

A background image showing an auctioneer in a dark suit, seen from behind, holding a wooden gavel. The scene is dimly lit, with a bright light source creating a strong silhouette and highlighting the gavel. The image is partially obscured by a large red vertical bar on the left side.

OPTIMIZING PARTICIPATION WITH AN ONLINE BIDDING PLATFORM

Online Auction Platform for Property Bids

All-in-one online auction management platform that brings together real estate agents and buyers to participate in real-time auctions.

Overview

Web-and mobile-based digital solutions have opened the door for brick-and-mortar auction houses who want to expand their reach to a wider audience. We developed an application for the Australian property market that brings together real estate agents and buyers under a single platform, enabling them to participate in property auctions remotely. The solution helps buyers save on travel time and cost, while significantly improving participation.

Client

Our client is a startup business venture that caters to the real estate market in Australia. They offer a digital real estate marketing platform for the competitive world of real-estate trading.

Business Requirement

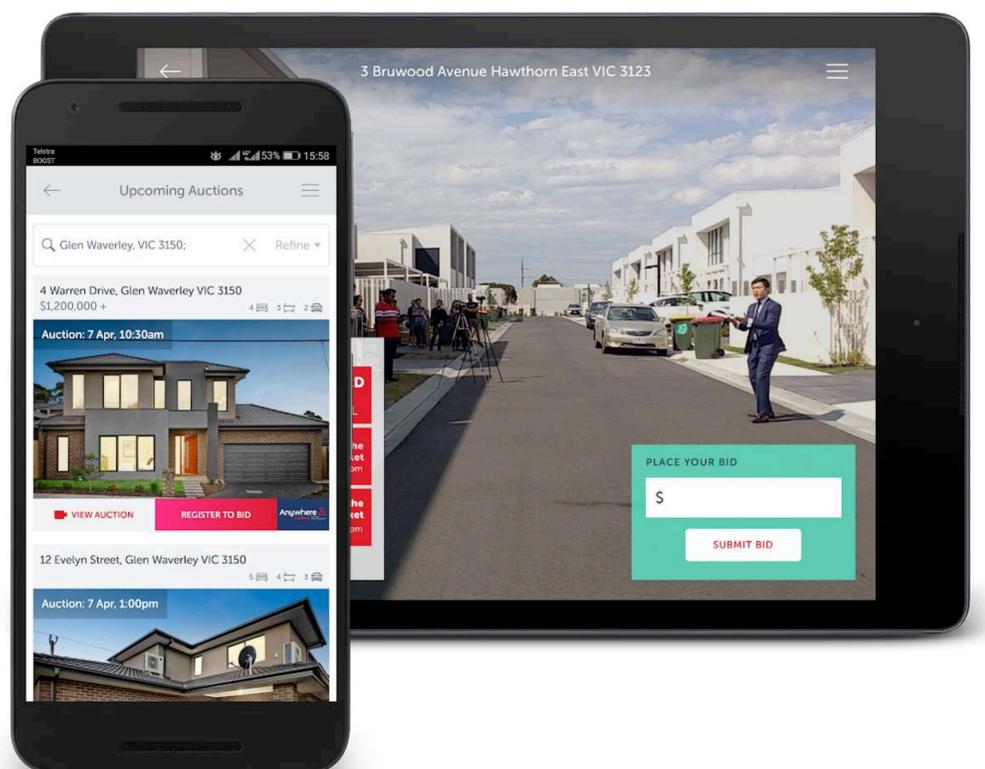
The client wanted an interactive auctioning platform that enables users to place bids, execute contracts, and complete property purchases online. The platform would enable auction houses and real estate agencies to live stream auctions.

QBurst Solution

The online auction platform broadcasts live auctions and features an intuitive bid portal for participants. The solution comprises modules for admins (vendors), agencies, and customers. The platform provides analytics reports and enables users to attend multiple property auctions simultaneously.

Integration Highlights

- **Real-time reflection of bids** across customer and Auction Input Platform (AIP) apps using PubNub integration
- **Ultra-low latency video and audio stream** from auction floor to online platform using TokBox integration
- **Post auction contract signing** workflow integration using DocuSign



Key Features

○ Master Admin Web App 🌐

- Add/manage agencies, block auctions/bidders
- View/download usage reports, agency invoices, assets used by agency, and credit card transaction fees

○ Agency Web App 🌐

- Upload property profiles and tag documents
- Manage agents, auctioneers, and bidders
- Access auction analytics and service usage reports

○ Customer Mobile and Web Apps 🌐 🤖 🍏

- View properties uploaded by agencies and register as bidder
- View registration status
- Place real-time bids
- Get updates on bids via bid ladder
- Notifications on the status of bids
- Make payments

○ Auction Input Platform 🤖 🍏

- Enables auctioneer to record bid history
- Accept or reject online bid
- Initiate post auction contract signing — vendors and floor winners sign the contracts from the AIP and online winners from the customer app

○ Auction Streaming Platform 🤖 🍏

- Enables ultra-low latency video and audio streaming from the auction floor to the online platform



Technologies

Angular 4

Web Framework

Material Design Lite

Web Grid Layout

Android Studio

Android IDE

Xcode

iOS IDE

Mezzanine

CMS

Google Maps

Maps

PubNub

Socket Service

SocketRocket

Customer Socket

DocuSign

eSigning

TokBox

Video Streaming

Assembly Payments

Payment Gateway

Twilio

SMS

G Suite

Email

FCM/APNS

Push Notification

RDS, PostgreSQL

Database

Redis

Caching

RabbitMQ

Queueing

GitLab

Continuous Integration & Deployment

End Result

The solution helped unlock real value for the client and the online community, providing a platform where property can be purchased and sold from any location.

- Enhanced global buyer reach resulted in 28% increase in auction day turnout
- Significant increase in returns resulting from the competitive bidding process
- 25% increase in listings for agents with enhanced level of service, better sales results, and a platform to advertise skills
- Reduced time-on-market for listed properties
- Increased customer satisfaction with instant access to properties that meet criteria, price, and location requirements



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