A SYSTEM AND METHOD FOR MANAGING REAL ESTATE RELATED MATTERS

FIELD OF INVENTION

The invention pertains to a system and method for managing real estate related matters. More particularly, the invention relates to the use of an identifier to direct users to an online platform of the real estate management system.

BACKGROUND OF THE INVENTION

Handling of real estate related matters such as researching, searching, advertising, buying, selling, and leasing by real estate managers including owners and agents, as well as customers, are generally carried out manually, which is inefficient, error-prone, and tedious. Generally, real estate services are individually performed through respective processes without a centralized platform. With the real estate industry transitioning from traditional manual practice to the use of technology, interaction between all parties involved in the management of real estates has revolutionized, whereby the adoption of technology-based systems has provided streamlined efficiency and enhanced customer experience.

The advancement in technology negates human intervention in handling real estate matters that reduces human errors and increases efficiency and convenience. An example of such technology is introduced in US patent application no. US20170116691A1 that describes a network enabled system and method for transacting property sales and rentals without a real estate agent. Through the network, a seller of a real estate property is matched with a potential buyer. The system allows the seller to display the property on the network while the buyer

indicates his desired property criteria. Both parties can review each other's personal information, property records, and property criteria before deciding to seal the deal. Direct communication between the seller and buyer in real time is made possible by this network.

Whilst providing a system to assist in transaction and communication between buyers and sellers reduces involvement of a middle person and encourages direct transactions, US20170116691A1 does not address any issues in regard to facilitating potential buyers to obtain information of a real estate directly from the location of the real estate without having to manually contact the seller or search on the internet for information. Korea patent no. KR20180022152A addresses this issue by disclosing a system that adopts the use of QR codes for both registration of owners to sell or rent out his real estate, and users to obtain information about the real estate that is intended to be sold or rented out by the owner. This system requires the use of two different QR codes for the owners and users respectively, in which a first QR code is uniquely issued to the owner to facilitate the owner to register his real estate for sale or lease, and a second QR code generated for each real estate as registered by the owner to be scanned by users to gain information about the real estate. Any updating of information about the real estate can be done by the owner through the first QR code.

A similar technology is also employed in Korea patent application no. KR20130131543A that reveals a system for generating a QR code by a real estate owner to be provided at a real estate for users to scan for obtaining information of the real estate. The system further enables a poster known as a 'QR board' that comes with the QR code, address and building name of the real estate to be designed and printed such that it can be manually attached to the real estate.

Although KR20180022152A claims to prevent false sales of real estate by requiring the owner to register in its system prior to listing the real property, there is no solution

for deterring illegitimate real estate owners or realtors from listing real estates for sale or lease. Manual printing of QR codes for physical attachments on the real estate is also required in KR20130131543A. Therefore, there is a need to improve reliability and flexibility of these inventions.

SUMMARY OF INVENTION

In a first aspect of the invention, there is provided a system for managing real estate related matters which comprises an identifier that corresponds to a real estate for a user interested in the real estate to scan using a user device; an online platform provided with real estate listings published by one or more real estate manager; a server for managing the system through executing operations of at least one module including a real estate manager input module that allows the real estate managers to input real estate manager information, and real estate information relating to the real estate for publishing the real estate listing; a real estate manager verification module for verifying authenticity of the real estate managers based on the real estate manager information; and an identifier generating module for generating the identifier that corresponds to the real estate listing; wherein the identifier, upon being scanned, directs the user to the online platform to view the corresponding real estate listing.

Preferably, the identifier is a static QR code or dynamic QR code.

It is preferred that the identifier is provided at a location of the real estate.

In a preferred embodiment, the system further includes a board to publish the identifier, wherein the board is a non-digital or digital board.

According to the preferred embodiment, the system also includes an identifier

distribution module for remotely distributing the identifier to at least one designated digital channel including website, software application, email, and digital board.

It is preferred that the system comes with a user status identification module for identifying a registration status of the user based on availability of a software application on the user device, log in status of the user, or a combination thereof, to access the online platform through a web browser or the software application upon scanning the identifier, wherein the status is unregistered visitor or registered user.

Furthermore, the system may comprise an access module for the users to register or log into a user account on the online platform.

