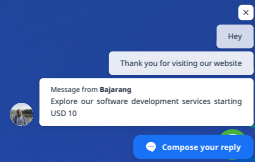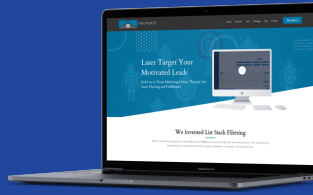PROPERTY LIST MANAGER

Property List Manager

Cloud-based service streamlines property filtering, saving investors time and money by generating leads for optimal outcomes.

REQUEST A QUOTE →

Property List Manager - Case Study About List Stacking and Filtering Features for Real Estate Investors

Industry	Services	
Real estate	Software Development	REQUEST A QUOTE

Customer

The client has been into real estate investing for the past 20 years in the USA. He runs his company with a team of 50+ employees to handle lead generation, filtering, and real estate investing.

Statista mentions in its report that by the end of 2024, the real estate market is set to reach a value of around $637.8tn. Now, imagine the available data and each real estate investor faces the daunting task of managing and filtering data for lead generation. No matter how advanced the real estate investor is and capable of managing spreadsheets, processing the data and managing the lead shouldn't be time-consuming.

One of our real estate investor clients faced challenges in filtering millions of data, identifying potential property sellers, monthly USPS vacancy checks, and sending personalized emails or postcards. To overcome this challenges, Lucenta Solutions developed the Property List Manager platform that helped in many ways, especially to move from spreadsheet usage. With the cloud-based **list stack filtering and fulfillment tool**, real estate investors don't have to mingle upon spreadsheets to map and import many lists.

Our real estate clients using the PLM tool have shifted from spreadsheet usage to an **advanced filtering** tool that enables them to pinpoint properties and sellers so they can take advantage of all opportunities. This not only makes them work smarter but also saves money.

Data Management Challenges

Many of our real estate investors need help to narrow down the hyper-target sellers. They have millions of data available, and

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using the spreadsheet tool, managing the lead list is highly time-consuming. Furthermore, they cannot identify potential property sellers, send them marketing emails, or personally call them. We have listed down their challenges in three categories-

Data Overload:

It took a lot of work to review every property listing the investor manually received daily due to the number of postings.

Diverse Criteria:

It was challenging to apply the client's precise requirements, which includes location, price range, and possible return on investment, to different lists of homes.

Time Restrictions:

The customer requires a solution that enables them to find properties that match their requirements fast, hence saving time.

Reviewing these issues, Lucenta Solutions worked on developing List Stacking & Filtering that allowed investors to filter and manage properties and identify targeted sellers from the list. It allows **unlimited stacking & filtering** to have numerous hyper-targeted smaller lists instead of one substantial list.

Our Client Requirements

Our clients wanted to do away with spreadsheets and use the tool to import lists and filter the data.

No data duplication and help in identifying properties having good appeal.

Cost-saving and easy lead generation process through postcards and emails.

Solution Offered

As a part of the solution, we developed a List Stacking and filtering method in Property List Manager to handle property listings more quickly. They could combine several lists, skip tracing, send personalized postcards & letters, eliminate duplicates, and apply filters according to their investment criteria.

Our list stacking & filtering is an advanced data analysis tool for real estate wholesaling. It helps in identifying motivated leads. These leads appear on different lists, identifying owners motivated to sell. Investors can then focus on these listed properties and deliver absentee filtering, vacancy checks, and other services.

Technical Challenges Faced and Solutions Offered

While implementing the solution we faced few technical challenges in the form of data importing concurrently, vacancy checks, and advanced algorithms. So, how did we offer the solution?

Supporting Imports of Million Addresses Concurrently

Real estate investors with millions of addresses need help handling vast chunks of data and importing the same for lead generation. To address this issue, we created backend jobs for import that seamlessly handle the process. The easy-to-use system allows users to import millions of addresses and leads quickly. Our concurrent import process helps import addresses within the tool and filter the list as per your requirements.

Supporting Monthly Vacancy Checks for Billions of Records

Another major challenge we faced is handling billions of user data that must be picked up and filtered accordingly. It is essential to run through this data to manage user details for monthly vacancy checks, property listings, and faster performance. To resolve this issue, we have taken the following actions-

Implemented internal caching functions that boosted the performance of the tool

Sending bulk queries through third-party API

Concurrent sending of queries to third-party API

Supporting Advanced Algorithms and Filters on Billions of Records

Another major challenge of filtering the list from the available billions of records, which consumed time and needed to be more feasible. To overcome this issue, we upgraded our tool with advanced algorithms & filter options to filter as much data from the available records as per the requirement. Once filtered, the investor can email alerts and customized postcards for better leads.

What Benefits Do Real Estate Investors Get from Our List Stack Filtering and Fulfillment Service?

As a real estate investor, you spend time and money filtering quality lists for lead generation. The List Stacking & Filtering method in PLM helps identify and analyze potential sellers. Some benefits users can get are-

Efficiency:

List stacking makes it easier to search through properties more quickly, which enables you to make judgments more quickly and close agreements more quickly. You can map and import a chunk of data and sort & filter your address as per the targeted lead. You can reach out to the potential seller through PLM.

