CASE STUDY

RealPlus: Modernizing New York's Real Estate Technology Platform

CUSTOMER'S CASE

Founded in the 1980s, our customer is an American real estate agency that provides an exclusive web portal in the New York City area with more than 1.3k B2B clients and 2k real estate brokers. Initially starting as a data management system, it evolved into a comprehensive platform serving as the primary tool for real estate professionals in the region. It's a subscription-based solution with an average number of daily visits between 15–20k (peak value was 35k users).

The agency's business was growing fast, requiring both system modernization and expansion of development capacity. The existing outsourcing vendor couldn't provide the necessary level of expertise for this transformation. In spring 2014, the customer chose Brightgrove as a strategic partner to take complete ownership of the code and handle all aspects of development and team management.

CHALLENGE

Legacy System Complexity

Over decades of operation, the customer had worked with various remote teams. The biggest challenge was expanding the client's in-house capacity with our remote Dedicated Team of senior engineers who would be responsible for:

- Managing over a million lines of legacy code
- Modernizing the technology stack while maintaining stability
- Supporting complex data synchronization requirements
- Managing multiple user interfaces for different user groups
- Handling extensive business rules accumulated over decades
- Ensuring continuous system availability during modernization

Process Challenges

The customer had never had a project manager, leading to process inefficiencies. Brightgrove needed to:

- Establish consistent Agile Scrum development processes
- Boost performance of both in-house and Dedicated teams
- Address technical debt from previous vendors
- Implement QA processes and improve code quality
- Enhance security measures
- Optimize product owner workload
- Develop new functionality while maintaining existing systems

HOW WE HELPED

Boosting Customer's Development Capacity

To accelerate development, we quickly assembled a Dedicated Team through our proven recruitment process. After analyzing the codebase and business rules, we built a team structure that could both implement Agile practices immediately and scale for future growth.

From a core team of 6 specialists at project initiation, we've experienced remarkable growth over the years. What began with 4 .NET developers and 2 QA engineers has evolved into a team of 47 professionals today, including expansions to 16 senior specialists during project maturity and the addition of 5 mobile development experts in 2024

Our comprehensive delivery approach included:

- Regular stakeholder alignment meetings
- Systematic feature prioritization
- Balanced resource allocation between maintenance and new development
- Clear communication channels between all parties
- That allowed us to maintain 90% employee retention over 10+ years

Technical Modernization

Our comprehensive approach included:

- Systematic code cleanup and modernization
- Migration from legacy frameworks to modern technologies
- Implementation of Test-Driven Development
- Enhanced security protocols
- Improved data synchronization
- Advanced session management for long-term users
- Integration of cloud services while maintaining core infrastructure
- Mobile application development
- Implementation of comprehensive analytics

Process Implementation

We established meaningful and results proven project management practices:

- Dedicated Product Owner to reduce client workload
- Clear sprint and release cycles
- Systematic feedback collection
- Quality gates and review processes
- Continuous team training and certification
- Regular stakeholder demos
- Enhanced multi-stakeholder management

RESULTS AND ACHIEVEMENTS

Platform Evolution
- Launched B2C platform (2019)
- Developed native mobile applications
- Enhanced enterprise client customization capabilities
- Improved API integration services
- Optimized performance for long-term users
- Implemented advanced session management
- Enhanced handling of unstructured data
- The biggest part of the platforms was redesigned
- Accomplished the partial migration to the modern technologies
- AI features implementation across all platforms

Project Management
- 2-week sprints
- 3-week release cycles
- Structured stakeholder feedback processes
- Enhanced quality assurance procedures
- Regular knowledge transfer sessions
- Scrum/Agile best practices implementation -increasing the project development transparency

Technical Improvements
- Reduced codebase from 1M+ to 140k lines
- Decreased login page from 13k to 400 lines
- Achieved 80–100% unit test coverage
- Improved response time from 35 seconds to sub-second
- Successfully migrated to modern Angular framework
- Implemented comprehensive analytics and monitoring
- Enhanced data synchronization capabilities
- Developed shared component architecture