In addition, the system has a page directing module for directing the user to the real estate listing on the online platform that corresponds to the scanned identifier upon logging into the user account.

Based on a preferred embodiment, the real estate related matters include any one or a combination of purchasing, selling, renting, leasing, appointment scheduling, real estate listing publication, inspection, appraisal, auction, financing, insurance management, attorney engagement and agreement signing.

In another aspect of the invention, there is provided a method for managing real estate related matters through a system according to any one of the preceding claims that comprises the steps of verifying authenticity of a real estate manager by a real estate manager verification module upon receiving real estate manager information inputted by the real estate manager through a real estate manager input module; receiving real estate information relating to the real estate from the verified real estate manager through the real estate manager input module for publishing a real estate listing on an online platform; and generating an identifier that that corresponds to the real estate

listing by an identifier generating module; wherein the identifier is provided for a user interested in the real estate to scan using a user device such that the identifier directs the user to the online platform to view the corresponding real estate listing.

In a preferred embodiment of the invention, the method further comprises the step of distributing the identifier to at least one designated digital channel including website, software application, email, and digital board by an identifier distribution module.

It is preferred that the method incudes the step of capturing tracking information that is related to the scanning of the identifier when the identifier is scanned, wherein the tracking information includes any one or a combination of location of the scan, time of the scan, number of scans, and operating system of the user device.

Preferably, the authenticity of the real estate manager is verified through comparing the real estate manager information with data of registered real estate managers from a database of a real estate manager governing body.

According to a preferred embodiment of the invention, the method further comprises the step of identifying a registration status of the user based on availability of a software application on the user device, log in status of the user, or a combination thereof, to access the online platform through a web browser or the software application by a user status identification module upon scanning the identifier, wherein the status is unregistered visitor or registered user.

It is preferred that the method includes the step of prompting the user to register a user account from the online platform upon being identified as an unregistered visitor of the online platform by an access module.

Based on a preferred embodiment, the method also includes the step of prompting the

user to download the software application on the user device by the access module.

Preferably, the method comprises the step of prompting the user to log into the user account by the access module.

In a preferred embodiment, the method includes the step of directing the user to the real estate listing upon logging into the user account by a page directing module.

These aspects of the invention offer a centralized online platform to gather real estate managers as well as past, existing, and potential buyers and tenants who, hereinafter are collectively known as ‘customers’ for easing the handling of matters related to real estates. The platform offers a community that enables communication and facilitates transactions between the involved parties, as well as sharing of information including advertisements of real estates by real estate managers to customers. The platform is run by a system involving an identifier generated through the system by the real estate manager, preferably provided at the location of the real estate, to be captured by the customer to access the platform for gaining information of the real estate through the real estate listing as advertised by the real estate manager.

Legitimacy of real estate managers are verified by the system to ensure authenticity of the real estate managers and listed real estates to mitigate fraudulent and scam activities, ensuring security and safety of customers using the system, thereby generating confidence in users to utilise the system for handling real estate related matters. The fraud-proof method adopted by the system automates the authenticity verifications of the real estate managers prior to the listing of real estates. Furthermore, the system automates the registration of new users of the online platform, downloading of a software application on the user device for accessing the online platform, logging in of registered users into a user account of the online platform, and directing of users to the real estate listing that corresponds to the

scanned identifier. In addition to that, the system also introduces a solution for remote distribution of the generated identifier in non-printed form that can be done instantly to any designated digital channels including website, software application, email, and digital boards. Updating of the identifier can be achieved remotely and instantly without having to physically distribute the updated identifier.

One skilled in the art will readily appreciate that the invention is well adapted to carry out the objects and obtain the ends and advantages mentioned, as well as those inherent therein. The embodiments described herein are not intended as limitations on the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

For the purpose of facilitating an understanding of the invention, there is illustrated in the accompanying drawings the preferred embodiments from an inspection of which when considered in connection with the following description, the invention, its construction and operation and many of its advantages would be readily understood and appreciated.

Fig. 1 is a block diagram showing a preferred embodiment of the system.

Fig. 2 is a flowchart showing a fraud-proof process to verify authenticity of real estate managers intending to generate an identifier that corresponds to a real estate through the system of the invention.

