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Title	A Web-based Real Property Marketing System for RDS Realty
Year	2010
Program	Master in Information Systems

ABSTRACT

A Web-based Real Property Marketing System for RDS Realty was implemented for the company to realize an internet presence and provide its clients and agents updated information on properties being marketed. The system was develop using PHP, Hypertext Markup Language (HTML), Ajax, MYQSL, JavaScript and Cascading Style Sheet (CSS).

The launching of the website enables the company to tap not only local buyers but those residing abroad as well. The system is online twenty-four hours a day, hence it eliminates geographical and time barrier which is a hindrance in marketing the properties to the buyers worldwide.