

# New software offers Private Property intuitive navigation

In what is described as a first for South Africa, Private Property has launched its Fusion software that enables agents to list to all portals of choice in one process, without having to double or triple capture listings across multiple sites. It spent eight months building what it believes it is the most advanced agent software in the South African market.



The new software solution blends best practice software and a ground up reimagining of current estate agent software to create South Africa's most advanced property administration solution. A test phase with 140 offices - some of whom are also feeding other portals - confirms that it works well.

The software is architected in a way to ensure stable feeds to the major portals and the agents' own websites, while still being simple and minimizing on errors. Major portals are fed to, while any newcomer or additional portal can be added to 'fetch' stock so that agents get maximum exposure without any double capture or additional effort.

The navigation is said to be intuitive and anyone who has any experience with running a real estate business will immediately see that the end-to-end capabilities of this software allows full control over every aspect of their operation.

## "Service and efficiency"

Gareth Quin, chief strategist at Private Property, comments, "Estate agency software is 'growing up' and South Africa's top-performing real estate companies are increasingly aware of the role that software plays in achieving the service and efficiency that today's buyers and sellers expect.

"We set a software overhaul in motion to develop the country's most advanced property administration solution. We wanted our new software platform to offer core functionality that gives agents control over every aspect of their business in a simple-to-use, robust solution that will grow with their business.

"We are committed to lead the industry in order to help agents' clients find what they want, faster and more easily. The company is partnering with agents so that it can better understand how it can match the needs of buyers and sellers, tenants and landlords," concludes Quin.

For more, go to [www.privateproperty.co.za](http://www.privateproperty.co.za).