



Propelio is a one-stop platform for simplified real estate investment.



The Challenge

Founded in 2014, Propelio is an all-in-one platform built for real estate investors to find and manage leads. Upon the development of its mobile application, Propelio knew that integrating a mapping solution was necessary to bring its Driving for Dollars tool to life.

Benefits



Enhanced user confidence with a familiar interface



Decreased frequency of error and time spent on address searches



Virtual property assessment through accurate imagery

Working with Woolpert

Propelio made the switch to Woolpert as its Google Cloud partner in 2020. When asked his satisfaction in making the switch, Propelio Founder & CEO Daniel Moore stated, "Customer support was the differentiator. Woolpert had a team of dedicated people that were there to maximize usage, whereas other vendors that I used didn't have that level of sophistication."

In addition to Google Maps Platform, Propelio works with Woolpert on utilizing their Google Workspace implementation. The team stays in sync and communicates virtually through easy-to-use tools like Google Meet, Gmail and Calendar.

The Solution

Propelio selected Google Maps Platform to back its real estate platform with a familiar map interface and highly accurate, up-to-date imagery. Leveraging a mapping platform has enabled Propelio to provide customers with an immersive property search experience.

Searching for an investment property's address is quick and simple due to the predictive search capability of Places API. With a few keystrokes, a list of addresses is provided and automatically filled upon selection, significantly reducing the time spent typing and the risk of input error.

Once an address is submitted, users are directed to a new page where they can view relevant property information, including its location on a static map and a street perspective image of the property utilizing Street View API. Managing investments, exploring new properties and viewing comps and buyer data has been made simple with Google's dynamic map, where users can pan, zoom and select properties for additional insight.

Propelio's Driving for Dollars tool enables investors to derive property leads by simply driving down the road. This insightful tool leverages Google Maps Roads API feature, "snap-to-roads," to accurately record the path the car is following in order to obtain property addresses.

"Being able to integrate Google Maps into our platform felt very natural and was easy to become accustomed to. So, the learning curve was much shorter."

Daniel Moore, Founder & CEO, Propelio

Contact Us
Want more information?
Contact Woolpert at
cloudsuccess@woolpert.com

