Composable Real-Estate Investment Portal Configured in 10 Weeks.

Combining CRM, financial, and data visualization capabilities enables record growth.

- Kinetech architected an integrated investment portal, tying data from Hubspot CRM, Google Maps, Esri, and Twilio supporting offerd's record-setting growth
- Offerd faced challenges such as the need for real-time data tracking, integrations, and data visualization capabilities.
- Kinetech developed a fully synchronized app on the Mendix low-code platform that combined HubSpot's CRM, ESRI's ArcGIS mapping, and integrated internal systems into one platform in just 10 weeks!
- The application provides an interactive map using Mendix and ESRI's ArcGIS' enhanced data visualization.
- Enabled Offerd to provide clients with comprehensive property information, streamlined processes, and improved client experiences.
- Elimination of email clutter, browser tab switching, and integration concerns.
- Seamless system integrations give Offerd a competitive edge in multifamily property acquisitions.
- A single source of information for customers

Introducing Offerd

Headquartered in Austin, Texas, Offerd is a Multifamily Acquisitions Firm that combines proprietary analytics and software tools for more than 10,000 categories to shape and execute targeted sourcing campaigns specific to a client's precise acquisition strategies. To break it down, imagine that you are a buyer who wants to pursue a property. Offerd will facilitate communications with the seller and do the difficult work, such as discovery calls and negotiations, on behalf of the buyer. They provide their clients with large datasets of properties and access to analytic tools available for in-depth, strategic research.

Challenge

Being a modern-day start-up, Offerd had identified critical challenges in its processes and sought to address them. These challenges included no way to track real-time data, limited integrations, and a lack of data visualizations. Offerd partnered with Kinetech to

build an app that would have the Customer Relationship Management (CRM) capability of HubSpot, the dynamic mapping power of ESRI's ArcGIS which is a tool for mapping and spatial analysis and this application needed to integrate into their internal systems into a single platform. Kinetech had to ensure the application could:

- Track deals, communications, and uploaded documents from HubSpot
- Allow clients to search multiple data sources with a single set of criteria
- Give clients the ability to reflexively strategize and analyze acquisition plans
- Visually display those search results through an ArcGIS Online map with the ability to refine and interact with properties within said map
- Transfer data between the four involved systems
- Notify clients in-app and through email when the status changes or progression occurs on a property
- Expand to different property types as Offerd grows

Travis Farese, CEO of Offerd, outlined to the Kinetech team that their focus needed to be geared toward seamless client experience and the ability to deliver powerful sets of features promptly. When Kinetech discussed how we leverage Mendix's low-code rapid application development platform to bring content to market in a matter of weeks and not months, Travis responded with a resounding, "I'm excited! Let's get to it!"

Solution

The app's success hinged on one crucial principle: real-time collaboration, where every action syncs seamlessly. Technically, it leaned on REST APIs to ensure data flowed efficiently for Offerd's acquisitions. REST APIs enable different apps to talk to each other. Recognizing the need for seamless integration, Kinetech researched each platform, uniting them using Mendix. Travis Farese emphasized Mendix's impact saying,

> *"Mendix turns one developer into five but you have to have a solid and experienced team to tap into that competitive advantage. Kinetech has that team and really delivered for our business on time and on budget. Looking into the future we are integrating Kinetech even further into our organization and the speed at which we can release new features to meet customer demand makes Mendix and Kinetech an easy business decision."*
> **- Travis Farese | CEO at Offerd**