Fig. 3 is a flowchart showing a process of directing users to the online platform of the system upon scanning an identifier that corresponds to a real estate.

DETAILED DESCRIPTION OF THE INVENTION

Hereinafter, the invention shall be described according to the preferred embodiments of the present invention and by referring to the accompanying description and drawings. However, it is to be understood that limiting the description to the preferred embodiments of the invention is merely to facilitate discussion of the present invention and it is envisioned that those skilled in the art may devise various modifications without departing from the scope of the appended claim.

Disclosed herein is a computer-implemented system and method for managing real estate related matters. The computing devices of the system involved in performing the operations to carry out the method may be specially constructed for the required purposes, or they can be a general-purpose computer selectively activated or reconfigured by a computer program stored in the computer to execute computer program instructions, as specified in the flowchart presented in the drawings, via processors of the computer or other programmable data processing apparatus.

A computer-readable memory may also be used for storing the computer program instructions, which can direct a computer or other programmable data processing apparatus to function in an intended manner to carry out the steps of the method as illustrated in the drawings.

The invention will now be described in greater detail, by way of examples, with reference to the drawings.

Real estate is a property that comprises land and any natural resources, or man-made permanent improvements such as buildings, bridges, gates and fences that are available on the land. According to an aspect the invention, the system is used for handling real estate related matters including any one or a combination of selling,

purchasing, leasing, renting, appointment scheduling, real estate listing publication, inspection, appraisal, auction, financing, insurance management, attorney engagement, agreement signing and the like.

An online platform **20** defining a real estate marketplace that is accessible through web browsers or software applications by any computing devices provides an environment for parties involved to carry out activities related to the handling of real estate related matters. The main parties involved are real estate managers and customers. The term 'customer' includes past, existing, and potential buyers or tenants, whereas the term 'real estate managers' includes real estate owners, as well as agents, brokers and salespersons who are intermediaries in charged of facilitating transactions between real estate owners and customers. It shall be understood that users of the system, in particular users of the online platform **20**, is not limited to real estate managers and customers, but also attorneys, insurance agents, financing personnel and any parties involved in the handling of real estate related matters. It is preferred that these users have a user account on to use the online platform **20**.

Access to the online platform **20** through a software application or web browser can be done via performing an action such as clicking or tapping on a link associated to the online platform **20**. To facilitate access to the online platform **20**, the present invention provides an identifier **10** for users interested in a real estate to scan using a user device which is a computing device that is provided or downloadable with a web browser or the software application associated to the online platform **20**. The user device is also equipped with an identifier reader function, or a camera feature capable of scanning the identifier **10**. Upon scanning of the identifier **10**, the user will be directed to a page of the online platform **20** that corresponds to the real estate that the user is interested in. The page is preferred to be the real estate listing with information about the real estate of interest by the user. The information may include description, image, audio, video, floor map, 3D virtual tour, real estate manager information, and

historical data. The historical data of the real estate can be information inputted by the real estate manager directly, or generated by a historical data module of the system that collects, processes, analyses and updates information of the real estate based on past and present information inputted by the real estate manager, and transaction related to the real estate that is performed using the system such as selling, leasing, and service ordering of the real estate. The service can be refurbishment and any changes made to the real estate. Therefore, the historical data may include ownership history, leasing history, past floor plans, maps and videos that show changes of the real estate over time, number of views of the real estate listing, information of viewers of the real estate listing and the like. Publication of any of the historical data requires authorization from the real estate manager. Thus, any private and confidential information from the historical data can be protected from public viewing. Optionally, any or all of the historical data can be published to selective viewers of the real estate listing as authorized by the real estate manager.

A printed identifier **10** can be provided in the form of a flyer, or poster attached onto a board exposed to the public. Besides that, the identifier **10** can be provided in digital form through digital channels including website, software application, email, and digital board. In one preferred embodiment, the identifier **10** can be accompanied by other forms of media such as text, image, audio, video, or a combination thereof to be presented as a static or animated advertising material.

