



Database Case Study: Realtor's Association of Lincoln, NE

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Presented by: Marketing Department

Case Study

Case Study for Realtor's Association of Lincoln, NE Web Database

Organization profile

The mission of the Realtor's Association of Lincoln, Nebraska (RAL) is to provide programs, products and services that enhance the careers of its members and the long-term stability of the real estate profession. The organization's website is found at directory.lincolnrealtors.com. RAL uses HostedDatabase.com web databases to manage directories of local realtors and affiliate companies. The directories are open for the public to search for realtors and vendors in such areas as home inspection, insurance, pest control, and property management just to name a few.

VITAL STATISTICS:

- Searches per month – Hundreds
- Number of realtors in directory – 815
- Number of vendors in directory - 156

Business situation

As a growing organization representing the local real estate industry in Lincoln, Nebraska, an important RAL asset is its website. The organization needed technology to allow it to readily maintain a directory of realtors and affiliate services firms and make it simple for the public to search. In order to provide easy to use directories of information, the organization needed a full-featured web database solution in order to cost-effectively add database functionality to their static website. The main requirement was to allow users to search quickly and easily through its growing directories. The organization also needed a back-end administrative tool to update and maintain their databases.

Technical situation

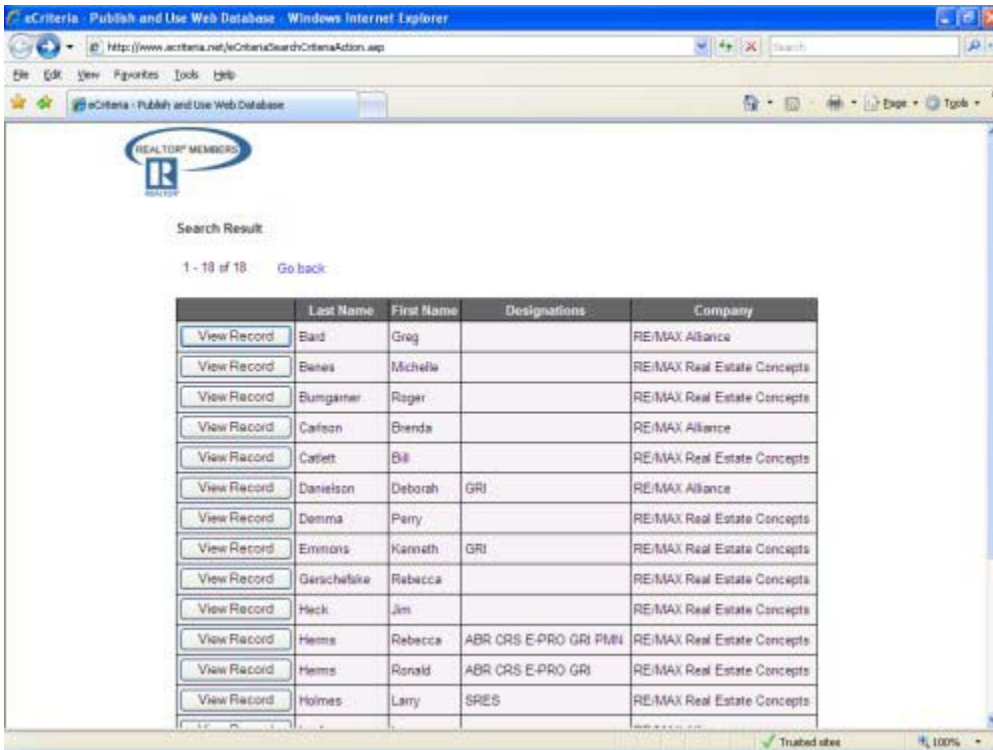
The RAL website is a static HTML site with no database functionality. Faced with hiring a programmer to implement a custom web database, a web-hosted solution requiring no special programming was sought instead. RAL chose the HostedDatabase.com web database service for use on their website in part due to the fact that HostedDatabase.com web databases are 100% generic and are platform agnostic. This means HostedDatabase.com web databases can be added to any website, hosted on any platform. The interface is simple HTML that is automatically generated for customers of the service.