Mendix offers a large amount of out-of-the-box functionality ranging from simple form building to API creation/management. Kinetech was able to reduce the amount of hard coding that needed to be done in preparation for standard functionality and focus on architecture, configuration, and custom work that would go around the APIs.
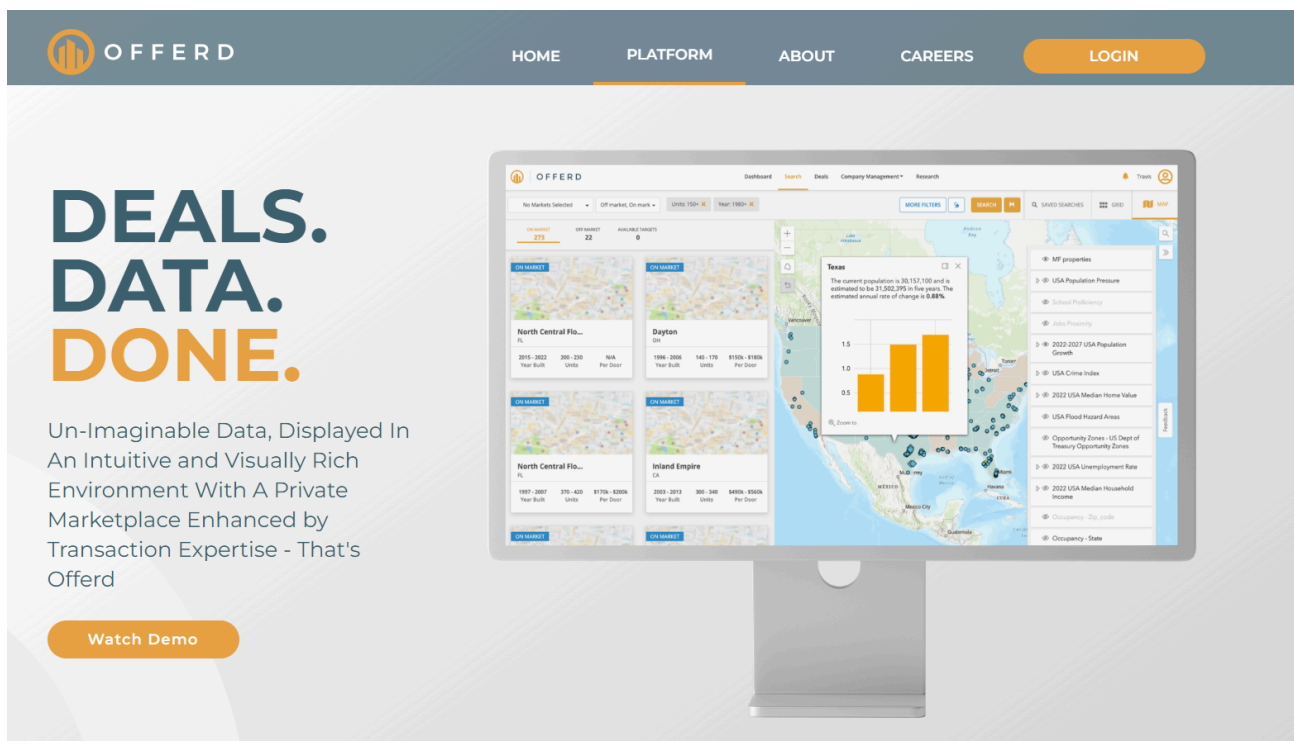
In the CRM integration, HubSpot's API and webhooks played a crucial role. Webhooks triggered actions like account creation and deal updates in HubSpot. Mendix processed webhook data, providing real-time deal tracking via client-friendly dashboards. Offerd also needed an intuitive map alongside search results. Kinetech used Mendix and ESRI's ArcGIS to create an interactive map, consolidating data sources in real-time.

Offerd is now able to provide its clients with in-depth property information and options to work when considering large multi-family acquisitions. Having the capacity to connect any number of systems without compromising performance gives Offerd the upper hand in its efforts to become a top-tier resource for multifamily property acquisitions. The app built by Kinetech allows Offerd to remove the confusion of email threads, the multiple browser tabs to different services, and the worry about how their various 3rd party services will work together.

> *"When I was told what I was going to be building, I was full of joy because it would give me further evidence that Mendix can be instrumental in timely business process automation. We brought together services that were not specifically built to work together when they themselves were created. Couple that with the beautiful UI/UX we implemented and Offerd is looking like a real player in the property acquisition game, as young as their company is."*
> **- Jason Imeidopf Jr | Lead Developer at Kinetech**

With no old system to replace, Kinetech had the flexibility to adapt. Using Mendix, they seamlessly integrated different services, ensuring Offerd's systems worked smoothly together without any doubts about success.

The app was created to consolidate online tools into one platform for a startup to share information with customers. Now, it is a hub blending HubSpot's CRM, ESRI's mapping, Google Maps, and data from three databases, showcasing Mendix's power and Kinetech's skill. Offerd can now seamlessly share information with a fully synchronized application.

Results:

Offerd's recent growth and investment round highlight the transformative impact of Kinetech's technology solutions. By delivering an integrated investment portal and seamlessly synchronizing data from various sources, Kinetech empowered Offerd to achieve remarkable growth, adding 119 new clients in less than a month, marking over a 2x growth rate in less than a month. With 450 users in the application to date, the solution has been integral in Offerd positioning itself as a leader in the multifamily brokerage space. This success underscores the value of Kinetech's expertise in leveraging low-code solutions like Mendix to drive innovation and deliver unparalleled client experiences.