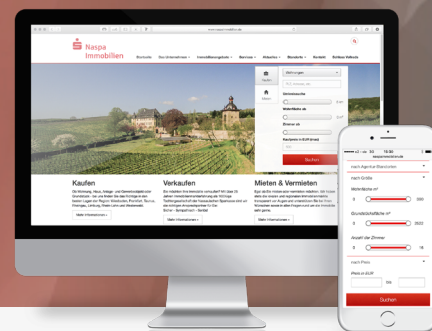# BROWSER**WERK**

NASPA IMMOBILIEN

TYPO3 PORTAL FOR
REAL ESTATE MANAGEMENT

TYPO3 ENTERPRISE CMS — 01

TYPO3 provides all functionalities for the care, administration and publication of real estate offers through individual programming

THE API — 02

The CMS serves as the basis for automated data exchange via an API between the branches and all major real estate platforms.
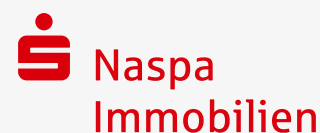
EXTENSION — 03

The extension of the interface is possible at any time with the help of additional deployments

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Initial Situation

The real estate market has also been subject to digital transformation for years. Popular real estate portals expect formats and interfaces capable of displaying an automated and optimized representation of real estate offers. Offered software of these portals often does not provide the desired results. To solve the problem, NASPA Immobilien GmbH was looking for a flexible partner and decided to collaborate with the internet agency Browserwerk

Challenge

The real estate care on different platforms should be feasible from only one central place, like among other things the illustration of current real estate offers over the interface of the Immobilienscout24 platform. Another important aspect of the project, in cooperation with Engram, based on the OpenImmo standard, was to centralize the displays in the Naspa branches with the real estate portfolio.

Naspa Immobilien

More than 10,000 real estate sales in 25 years: These numbers speak for NASPA Immobilien GmbH. Their excellent real estate agencies provide houses and apartments in the entire business area of Nassauische Sparkasse - and that from their headquarters in Wiesbaden as well as at the respective locations directly on site. So you know the regions and their peculiarities. The advantages are clear: the direct access to many interested parties and a special unique local expertise.
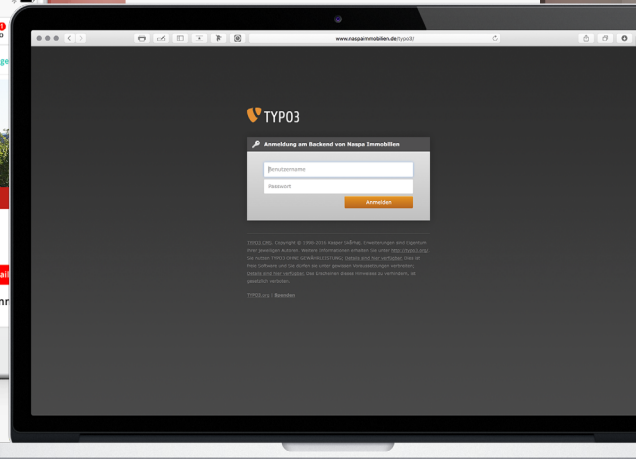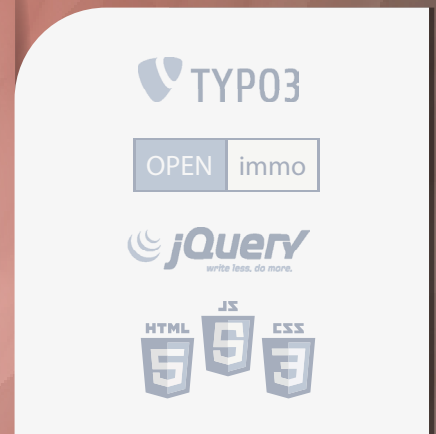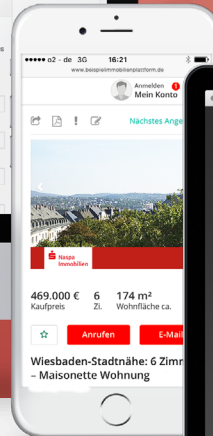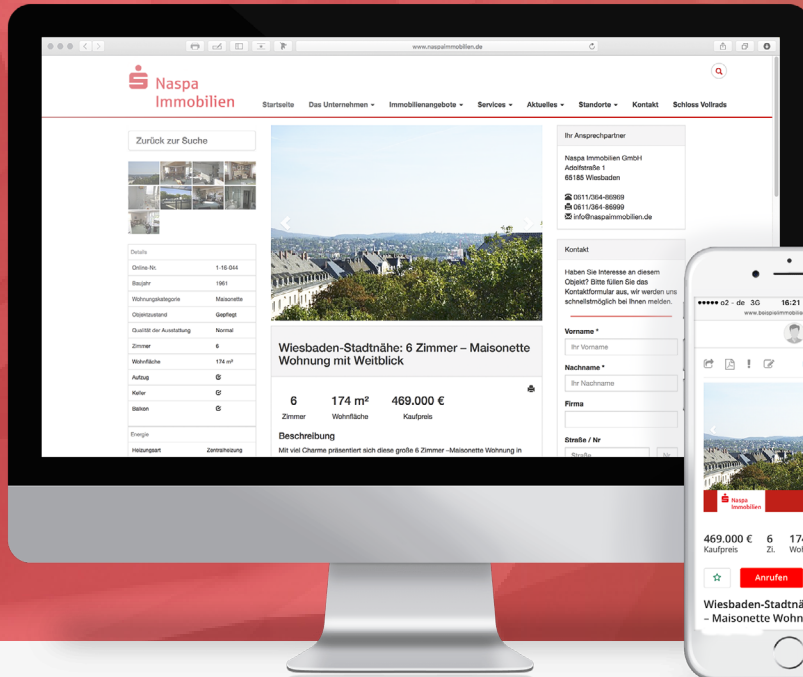
Locations ‖ 9
Sold Real Estate ‖ > 10.000
Employees ‖ 15 Real Estate Experts

