

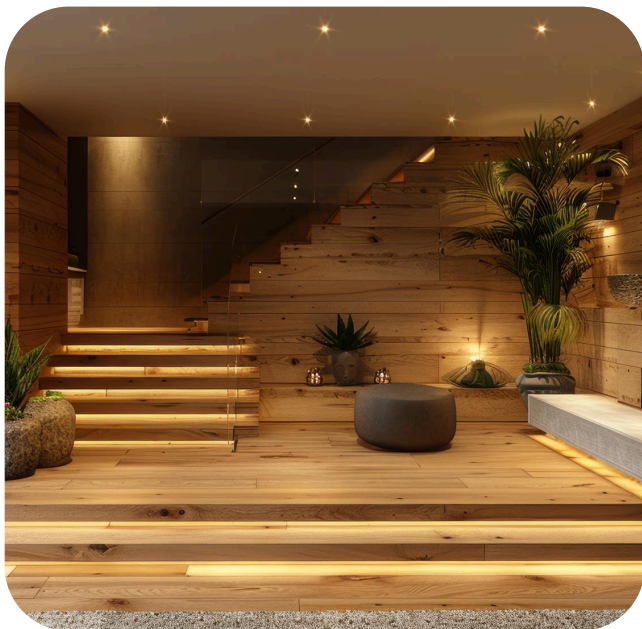
A photograph of the Milan skyline at sunset, featuring the Pirella Göttsche building and the Unicredit building. The sky is a mix of orange, pink, and blue. The foreground shows a dense urban area with red-tiled roofs.

Scaling Real Estate Excellence with GenAI Automated Microsite Deployment

A real estate developer leverages Claude-powered design-to-code automation to reduce bootstrapping effort by 85%, accelerate launches by 70%, and ensure brand consistency across its global portfolio.

Overview

- **A state-of-the-art DaaS platform** was engineered using Claude Sonnet 4.6 to automate the design-to-code pipeline for property microsites.
- **85% reduction in bootstrapping effort** was achieved by instantly generating foundational code, routing, and basic SSO integrations.
- **70% faster time-to-market** was realized for launching new, brand-compliant property microsites across the real estate portfolio.
- **65% lower engineering development costs** were secured per deployment by eliminating manual, repetitive frontend coding tasks.



Client Profile

Our client is an emerging global leader in real estate investment and property management. With a vast, growing portfolio of premium properties, the organization sets industry standards for operational excellence and digital innovation across its worldwide footprint.

