WebDataGuru equips its client with powerful data for better business acumen

WebDataGuru

Project : *Aggregating real estate agent details of US*
Delivery Model : *Data-as-a-service*
Solution : *Sales Intelligence*
Industry : *Real Estate*

About Client

Our client is a real estate referral resource that operates across the US and aims at creating a successful real estate experience for its customers. The program offers access to more than 20,000 agents with over 8 plus years of experience. Buyers and sellers from the real estate industry can use the referral program to find top most real estate agents in their area. On the other side of the coin are agents who submit their referrals and let clients find the best agents. In this case, the entire process is managed by the client company and they offer 25% referral fee to the agent upon closing a lead.

Business requirements

Client's referral program puts special emphasis on participating real estate agents. Therefore, credibility and reliability of the real estate agents directly impact the satisfaction level of client. In other words, our client needs a robust team of real estate agents in order to satisfy the customers approaching the client.

Key challenges

In order to ensure that serious buyers and sellers are connected only with high-quality real estate agents, our client works with a number of advanced technological tools and data science techniques. Aggregating 100% genuine and reliable real estate agent details from all 50 states of the US was indeed a challenge. Additionally, client company was also bound by certain financial restrictions which pushed them to seek most cost-efficient yet effective way of determining credibility of real estate agents.

Our solution

WebDataGuru came up with a unique data extraction solution that comprised aggregation along with email verification of US real estate agent details from extremely reliable web sources as well as from the deep web. The list includes comprehensive details about each agent and can be used as a reference while matching buyers or sellers with relevant real estate agent.

More than 20,000 agents

8+ years of experience

offer 25% referral fee

Implementation

WebDataGuru developed a dedicated service for client and equipped users with complete details about all licensed real estate agents from across the country. The extracted data I contains following data fields:

- First name of the agent
- Last name of the agent
- Middle name of the agent
- Name of company
- Full Address of the agent (inclusive of city, state and zip code)
- Contact Details (email and phone number)
- License number
- License type
- Status of the license (including the last renewal details and the expiration date of the license)
- Realtor Logo Presence

Results

The data service provided by WebDataGuru has resulted in addition of 1 million+ real estate agents to client's database. With the help of this enriched information, client's capacity to handle referrals has more than doubled.