Introduction :

Real state and Booking websites have become popular but despite that, customers still search for properties through brokers.

Brokers are not always reliable since their work is mostly disorganized, therefore both customer and owner of property face difficulty finding what they are looking for which causes cooperation to lose customers and owners due to dissatisfaction. Owners also face difficulty managing their properties due to outdated and disorganized data recording. So the advantage of Real state website is maximizing reservations, You get paid quicker, You can effortlessly up-sell add-ons, It’s easy to manage your calendar and You get valuable insight about your business.

On the other hand social media is online communication that allows you to interact with your customers and share information in real time. This can help you to reach your customers better, create online networks and sell and promote your products and services.

There are many different social media sites for different purposes, for example, Linkedin is a social network for professionals, while [Snapchat](https://snapchat.com/) is a social network targeted mostly at teenagers ([Based on this data](https://www.statista.com/statistics/814300/snapchat-users-in-the-united-states-by-age/)).

Social media can help you engage with your customers and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways and mobile applications.

Our aim is to produce a new genre of booking website that takes advantage of social web applications “marketing, attracting customers and getting customer feedback and build customer loyalty also to increase traffic to your website”to add more advantage to the real estate web applications. In our web application this will serve both the owner and the customer.

What are strength points about such app ?

A unique experience to the customer and owners to use a social real estate web application unlike traditional real estate web applications. Our web application will attract users by it’s friendly user interface and will help customers to find easily a property with their requirements and the system will market un directly owner’s property by customers interactions reviews , posts and the organized display of showing owner’s property categories and details.