It is preferred that the identifier **10** is made available at the location of the real estate, which can be a building, fence, pole, gate, or any objects at the real estate of which a printed identifier **10** can be directly attached thereon. The printed identifier **10** can also be adhered on a board attached to these objects at the real estate. Other than the manual way to present the identifier **10**, the board can also be a digital board for a digital identifier **10** to be digitally published thereon. Objects to attract attention of the public through means of visual, audio, video or a combination thereof can be provided

at the location of the real estate or specifically at the location of the identifier **10** to notify the public about the existence of real estate for sale or lease. These objects can be a balloon, poster, board, lightings, speakers, monitors and the like that are either or both visible and audible for attracting attention of the public.

Preferably, the identifier **10** is a Quick Response (QR) code embedded with the link as well as information about the real estate manager and real estate such as the identities of the real estate manager and real estate. Alternately, the identifier **10** can be in other forms that allow scanning or capturing of it to direct users to the online platform **20** through the user device. The QR code can be either a static QR code or dynamic QR code. Content stored in static QR code is fixed and therefore not updatable. The link to the online platform **20** is permanently embedded in the QR code. On the other hand, the dynamic QR code allows the content of the code to be edited, thereby permitting the link to the online platform **20** to be altered. A QR code tracking setting can be configured by the system to track scanning of the dynamic QR code, whereby the tracking information includes any one or a combination of location of the scan, time of the scan, number of scans, and operating system of the user device. The dynamic QR code is suitable to be distributed in digital form through the digital channels. Remote and instant distribution and updating of the identifier **10** can be done with the use of dynamic QR code.

The online platform **20** that provides a community for the users may be provided with functions for banking or any payment transactions, registration of the user as a member of the platform **20**, logging in or out of user account of the platform **20**, publication and updating of real estate listing, generating and distribution of the identifier **10**, real time communication, appointment scheduling, virtual inspection, virtual auction, as well as searches for real estates, real estate managers, attorneys, insurance agents, financing personnel and the like. The system coordinates the commencement and completion of these functions.

A server **30** is provided by the system to regulate operation of the system, which includes management of the online platform **20** and identifier **10** through modules **40** of the system as shown in **Fig. 1**. The server **30** is linked to a local database or cloud database for storing data including the real estate manager information, real estate information, tracking information, generated identifier **10**, distribution information of identifier **10**, and other user information.

The modules **40** involved in running the operation of the system for conducting the method to handle real estate related matters interacts with the online platform **20**. These modules **40** include a real estate manager input module **41** that allows the real estate managers to input real estate manager information, and real estate information related to the real estate for publishing the real estate listing; a real estate manager verification module **42** for verifying authenticity of the real estate managers based on the real estate manager information; and an identifier generating module **43** for generating the identifier **10** that corresponds to the real estate listing. Further, the system also comprises an identifier distribution module **44** for remotely distributing the identifier **10** to at least one designated digital channel including website, software application, email, and digital board.

To facilitate registration of the online platform **20** for new users, the system comprises a user status identification module **45** for identifying a registration status of the user to access the online platform **20** upon scanning the identifier **10**, wherein the status is unregistered visitor or registered user. An access module **46** for the users to register or log into a user account on the online platform **20** is also provided. Upon registering or logging into a user account after scanning the identifier **10**, a page directing module **47** provided by the system serves to direct the user to the real estate listing on the online platform **20** that corresponds to the scanned identifier **10**.

Functions of the available modules **40** of the system shall hereinafter be described in detailed along with the method of the invention in handling matters of real estate.

Fig. 2 illustrates a fraud-proof process to verify authenticity of real estate managers through the system of the invention, which is preferably conducted prior to generating the identifier **10**. The fraud-proof process is a precaution to safeguard security and safety of users including information security of users, especially for the customers, during the handling of the real estate related matters through the system. When registering or renewing a user account on the online platform **20** as a real estate manager, or whenever a real estate manager intends to publish a real estate listing, authenticity of the real estate manager will be verified by the real estate manager verification module **42** based on the real estate manager information provided by the real estate manager through the real estate manager input module **41** at step **101**. The real estate manager information includes personal information, real estate manager registration number, credentials and any other information required for checking authenticity and legitimacy of the real estate manager. Provision of the real estate manager information through the real estate manager input module **41** can be done through keying in the real estate manager information or scanning any codes such as linear barcodes, QR codes with the real estate manager information embedded such that the real estate manager information can be automatically sent to the system.

