration, and Agile Transformation

Harnessing the capabilities of a dedicated Offshore Development Center, Brillio and the client's team embarked on a collaborative journey to enhance both agent and consumer experiences.

The initial focus was on platform modernization, transitioning from .NET to Ruby on Rails and, subsequently, to React.js. Embracing a cloud-first strategy, the teams seamlessly integrated AWS into their framework while transitioning to a more agile Microservices-based approach for legacy services.

Furthermore, agile-based global delivery models were implemented for enhanced efficiency and responsiveness across project lifecycles. Offshore Development Center (ODC) operations were then formalized, bolstering productivity and collaboration with a team of over 125 members. This structured framework enhanced project management and ensured seamless coordination between onshore and offshore teams.

Additionally, AWS Data Lakes for Listing were unified, with a 24/7 data operations framework and Consumer & Customer Data Science initiatives, fostering a cohesive data ecosystem. This integration facilitated streamlined data management, enhanced analytics capabilities, and empowered data-driven decision-making processes.

A Salesforce-based billing system was successfully implemented, with Marketing Cloud and Service Cloud solutions enhancing customer relationship management and operational efficiency.

Throughout the implementation, SEO Microservices and NPM Packages were introduced, which helped in serving dynamic SEO content, as well as introducing the latest SEO content rendering techniques like JSON-LD (Schema Markup) and Dynamic interlinks and ML models.

This approach contributed significantly to cost reduction, optimizing resource allocation and streamlining operations.

Driving Growth Through Exceptional Surge in User Engagement and Lead Generation

Following the modernization, outstanding growth metrics were achieved, with a remarkable 126% surge in unique users and a 131% increase in leads.

Substantial cost savings were also realized, with an annual infrastructure cost reduction of approximately \$180,000 through the retirement of legacy systems while successfully generating over \$1 million in annual savings through the seamless migration to Salesforce.

Web performance and user experience metrics were also enhanced, resulting in an 8% increase in web leads, a 20% decrease in bounce rate, and a 30% increase in site speed. Platform offerings and market penetration were increased by 20%, with a concurrent 57% surge in leads for new construction properties.

Through this approach, a notable 20% year-over-year increase in customer conversions was achieved, along with a significant 25% boost in product feature rollouts, enhancing platform functionality and user experience.

126% surge in unique users

131% leads increase

\$1 million in annual savings

20% conversion boost

30% site speed increase



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work in 2021, 2022 and 2023.



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