



CLIENT

Zoodealio

INDUSTRY

Real Estate

CATEGORY

Institutional Buying
(iBuyer Market)

DELIVERY

SaaS product targeted to real estate agencies to offer cash options to home owners.

LAUNCHED

Jan. 2021
(Early Adopter Phase)

EARLY ADOPTERS

EXP Realty

PRODUCTS & SERVICES

- Azure DevOps
- SQL Server Database
- Azure Blob Storage
- Azure Fuzzy Search
- Application Insights (APM)

When someone starts eating your lunch


Home sellers and buyers alike have more ways to find and sell homes than ever before. Real estate technology has been innovating since Zillow was first conceived in 2004 by a technology executive working at Microsoft. The evolution has been continuous ever since with innovative approaches to new and emerging challenges. **A major challenge facing real estate agents today is the increasing incidence of cash buyers snapping up homes before they can be listed.**

According to the National Association of Realtors, in **July 2021, sales to cash buyers reached a high of 25%** of existing home sales in April 2021 representing a significant increase from 16% the year before. It appears this upward trend will continue driven by an increase in iBuyer activity. Even early innovators like Zillow, along with others like OfferPad and OpenDoor are now in the cash offer business.

An iBuyer, or “instant buyer,” is a real estate entity that uses algorithms and technology to buy and resell homes quickly through cash offers and accelerated closings. If you are open to selling your home to an iBuyer, it’s not uncommon to get a cash offer within 24 hours. No staging or showing your home. Sounds good on the surface, but is it really how you get the highest return for your property? While an all-cash offer may come with fewer financing hurdles, it certainly doesn’t mean it’s the most a home seller can realize from the sale of what is typically their largest asset – their home.

Kala Laos, a real estate broker in Gilbert Arizona, has worked alongside her husband Jason for 20 years selling over 2,000 homes together. As their kids grew, she and Jason wanted to spend more time with them and began dabbling in agent-assistance technology to help agents be more productive. Successful as their early ventures were, they realized that they weren’t delivering what agents wanted most – more leads and more business.

She realized they were still using old school tactics for prospecting. Purchasing seller leads, and finding it more difficult than ever to convert. Meanwhile iBuyers were bypassing agents with sellers accepting cash offers without the involvement of the agent. iBuyers were disrupting the real estate market with a similar impact that Uber had on Taxis, and Kala realized that if agents didn't adapt, they would slowly but surely lose business to iBuyers and Wall Street investors.



**Only 5% of sellers
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accept the offer.**

Finding a Way to Level the Playing Field

Kala set about researching the issue learning that only 5% of sellers who get a cash offer, go on to accept the offer. Further research revealed that more than 50% of sellers who requested a cash offer go on to list on the MLS within 6 months, making the instant cash seller request a ground-breaking lead generation opportunity for agent/brokers. Many prospects are also purchasing a new home at the time they are selling. The epiphany for Kala was that the **cash offer had become the new CMA** (Competitive Market Analysis)

Then, their paths crossed with Elliot and Keith Howard. With Kala and Jason, Elliot and Keith are cofounders of Zoodealio. The Howard brothers had developed a framework that they were using to amass a vast inventory using the allure of an instant cash offer. At the time, they were using a spreadsheet and standard CMA printout, but sellers were showing a preference for the tech-savvy appearance of the

tools iBuyers were using. Kala immediately saw an opportunity to create a digital platform that could take on the growing iBuyer threat.

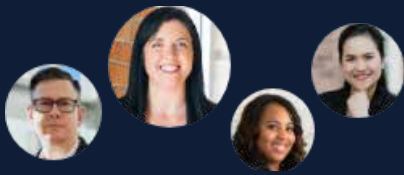
Their first development effort resulted in a solution they called OfferVana. It mirrored the look/feel of iBuyer websites and established the first iteration of their back-end dashboard to review the various offers including an option to list their property. The new venture immediately gained traction – and the attention of their powerful, and well-funded competitor, OfferPad. Well laid plans can be a springboard, and the team didn't let this obstacle get in their way. They changed the name and set about finding a top strategic development partner to help them implement a robust, highly scalable platform from lessons learned and new ideas.



TechFabric Brings Zoodealio to Life with Microsoft Azure

In Arizona and surrounding areas TechFabric has gained a reputation for being able to quickly bring new products to market and for their 10-day Digital Transformation E-Commerce workshop. The Tech Fabric team was well positioned to understand the new paradigm that was emerging through Kala and her team's efforts and were able to leverage the existing OfferVana open-source platform that had the necessary functionality used on the membership side (agents). Kala and her team were ready to develop a software platform with Tech Fabric that could give real estate agents the ability to take advantage of technology used by iBuyer's with the added benefit of exclusive creative selling products they developed to help their agent/broker subscribers generate more leads.