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So far we experienced working together with Browserwerk according to the quote „Service means to see the whole business through the eyes of the customer." The constant adjustment of our needs within our homepage is always prompt and competent. We want to say THANK YOU and are looking forward to continued good cooperation. **Oliver Schwank | Managing Director**

Used Technologies

Solution

After analyzing possible solutions, Browserwerk decided to use the enterprise content management system TYPO3. This CMS has the advantage of an open source code and various expansion options. This made a smooth implementation possible in a record time of just 5 months. The result was a tailor-made, flexible and future-proof online solution for the entire property management. The comfortable TYPO3 backend, including an extension specially developed for NASPA-Immobilien GmbH, is managed by the customer himself.

Property offers are automatically processed and distributed using the OpenImmo standard both on the screens in the branches, as a download for exposés, as well as online. Directly via the TYPO3 backend, a monthly newsletter supplements the spread of current offers and promotions.

Particularly focused in the implementation was the important real estate filter. It allows the user to find their own desired property within a very short time and to forward a corresponding inquiry to the respective real estate agency.

Conclusion

By programming its own extensions and corresponding quality standards, NASPA Immobilien GmbH has been provided with a tool that can be used to map all the requirements of modern real estate management to all digital channels. Future viability is ensured by the enterprise content management system TYPO3 and through optimized user guidance, all parties can concentrate on the essentials: the effective trading of real estate.

About Browserwerk

Browserwerk develops individual enterprise open source projects. Conception, consultation and implementation of tailor-made online and intranet solutions are part of the agency's core business. Short project times and fast release cycles play a decisive role here. The agency supports medium-sized and globally operating companies throughout Europe in the digitization of business processes. Agile working methods and proven methods play a key role here. By sharing issues from different angles, customers become long-term partners.

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BROWSERWERK

TYPO3 Content Management | WordPress | E-Commerce & Onlineshops | Search Engine Optimization (SEO) | Search Engine Advertising (SEA) | Web Design and Web Development | Landingpage-Creation & Optimization| Website Management