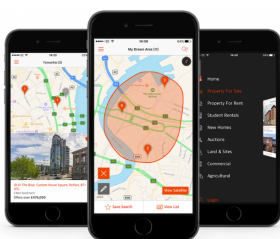


An intuitive mobile solution for the property market,
built with ease-of-use in mind

PropertyPal



Creating a unique property search tool for a market leader, where speed and accessibility were key to functionality

650

estate agents using the app

4*

App Store rating

The brief

PropertyPal.com is Northern Ireland's largest property portal, managing portfolios for more than 650 estate agents and property developers.

PropertyPal launched an app – but quickly realised that they needed something more – so approached us to create a new, best-in-class solution.

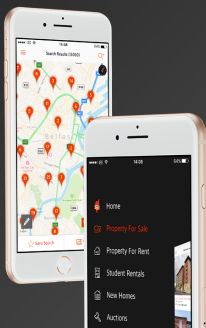
The brief was simple – create a market-leading app for the market leader.

What we did

70% of PropertyPal.com web traffic is from mobile, so we set about developing the PropertyPal app, to make the most of phone and tablet functionality, while delivering a better experience than the web platform.

Users could sort, filter and browse homes for sale or rent in their chosen location, but we also created a unique 'draw a search' feature. House hunters simply draw an area on a map with their finger – much more intuitive than a postcode or location name search.

And because property moves quickly, users could set alerts and notifications so they were immediately made aware of new properties available.



The results

As soon as the PropertyPal app was released, [App Store](#) ratings started to rise immediately. PropertyPal was inundated with positive feedback from users and estate agents.

Today, the app has a 4+ star rating.

A full verified customer review of this project is available on the web-portal for B2B research firm [Clutch](#).

"Apadmi's team was a pleasure to work with. They never fail to impress, and we've never had any issue with them providing anything other than a great service."

GARETH PENPRAZE
Project Manager, PropertyPal.com

Awards for PropertyPal



Mobile Utilities & Services*
Lovies

* Nominated