Targeted Marketing:

You can adjust your marketing efforts to ensure you interact with the proper audience by differentiating between hot and not-so-hot prospects.

Cost Savings:

Investing requires time and money, but by sifting through leads that don't lead anywhere, you can also cut costs and maximize the return on each transaction.

Fact-Driven Decisions:

List stacking offers insights based on concrete facts, supporting an analytical approach. This enables you to monitor your return on investment (ROI) regarding time, money, and effort.

Advanced Algorithms:

The filtering and list stacking method backed by advanced algorithms allows investors to identify highly motivated sellers.

Easy to Send Personalized Messages:

The tool further allows investors to send personalized postcards, emails, & phone Append and skip tracing.

Increased ROI:

Wholesalers can get the most out of their investment by using list stacking & filtering, and fulfillment. Wholesalers can close agreements with higher profit margins by concentrating on properties with several desired features.

Competitive Advantage:

List stacking gives wholesalers an advantage over other players in the market. They have a higher chance of finding undiscovered possibilities and closing agreements than rivals.

Direct Mail:

Direct mail is another feature of our list-stacking & filtering, and fulfillment system. After choosing your list, you may immediately start a direct mail campaign and cross one task off your list without doing any further work. We can print one-

off postcards in a batch with other orders.

Additional Features of the PLM:

Besides list stacking & filtering, PLM support additional features like

- Unlimited Lists, Event Tagging and Exports

- Filtering with Date Range Support

- Property Address Validation to Prevent Duplicates

- Absentee Filtering and USPS Vacancy Check

- Skip Tracing

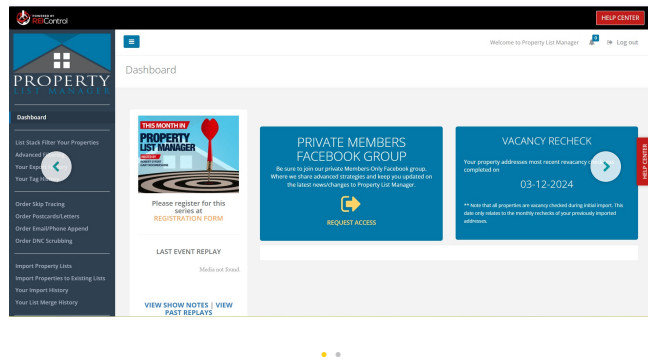- Wholesale Pricing on Direct Mail

Technologies and Tools

Laravel   twilio   Lob   smarty   stripe

Success Metrics

PLMs list stacking tool is created to improve the process of managing properties and identifying suitable sellers. Among the many capabilities it provides effective import, analysis, and stacking of lists. This tool is an excellent option for list stacking because it is designed with real estate investors and wholesalers in mind.
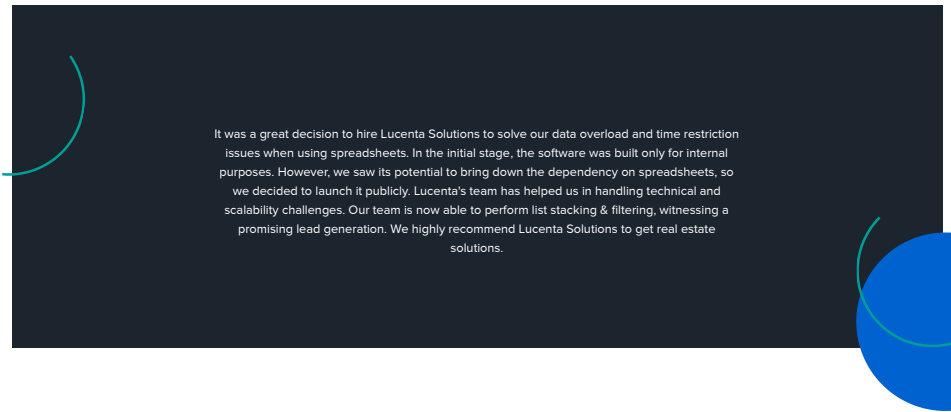
Spreadsheet tools, such as Google Sheets and Excel, can also be helpful. For individuals who are accustomed to using these tools, they offer flexibility and customization. However, their manual data entry and manipulation requirements could be higher than those of specialized list-stacking tools.

Conclusion

We at Lucenta Solutions, by developing this **advanced filtering** tool, allow clients to have unlimited stacking & filtering processes. It further streamlines the process of stacking lists and providing insightful data, thus saving investors time and effort—a critical resource in this cutthroat market. This makes us our clients' favorite as a leading list stack filtering and fulfillment service.

Real estate investors can use this cloud-based property **list stack filtering** and fulfillment tool to motivate sellers and possibly profitable investment prospects. The Property List Manager has created opportunities for investors to boost their success.

It was a great decision to hire Lucenta Solutions to solve our data overload and time restriction issues when using spreadsheets. In the initial stage, the software was built only for internal purposes. However, we saw its potential to bring down the dependency on spreadsheets, so we decided to launch it publicly. Lucenta's team has helped us in handling technical and scalability challenges. Our team is now able to perform list stacking & filtering, witnessing a promising lead generation. We highly recommend Lucenta Solutions to get real estate solutions.

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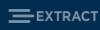
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