

Intuitive mobile app gives REALTORS® the data they need to deliver exceptional value to their clients



The Challenge

- Give REALTORS® mobile access to comprehensive property data and reporting from RPR, a subsidiary of the National Association of REALTORS®
- Build an intuitive application that leverages features inherent in mobile devices
- Deliver consistent performance at the outset to both iOS and Android users
- Satisfy a broad range of personas within the REALTOR® membership base



The Solution

- Deliver native user experience and performance across multiple platforms using a single code base
- Blend intuitive navigation seamlessly with RPR's broad set of features and functionality
- Establish a long-term mobile strategy based on current and future device capabilities
- Leverage enterprise mobility expertise to tailor apps to RPR's exact needs



The Benefits

- Provides REALTORS® with a mobile tool that maximizes the value of RPR property data
- Delivers consistent mobile experiences across multiple devices and platforms
- Allows REALTORS® to customize geo-location, search features and reporting preferences
- Enables immediate viewing and emailing of branded reports from mobile devices
- Provides seamless cross-channel experiences between mobile devices and desktops

“*The right data, at the right time can make all the difference, and Neudesic understood our mission to provide a seamless, exceptional data experience to REALTORS® in the field.*”

- Marty Frame, President, Realtors Property Resource®

“The mobile platform Neudesic helped create allows us to serve REALTORS® with a quality product that can be rapidly updated with a consistent stream of new, intuitive features.”

- Marty Frame, President, Realtors Property Resource®

The Client

Realtors Property Resource® (RPR) is a wholly-owned subsidiary of the National Association of REALTORS® (NAR), the largest trade association in the United States with a membership of more than one million real estate salespeople, brokers and appraisers. RPR offers comprehensive data, powerful analytics and client-friendly reports to each NAR member – helping them increase efficiency and deliver added value to their clients.

The Challenge

RPR’s data services support every segment of the real estate industry, including residential, commercial, brokers, appraisers, associations and multiple listing services. RPR needed a mobile application to help REALTORS® in the field increase productivity and deliver more value to clients. This new mobile app would need to provide the right level of data and reporting capabilities, as well as leverage mobile device features and functionality to deliver intuitive user experiences. “For REALTORS®, it’s all about showing their value to clients,” said Frame. “Having easy access to exceptional data enables them to demonstrate deeper knowledge, offer sound advice, and ensure each transaction has the desired outcome.”

The Solution

Working in close partnership with RPR, Neudesic’s mobility team mapped out a user-centric design strategy that would focus on product navigation and fully leverage native device functionality. Neudesic also recommended that the app be strategically designed to capitalize on projected changes in the mobility space.

Neudesic suggested leveraging Xamarin’s cross-platform tools to build one application that delivers the same user experience on both iOS and Android devices. “Neudesic’s ability to develop one application that would run on both platforms was really a cost and time saver for us,” said Frame.

GPS-based capabilities allow REALTORS® to easily show clients properties nearby that meet certain criteria, as well as save and send company-branded reports on any property from their mobile devices directly to clients. Users can also update listings with property pictures, add voice and written notes, and set thresholds for pricing, proximity or other criteria as a means to monitor data on neighborhoods or other listings.

The Benefits

RPR’s new mobile app has enjoyed high adoption rates, demonstrating the value that REALTORS® place on having easy access to exceptional data in the field. “User experience was and always will be our first priority,” said Frame. “Working with Neudesic allowed us to focus on that, while entrusting them to deliver information architecture that performs seamlessly in the background.”

As an “Elite” Xamarin partner, Neudesic leveraged this expertise to deliver a consistent experience across both iOS and Android devices. By using a single code base, RPR can quickly provide new features and improvements, a distinct advantage in the real estate industry, where apps are typically updated quarterly or annually.

“The app is helping more than one million NAR’s members nationwide save time and distinguish themselves with excellent service,” said Frame. “We’re fully capitalizing on the organic capabilities of mobile devices, and offering a seamless data experience that helps our members close the sale.”

- Marty Frame, President, Realtors Property Resources®

The RPR mobile™ Application

The RPR mobile™ app enables REALTORS® in the field to search and locate any property, create and send company branded reports, and even view local market statistics, anytime, anyplace.