Business Impact
- Help our Client to achieve 85% market coverage in NYC
- Onboarded multiple enterprise-level clients
- Maintained high system availability
- Reduced third-party service costs
- Strengthened market position
- Improved client satisfaction through enhanced performance
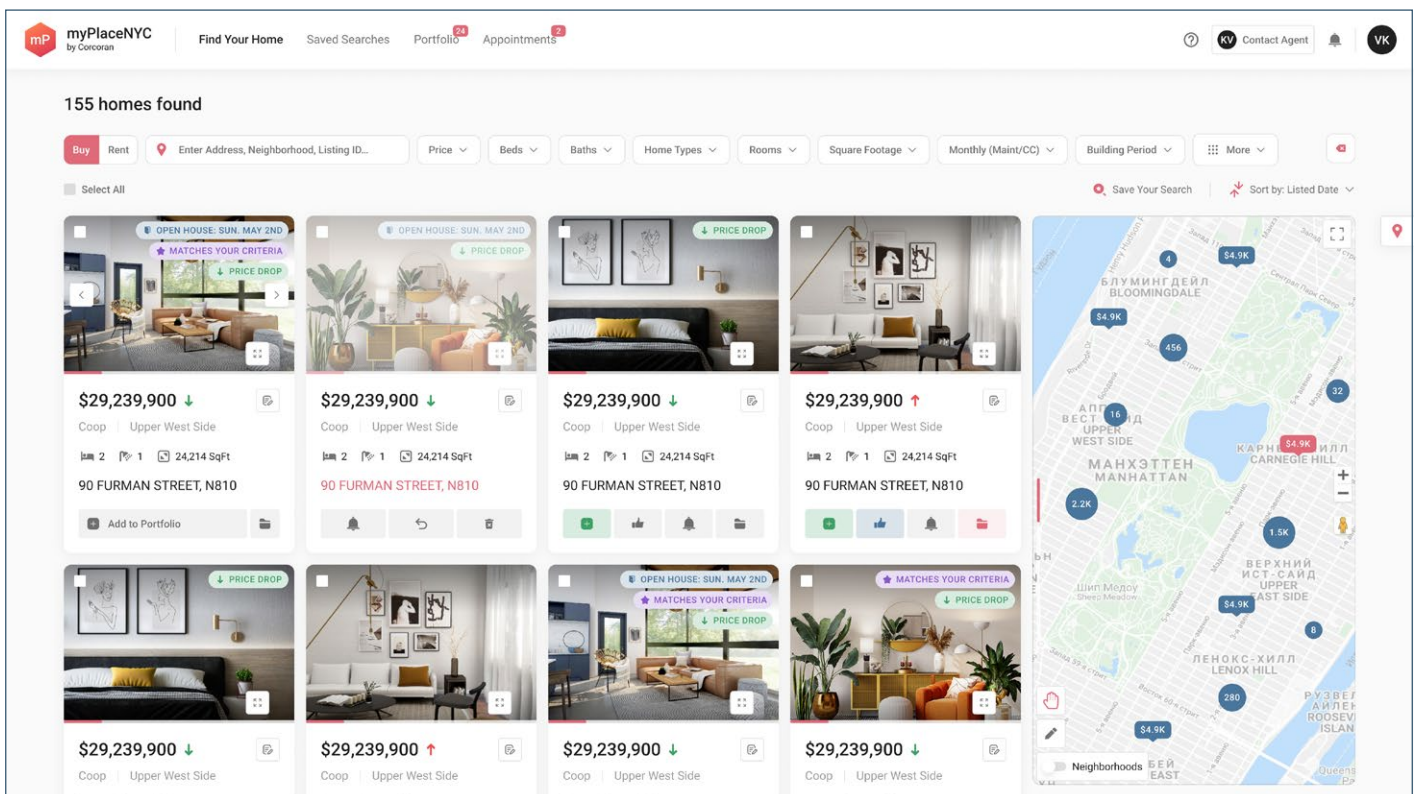
WHY THEY CHOSE US AND WHY THEY STAY

Initial Selection Criteria (2014)

- Protection of intellectual property rights through comprehensive security practices and clear agreements
- Robust recruitment capabilities with proven track record in team assembly
- Certified Agile professionals ready to implement modern development practices
- Strong corporate culture focused on long-term relationships
- Proven expertise in legacy system modernization
- Demonstrated ability to quickly assemble and scale dedicated teams
- Clear communication protocols and transparency in operations
- Technical expertise matching project requirements
- Flexible approach to solve problems and deliver expected results

Partnership Value Over 8+ Years

- Consistent 90% team retention rate demonstrating stability
- Proven ability to evolve with changing technology landscape
- Successfully managed complex stakeholder relationships
- Demonstrated enterprise-grade customization capabilities
- Delivered comprehensive mobile solutions
- Maintained continuous knowledge growth and certification
- Balanced system stability with innovation
- Provided strategic technical consultation beyond development
- Maintained clear communication channels at all levels

CURRENT PARTNERSHIP STATUS

The relationship has evolved from a vendor-client model to a strategic partnership, with Brightgrove playing an important role in the platform's technical direction and growth.

The customer continues to expand their engagement, focusing on platform enhancement and market growth through 2025 and beyond.

Key partnership metrics

- 10+ years of continuous collaboration
- Successfully delivered 3 major platform versions
- Expanded from initial team of 6 to 45+ senior specialists
- Maintained consistent delivery quality while growing scope
- Achieved all major technical modernization goals
- Built strong relationships with all stakeholder levels
- Improved multi-stakeholder management

Ready to take the next step?

Reach us today at info@brightgrove.com