

Unified Real Estate Marketplace for Buying/Selling/Renting

Implementation Level: International

Development Stage: Completed project, scalable model

1. Project Description

The multifunctional native mobile e-commerce app "**Social Business Platform – Real Estate Marketplace**" is a ready-made solution built on patented technology developed by **Rezvov Mobile Software** for Android and iOS.

The project is designed as a unified aggregator for real estate purchases, sales, and rentals, covering the full spectrum of properties across all territories. The app exemplifies how complex technological architecture can be combined with a simple, intuitive user interface.

2. Purpose and Coverage

The **Real Estate Marketplace** includes:

- Residential properties
- Commercial and industrial real estate
- Luxury and premium properties
- Investment properties, land plots, agricultural land
- Rentals, subleases, shared ownership, cooperative schemes

All integrated into a single digital interface accessible to a broad audience, including realtors, buyers, investors, and government programs.

3. Information and Service Sections

- Up-to-date real estate market analytics
- Subsidy programs and mortgage lending information
- Legal and social support for transaction participants
- Investment sections, including risk assessment tools
- Catalog of eco-friendly homes and buildings
- Luxury real estate segment and personalized offers

4. Unique Features (Absent in Global Messengers & Social Networks)

Developed using **Rezvov Mobile Software's** patented native mobile app transmission technology (active Russian patent + PCT application filed), enabling functionalities unavailable on existing global platforms:

Community Categories

- Multiple thematic discussions on a single platform
- Multilingual publications, adapted to local markets
- Professional communities: housing, commercial, investments, rentals, etc.

Post-to-Catalog Conversion

- Structured posts into interactive catalogs
- Nested publications for multi-layered navigation
- Users can create mini-apps within the platform

Flexible Publication Management

- Authors can assign assistants for post management
- Collaborative data control—ideal for agencies and brokers
- Dynamic content with automatic updates

5. Interactive & Communication Features

- Online consultations between buyers and sellers
- Interactive feedback from tenants and owners
- Built-in messenger with private and group chats
- Document attachments, deal terms negotiation, visit bookings
- Push notifications for new listings and category activity

6. Scalability & Global Potential

The **Real Estate Marketplace** for Android and iOS is a scalable solution adaptable to:

- Any country/region, complying with local laws
- National languages and documentation formats
- Municipal/national real estate digitization programs
- Direct integration with financial institutions, legal firms, and registries

7. Information Security

- All data belongs to the client, stored on their servers.
- Content management via a secure web interface.
- Full set of instructions provided upon handover.
- The owner chooses the system's hosting location.
- Complete access control and data protection.

8. Benefits for Users & Businesses

- Simple interface with advanced technology
- Supports transactions of any scale—private to corporate
- Universal: B2C, B2B, and C2C formats
- White-label options for agencies and banks
- Enhanced legal transparency and security

9. Significance & Global Impact

The **Real Estate Marketplace** is a digital breakthrough in real estate and e-commerce that:

- Transforms offline real estate into a fully digital ecosystem
- Ensures accessibility and transaction transparency
- Promotes financial literacy, legal protection, and social equity
- Drives regional economic transformation and digital society creation
- Can serve as a foundation for national/international housing digitization programs

10. Conclusion

The **Social Business Platform – Real Estate Marketplace** for Android and iOS is not just a mobile app but a **digital ecosystem** enabling efficient, secure, and inclusive interactions for all real estate market participants.

This case demonstrates how a technological solution can revolutionize an entire industry—making it accessible, transparent, and sustainable.

The **Real Estate Marketplace** can be scaled, adapted, and deployed worldwide.

11. Implementation Examples

Abu Dhabi Real Estate Social network and aggregator



Imobiliária Brasil Rede social e agregador



Saudi Arabia Travel



UAE Travel Guide



Morocco Travel Guide



Moscow Travel Guide