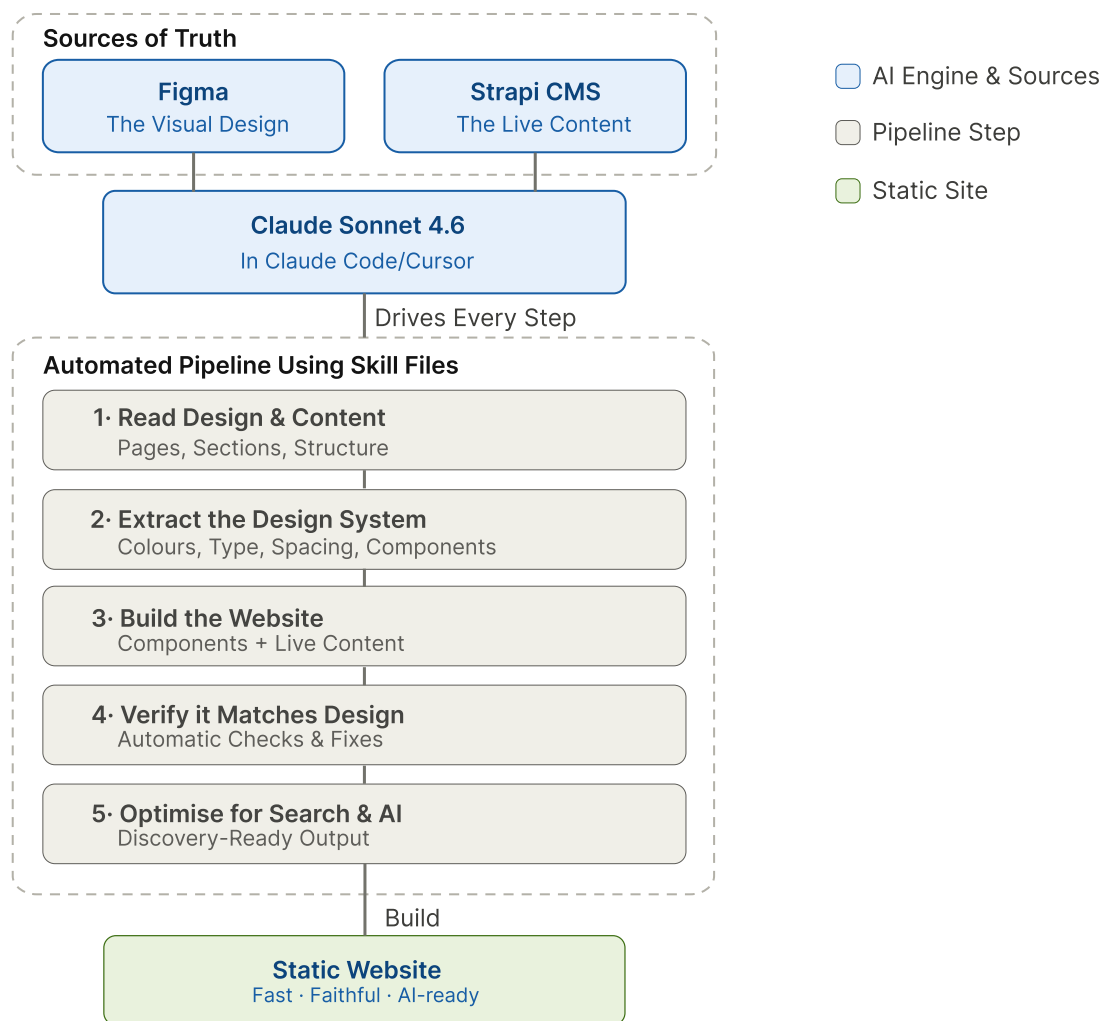
Roadblocks to Digital Scalability

- **Deployment Bottlenecks:** Developing a full property website manually required an average of 4 to 8 weeks per project.
- **Resource Drain:** Engineering teams wasted significant hours writing extensive boilerplate code and parsing requirements from scratch.
- **Brand Governance:** Maintaining cohesive digital uniformity and strict brand compliance across a rapidly growing, customized portfolio was increasingly difficult.

An Agentic Design-to-Code Pipeline

We architected an intelligent Design-as-a-Service (DaaS) platform that bridges human requirements, visual design, and executable code. By configuring our existing framework to intercept JSON API schemas from the client's Strapi CMS, we established a highly orchestrated, automated workflow. We integrated Anthropic's Claude Sonnet 4.6 as the cognitive core to synthesize requirements, interact with users via chat, and dynamically generate baseline code.

- **Agentic Requirement Curation:** Claude instantly maps project scopes, clarifies details, and generates precise design prompts for Figma.
- **Seamless Code Translation:** Utilizes Figma Model Context Protocol (MCP) to pull visual designs directly from the tool, aligning them with CMS schemas and exporting into Cursor.
- **Automated Guardrails:** Employs custom "SKILL files" tailored to the client's architectural standards to ensure zero variance from code compliance protocols.



Agentic Design-to-Code Pipeline

Technical Highlights

- **Intelligent DaaS Workflow:** An end-to-end automated pipeline connecting Strapi CMS data directly to design and development tools.
- **Figma MCP Integration:** Seamlessly extracts finalized visual designs from Figma into the local development environment.
- **Custom SKILL Files:** Tailored architectural constraints that guarantee 100% adherence to global brand guidelines and standards.
- **Cursor IDE Synergy:** Leverages local machine IDEs alongside Claude Sonnet 4.6 to securely and instantly convert curated design elements to code.
- **Dynamic Boilerplating:** Automatically generates fundamental routing, baseline structures, and basic SSO integrations without manual developer input.

Impact

- **85% Less Bootstrapping Effort:** Drastically reduced initial project setup time by automating boilerplate code generation, freeing developers for custom logic.
- **70% Faster Cycle Times:** Accelerated end-to-end deployment, radically compressing the time-to-market for new property microsites.
- **65% Reduced Development Costs:** Realized significant engineering cost savings per microsite by eliminating manual, repetitive coding tasks.
- **95% Fewer Design-to-Code Errors:** Successfully enforced 100% brand alignment and minimized layout discrepancies using automated architectural Skill files.
- **90% Faster Requirement Synthesis:** Streamlined initial project scoping by using Claude to rapidly ingest client documents, project briefs, and brand guidelines.