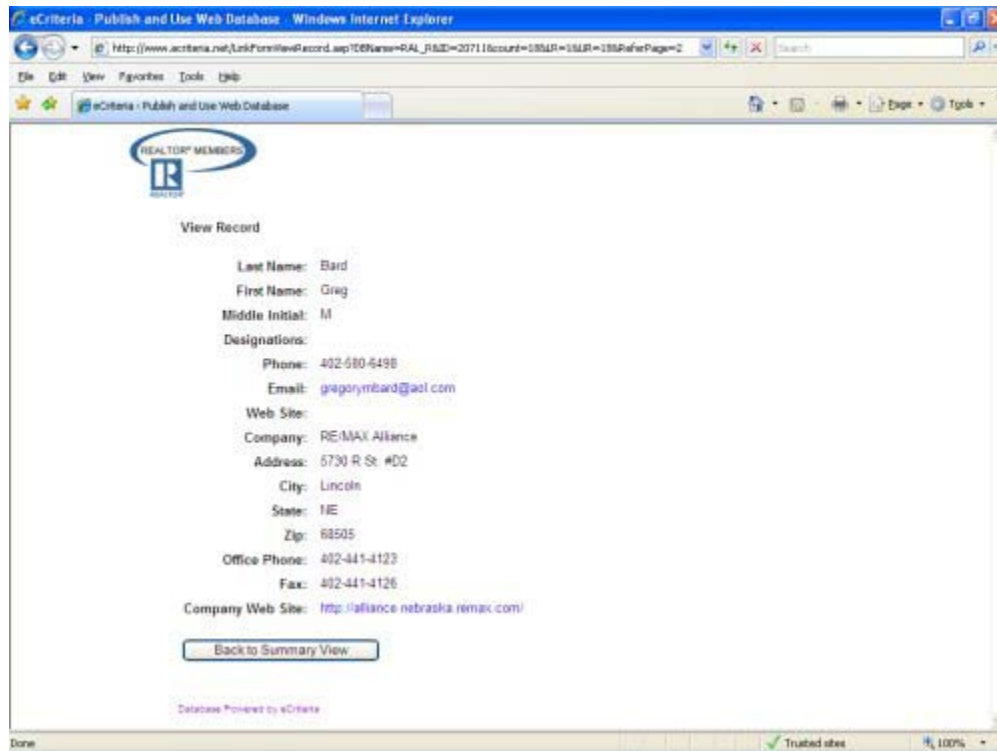
HostedDatabase.com was the industry's first *Database-as-a-Service* offering originally launched in 1999. The RAL web database allows users to search the realtor database using criteria such as name, designations, and company. The vendor database can be searched by category, name, and company.

Solution

The RAL web database is an example of well integrated database-driven realtor and vendor directories where the data content is entered and stored by the organization and made available to the public so users can search the database. The searchable databases can be accessed by clicking the "Realtor/Affiliate Directory" tab on the homepage of the site, clicking the "Search Realtor Directory" or "Search Affiliate Services Directory" link, filling in the criteria form, and then clicking the *Search* button. Search results are presented in a summary view where users can click on the *View Record* button next to each entry in order to see the complete information.

Douglas Rotthaus, Executive Vice President of RAL says "After using the web-hosted database service offered by HostedDatabase.com for over 2 years, we can honestly say that it is a perfect solution for providing seamless integration and real-time updates to the directory search tool on our website."





Benefits

RAL is reliant on their website that provides public web databases implemented using HostedDatabase.com technology. By opting for a hosted database, the organization was quick to satisfy its requirements with a low-cost do-it-yourself solution. With a dynamic web database attached to a static website, the organization is able to efficiently administer the data content for its directories. Since HostedDatabase.com databases are compatible with any website hosting platform, there was no software to buy or install, no software updates to worry about and no server-side programming needed.

A custom programmed solution could have easily approached \$3,000 by using an independent consultant or web developer and the organization's return-on-investment was quickly demonstrated by holding down costs.

Account service level used

Realtor's Association of Lincoln, Nebraska uses the HostedDatabase.com Premium account service.

ACCOUNT DETAILS:

- Monthly subscription fee of \$19.95.
- Unlimited number of databases.
- Unlimited number of users may access the databases.
- Unlimited bandwidth for data transfer.
- Up to 10 MB of aggregate database storage space. Additional storage available for \$10 per month for an additional 10 MB, or \$18 per month for 20 MB.