KELLTON TECH

REAL ESTATE
INDUSTRY SOLUTIONS

Reimagining Real Estate Asset Management With Digital
Technology for Superior Business Outcomes

The real estate industry is a significant contributor to the global GDP. Over the past several years, investments in real estate have generated steady cash flow and significant returns, way more than traditional sources such as corporate debt. A highly competitive business turf, the real estate industry's key to success relies heavily on innovative technology. With rapidly evolving regulatory and compliance requirements, it's imperative for businesses to quickly adapt to the heightened customer expectations and maximize their competitive advantage.

Our Solutions

Our clients from the real estate industry rely on Kellton Tech to transform their business operations, improve data quality and achieve higher margins, while lowering operational risk and costs. Along with delivering operational efficiencies through our state-of-the-art solutions, we help unlock new avenues of growth. Kellton Tech, with its immense technological domain expertise, is well suited to partner with businesses enabling them to outclass competition by providing comprehensive real estate technology solutions.

**Real Estate
CRM Software**

**Multiple Listing Service
(MLS) Software**

**Real Estate Transaction Standard
(RETS) Integration**

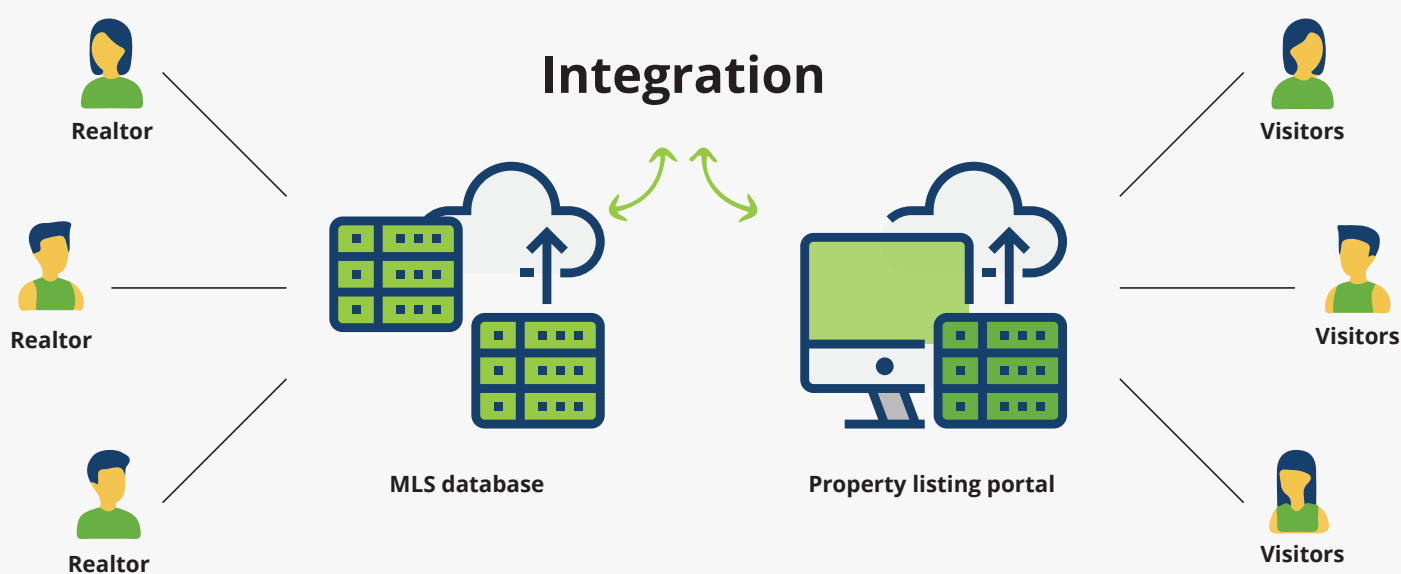**Custom Internet Data Exchange
(IDX) integration**

**AR and VR Solutions
for Real Estate**

Real Estate CRM Software

Customer Relationship Management (CRM) software helps automate client relationships and serves both as a communication tool and a marketing tool for a real estate businesses. The core features of real estate CRM software include managing contact data, handling sales and purchase information, and more.

MLS – Born out of the Need for Cooperation in Real Estate

According to a survey by the National Association of Realtors (NAR), the most common feature on 92% of real estate firms' websites is property listings, which underlines the significance of Multiple Listing Service (MLS) in real estate since time immemorial. Among the oldest pursuits in North America, in real estate, there was very little sharing of information in the early 1800's other than agents having access to listings held by their own brokerage. Multiple Listing Service (MLS) was created to fill this void. Starting as informal gatherings in local brokerages, MLS now consist of massive computer servers that house all region-wise property data in electronic format. MLS integration allows brokerages and real estate agencies to share information about properties with their clients.

RETS Integration

Real Estate Transaction Standard (RETS) was created by the National Association of Realtors in 1999 to streamline data transfer procedures across MLS. RETS software is a single language familiar to different systems and helps to normalize the way MLS systems communicate with other software.

IDX Integration

Internet Data Exchange (IDX) is an umbrella term for any technology that connects an MLS to a real estate website. We provide IDX integration services through iFrame and FTP technologies to display MLS listings on a real estate website.

AR and VR Solutions for Real Estate

Augmented Reality (AR) and Virtual Reality (VR) technologies are gaining traction in real estate as they help deliver unique experiences and perspectives to potential buyers through computer-enhanced virtual tours of properties and let them see the home before buying.

A few key Property Listing Modules Developed by Kellton Tech are:

Multi-Channel Listing Integration to streamline listings across marketplaces

Setting up precise map location and sharing it in real-time

Functionality for uploading photos, EPCs, floor plans and virtual tours

Sending emails, printing property particulars and window cards

Creating and assigning tasks for property maintenance

Record customers' activities events such as phone calls and enquiries

> "Bringing to bear their experience and their knowledge of MVC technology, the latest design patterns, and written systems, Kellton Tech helped us future-proof our core business system for the next 10 to 15 years."
>
> *Dan Rafferty, CIO – Foxtons Group PLC*

Clients

PROPTIGER.COM   ENGEL&VÖLKERS   RECOM   Foxtons

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Kellton Tech is a "Born Digital" technology consulting and services company with operations across the US, Europe, and Asia. Its team of 1,500 plus dedicated Kelltonites takes a technology agnostic approach to deliver innovative solutions that drive exceptional business value, empowering...

"Infinite Possibilities with Technology"

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