At step **102**, authenticity of a real estate manager is verified by the real estate manager verification module **42** upon receiving the real estate manager information. This can be done through comparing the real estate manager information with data of registered real estate managers from a database of a real estate manager governing body. The term ‘registered real estate managers’ indicates legitimate real estate owners, as well as legitimate and authorized real estate managers that are licensed and recognized by a real estate manager governing body to conduct the handling of real estate related matters on behalf of real estate owners with customers or any parties

involved in the matter. The data of registered real estate managers can be saved in the database of the system that is controlled by the server so that the comparison can be done by the system without involving any third-party database if authorization is obtained from the real estate manager governing body. Optionally, the database of the real estate manager governing body, which is a third-party database, can be connected to the real estate manager verification module **42** to fetch the data for the comparison to be performed upon obtaining authorization from the real estate manager governing body. Should there be any absence of the real estate manager's profile in the data of registered real estate managers, or failure to match the real estate manager information with the data of registered real estate managers, the real estate manager intending to register a user account on the online platform **20** or publish a real estate listing will be rejected by the real estate manager verification module **42** at step **103**.

In a preferred embodiment of the invention, upon keying in the real estate manager information, the real estate manager verification module **42** sends a code such as a one-time passcode to the real estate manager's device which can be a mobile phone, tablet, and computer through text message, voice call, email and the like based on the real estate manager's registered contact details for further verification of the authenticity of the real estate manager. The registered contact details of the real estate manager can be phone number, email address, address or any types of contact identifiers as provided by the real estate manager to the real estate manager governing body when registering as a legitimate real estate manager. It is preferred that the code can be instantly sent to the real estate manager. The real estate manager verification module **42** prompts the real estate manager to input the code as received through the platform **20** using the real estate manager input module **41**. Should the inputted code match with the one sent to the real estate manager, verification of the authenticity of the real estate manager is successful. The platform **20** also provides links for seeking assistance with resending of the code or contacting an operator of the system if the real estate manager fails to receive the code.

Upon successful verification of the real estate manager, the verified real estate manager is permitted to input real estate information that is related to the real estate which the real estate manager intended to publish on the online platform **20** through the real estate manager input module **41**. The system receives the real estate information at step **104** and generates a page with the real estate listing on the online platform **20**. The page is assigned a link as a reference or address to the page for users to access the page. An identifier **10** that corresponds to the real estate listing is generated by the identifier generating module **43** as indicated by step **105** upon selecting a desired form of the identifier **10** by the user, such as a static or dynamic QR code. The data of the real estate stored in the identifier **10** includes the link to the page of the real estate listing for the user interested in the real estate to be directed to the page on the online platform **20** to view the real estate listing. Besides that, the identifier **10** also contains data based on the real estate manager information and real estate information such as the real estate manager identity and real estate identity. Should a dynamic QR code be selected by the user, the user may update the link, or any data stored or coded in the identifier **10**. The identifier generating module **43** may also provide functions to allow a marketing presentation material to be produced, in which the marketing presentation material includes the generated identifier **10** and other forms of media such as text, images, audio and video.

After the identifier **10** is generated, the system proceeds to carry out step **106** where the real estate manager is prompted by the identifier distribution module **44** to choose an identifier distribution option between manual distribution whereby a manual identifier **10** which is a printed identifier **10** is produced, and digital distribution whereby a digital identifier **10** is produced. Should the manual distribution be chosen, the identifier **10** can be printed out. Conversely, should the digital distribution be chosen, the identifier distribution module **44** prompts the real estate manager to designate a digital channel which may include website, software application, email,

and digital board to publish the digital identifier **10**. Public digital boards or unique digital boards dedicated for a particular real estate such as those provided at the location of the real estate are registered on the system so that they are available to be designated by the real estate manager. Publication of digital identifiers **10** can be done remotely and in real time. It is preferred that the generating and distribution of the identifier **10** is a final step in publishing a real estate listing on the online platform **20** so that illegitimate real estate managers are prevented to make any publication of real estate listing on the online platform **20** and distribution of the generated identifier **10**.

In a further embodiment of the invention, the real estate manager verification module **42** may include functions to measure credibility of the real estate managers based on the real estate manager's legitimacy and credentials that are authenticated via the comparison with data from the real estate manager governing body, real estate manager records on whether they have been subject to any disciplinary actions, and real estate manager ratings as rated by customers on the online platform **20**. The measured credibility allows users to identify reliability of the real estate managers.

