



## CASE STUDY

**direct**  **wonen**

Direct Wonen - a leading online Property and Financial Services provider in the Dutch market partnered with Eastern Enterprise to create an online platform for tenants & landlords.



**Eastern Enterprise**

# About Direct Wonen

Direct Wonen is an online property and financial services provider based in the Netherlands. It is a leading company in the Dutch market for private residential lettings in the low-mid tier market and has a national network of 24 branches. The website boasts the highest number of property listings and is the preferred property search option for purchase or rental. The financial services offer a broad portfolio of products including mortgages, consumer loans and insurance products.

## Project Challenges

These days most of the real estate dealings are carried out with the help of the internet where people interested in selling, buying, and renting property provide their details online. Few years ago when there were hardly a handful of property rental websites, real estate agents tried to solve this problem by creating their own searchable databases but were faced with high operational costs, measured in both time and money.

The company had been maintaining their business through an online real estate portal and were faced with a particular set of problems and came to Eastern Enterprise to find a software solution. Through this process, the company took on their operational challenges and were also able to enhance functionality whereby landlords could make listings easily and prospective tenants could sift through thousands of rentals from private landlords, brokers, investors, and rental agents.

# Our Solution

The client provided Eastern Enterprise with a built-in application and wanted our developers to enhance its functionalities as per. As their trusted IT development partner, we rose to the challenge with and integrated the following steps:

- In-app purchase capability and auto renewal for mobile user subscription.
- Third party advert API provider integration tools.
- Responsive contract generator design for the application.
- Application deployment and server management.
- Implemented GDPR compliance to Social Media Integration.

The solution was built using the following technology stack:



## End Result

The solution we provided helped users find their dream home easily by contacting the owners directly. In a world where people don't have much time to go out searching for a home to buy or rent, this property portal and listings are a boon. Users can simply login to the portal and search for properties as per their needs.

Having served the CYS beyond their specifications, they were highly impressed with our work as it increased the number of properties that are managed and sold on their website. The massive increase in traffic on the portal enabled the promotion of the business to property hunters worldwide

## Key Benefits

- Affordable and cost-effective.
- Convenient and time-saving search capabilities as per the user's requirement.
- Users can directly contact landlord with questions about particular properties.
- Mobile ready solution with responsive layouts.
- User can share adverts with anyone via social media.
- Intuitive house alerts and email notifications.

Eastern Enterprise has proved to be a good IT partner. The combination of technical skills, thinking along and the Scrum approach have led to a reliable PropTech software solution, where we are ready for the future.



**Jolanda Boomsma,**  
Director, Direct women



# About Eastern Enterprise

Eastern Enterprise is a Dutch IT service company that specializes in crafting software solutions for startups and S&M enterprises. We are a 250+ strong team of passionate technology artists servicing over 100 clients across Europe to create software solutions that are robust, creative, modern, user-centric, logical and secure.

We specialize in software product development, mobile app development and custom application development for startups. With our mature quality processes, agile development approach and unique engagement model we deliver bespoke solutions for all your business needs.

We work as a trusted technology partner to provide end-to-end solutions for all your software development requirements. We don't simply develop solutions, we craft them for your specific business needs using cutting edge technology platforms.

For more information, please visit:

<https://www.easternenterprise.com>