On the back end, subscribing agent/brokers are getting the lead via their unique URL. Zoodealio has three different subscriber plans available for the real estate agent/broker:



Single Plan
1 Agent



Team Plan
Up to 15 Agents

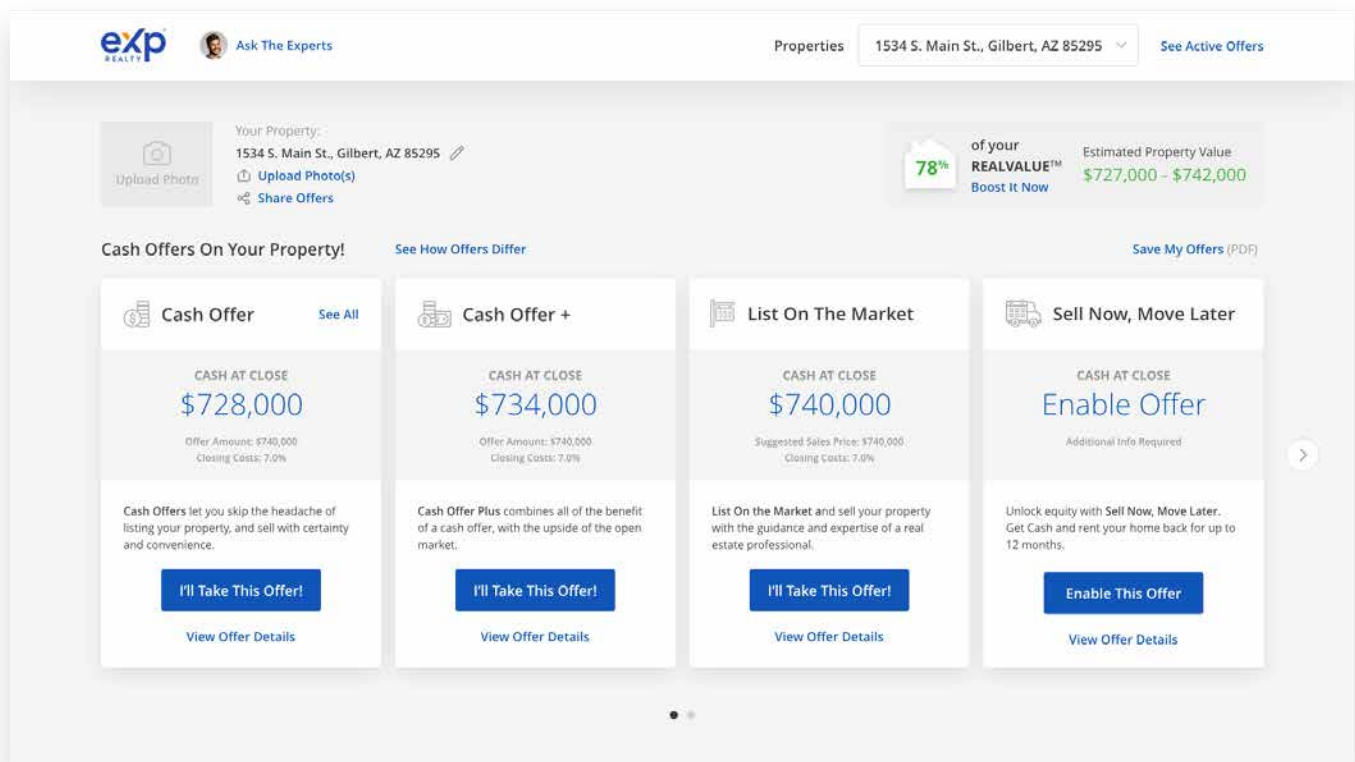


Brokerage Plan
Up to 50 Agents

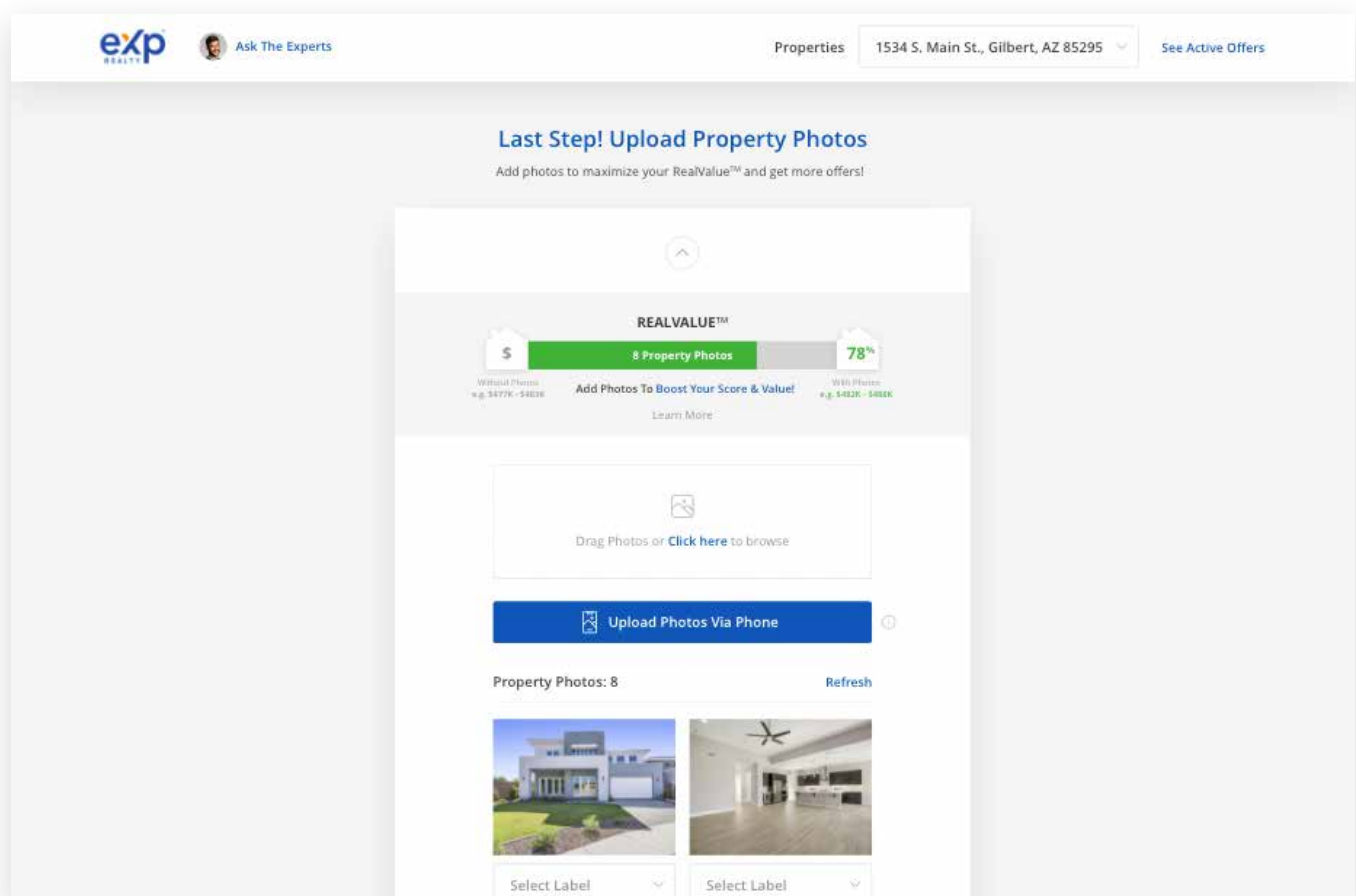
For participating agents, a subdomain URL is generated which they can use to market themselves and create a unique landing page for every agent of the brokerage for leads to come in. All leads are captured and **stored on the Azure SQL Database** and is automatically assigned to the appropriate agent based on the plan to which they are subscribed. Leads can be assigned manually or can be distributed in a round robin system so users have permissions to set the order of agents and how they're going to get the leads. Having a round robin system for several agents clears the way to know in which order an agent will get the lead.

Scalability, Responsiveness and Seamless Communications

TechFabric used a development approach that leveraged the power of Microsoft Azure toolset for the entire project and the platform has been live for about a year with thousands of agents actively using the system. The ability to generate open market or cash offers within the application and sharing it with the client is a centerpiece of the application. **ASP.net ensures auto scaling, advanced performance monitoring and rapid time to market** especially when building a large application.



Real estate transactions are image and document-heavy requiring a secure yet flexible environment where large amounts of data can be stored and accessed by multiple users (buyers and sellers) as required. Azure's SQL Database and Azure Blob Storage handily manages the trove of property photos and documentation providing a fast and stable workflow for both managing and extracting the data. A seller (lead) who signs up, has their own dashboard they use to interact with the agent.



The Zoodealio application serves images and/or documents directly to the browser very quickly demonstrating the advantage of cloud-based solutions. If the goal is to add agent subscribers, that means the ability for the databases to scale with all of the new photos and documentation was crucial.

“Azure was an ideal toolset for the adaptation of the OfferVana vision because it allowed the team to easily create not only the centerpiece functionality of the multi-offer dashboard but the agent subdomain URLs. This new paradigm gives both buyers and sellers more tools and options through an easy-to-use platform that is also mobile responsive.”

Preetham Reddy, TechFabric CEO

Seamless communication and prompt notifications is also an important feature in real estate transactions, the Zoodealio platform includes integrated Gmail and a special section where agents can capture their tasks

and deadlines for each individual client. Useful tags help them keep track of what stage each client is at in the buy cycle.

Today Zoodealio, has over 10,000 agents with monthly subscriptions and are well positioned for further investment to combat iBuyers. With a real estate market worth (profit potential- Arizona only?) the Zoodealio team feels confident that the tools they are providing real estate agents will have staying power and help them compete effectively with iBuyers with the first instant cash offer web platform that keeps the real estate agents at the center of the home sale transaction, and helps protect homeowners' equity from iBuyers.



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