Fig. 3 illustrates the process of directing users to the online platform **20** of the system upon scanning an identifier **10** that corresponds to a real estate. At step **200**, the user status identification module **45** identifies a registration status of the user accessing the online platform **20** through the link of the identifier **10**. Identification of the registration status can be done based on availability of a software application on the user device, log in status of the user, or a combination thereof, to access the online platform **20** through the web browser or software application.

In one preferred embodiment, the absence of the software application indicates that the user is an unregistered visitor, and hence the system runs process **210** that starts with the user being prompted to register a user account from the online platform **20** that is accessible through the web browser at step **211**. After registering a user

account, the access module **46** prompts the user to download the software application on the user device at step **212**. The access module **46** further prompts the user, at step **213**, to log into the user account upon successful user registration and downloading of the software application. The software application is open for the user to log in. At step **214**, the page directing module **47** directs the user to the real estate listing that corresponds to the scanned identifier **10** upon logging into the user account through the software application. The system is configured to have a memory of the scanned identifier **10**.

In another preferred embodiment, the absence of the software application indicates that the user is either an unregistered visitor or a registered user who has logged out of the user account of the online platform **20**. The system goes through process **220** whereby the access module **46** prompts the user to download the software application as indicated in step **221**. Upon downloading the software application, the software application is activated for access to the online platform **20**, whereby the user is requested to key in the log in details to log into the user account at step **222**. The process proceeds to step **223** where the page directing module **47** directs the user to the real estate listing that corresponds to the scanned identifier **10** upon logging into the user account via the software application. Failure to log into the user account of the online platform **20** would cause the system to run process **210** for the user to register a user account and download the software application.

Should the presence of the software application be detected but the user is automatically identified as an unregistered visitor, or the user fails to log into the user account of the online platform **20**, the system runs process **230** by firstly opening the software application. According to step **231**, the user is requested to register a user account, followed by the user logging into the user account at step **232**. The process continues to step **234** where the page directing module **47** directs the user to the real estate listing that corresponds to the scanned identifier **10** upon logging into the user

account via the software application.

Based on another preferred embodiment, should the presence of the software application be detected, and the user is identified as a registered user, the system runs process **240**. Identification of the registered user is done by the access module **46** through automatically identifying the registered user, or through success of the user in logging into the user account through step **241**. Failure to log into the user account will lead the user to go through process **230** where the user will be prompted to register a user account. Upon logging into the user account, the page directing module **47**, through step **242**, directs the user to the real estate listing that corresponds to the scanned identifier **10** upon logging into the user account via the software application.

If the availability of the software application is detected, and the user is identified as a registered user in a logged in status, all through automatic detection by process **250**, the page directing module **47** directs the user to the real estate listing on the software application, that corresponds to the scanned identifier **10** at step **251**.

It shall be noted that the user can opt to view the real estate listing via the web browser instead of the software application, even with the software application downloaded on the user device. Also, even without being a registered user, or without having the software application downloaded to the user device, the user can still view the real estate listing through the platform **20** using the web browser upon scanning the identifier **10**. The system may request the user to register a user account as indicated in step **211**, or download the software application as indicated in step **221**, after the user scans the identifier **10**, in which the user may choose to reject registering a user account or downloading the software application, while opting to view the real estate listing through the web browser. In addition, even if the user has the software application downloaded to the user device and is a registered user who is still logged into his account or has logged out of his account, the system may enquire

the user to choose between the software application or the web browser to viewing the real estate listing.

The user may also conduct general real estate searches through the platform **20** and browse the platform **20** without being a registered user, although more advanced functions may not be usable by the unregistered user. Further in another embodiment, if the user has downloaded the software application to access the platform **20** but has yet to become a registered user, viewing of the real estate listing that corresponds to the scanned identifier **10**, or browsing of the platform **20** to conduct simple real estate searches may also be allowed. Whilst simple functions can be carried out, the unregistered user will be prompted to register a user account to utilise more advanced functions of the platform **20**.

The present disclosure includes as contained in the appended claims, as well as that of the foregoing description. Although this invention has been described in its preferred form with a degree of particularity, it is understood that the present disclosure of the preferred form has been made only by way of example and that numerous changes in the details of construction and the combination and arrangements of parts may be resorted to without departing from the scope of the invention.

CLAIMS

1. A system for managing real estate related matters, comprising
an identifier (10) that corresponds to a real estate for a user interested in the real estate to scan using a user device;
an online platform (20) provided with real estate listings published by one or more real estate manager;
a server (30) for managing the system through executing operations of at least one module (40) including
a real estate manager input module (41) that allows the real estate managers to input real estate manager information, and real estate information relating to the real estate for publishing the real estate listing;
a real estate manager verification module (42) for verifying authenticity of the real estate managers based on the real estate manager information; and
an identifier generating module (43) for generating the identifier that corresponds to the real estate listing;
wherein the identifier (10), upon being scanned, directs the user to the online platform (20) to view the corresponding real estate listing.

2. The system according to claim 1, wherein the identifier (10) is a static QR code or dynamic QR code.

3. The system according to claim 1 or 2, wherein the identifier (10) is provided at a location of the real estate.

4. The system according to any one of the preceding claims, further comprising a board to publish the identifier (10), wherein the board is a non-digital or digital board.

5. The system according to claim 4, further comprising an identifier distribution module (44) for remotely distributing the identifier (10) to at least one designated digital channel including website, software application, email, and digital board.

6. The system according to any one of the preceding claims, further comprising a user status identification module (45) for identifying a registration status of the user based on availability of a software application on the user device, log in status of the user, or a combination thereof, to access the online platform (20) through a web browser or the software application upon scanning the identifier (10), wherein the status is unregistered visitor or registered user.

7. The system according to any one of the preceding claims, further comprising an access module (46) for the users to register or log into a user account on the online platform (20).

8. The system according to claim 7, further comprising a page directing module (47) for directing the user to the real estate listing on the online platform (20) that corresponds to the scanned identifier (10) upon logging into the user account.

9. The system according to any one of the preceding claims, wherein the real estate related matters include any one or a combination of purchasing, selling, renting, leasing, appointment scheduling, real estate listing publication, inspection, appraisal, auction, financing, insurance management, attorney engagement and agreement signing.

10. A method for managing real estate related matters through a system according to any one of the preceding claims, comprising the steps of

verifying authenticity of a real estate manager by a real estate manager verification module (42) upon receiving real estate manager information inputted by the real estate manager through a real estate manager input module (41);

receiving real estate information relating to the real estate from the verified real estate manager through the real estate manager input module (41) for publishing a real estate listing on an online platform (20); and

generating an identifier (10) that corresponds to the real estate listing by an identifier generating module (43);

wherein the identifier (10) is provided for a user interested in the real estate to scan using a user device such that the identifier (10) directs the user to the online platform (20) to view the corresponding real estate listing.

11. The method according to claim 10, further comprising the step of distributing the identifier (10) to at least one designated digital channel including website, software application, email, and digital board by an identifier distribution module (44).

12. The method according to claim 10 or 11, further comprising the step of capturing tracking information that is related to the scanning of the identifier (10) when the identifier (10) is scanned, wherein the tracking information includes any one or a combination of location of the scan, time of the scan, number of scans, and operating system of the user device.

13. The method according to any one of claims 10 to 12, wherein the authenticity of the real estate manager is verified through comparing the real estate

manager information with data of registered real estate managers from a database of a real estate manager governing body.

14. The method according to any one of claims 10 to 13, further comprising the step of identifying a registration status of the user based on availability of a software application on the user device, log in status of the user, or a combination thereof, to access the online platform through a web browser or the software application by a user status identification module (45) upon scanning the identifier (10), wherein the status is unregistered visitor or registered user.

15. The method according to claim 14, further comprising the step of prompting the user to register a user account from the online upon being identified as an unregistered visitor of the online platform (20) by an access module (46).

16. The method according to claim 15, further comprising the step of prompting the user to download the software application on the user device by the access module (46).

17. The method according to claim 15 or 16, further comprising the step of prompting the user to log into the user account by the access module (46).

18. The method according to claim 17, further comprising the step of directing the user to the real estate listing upon logging into the user account by a page directing module (47).