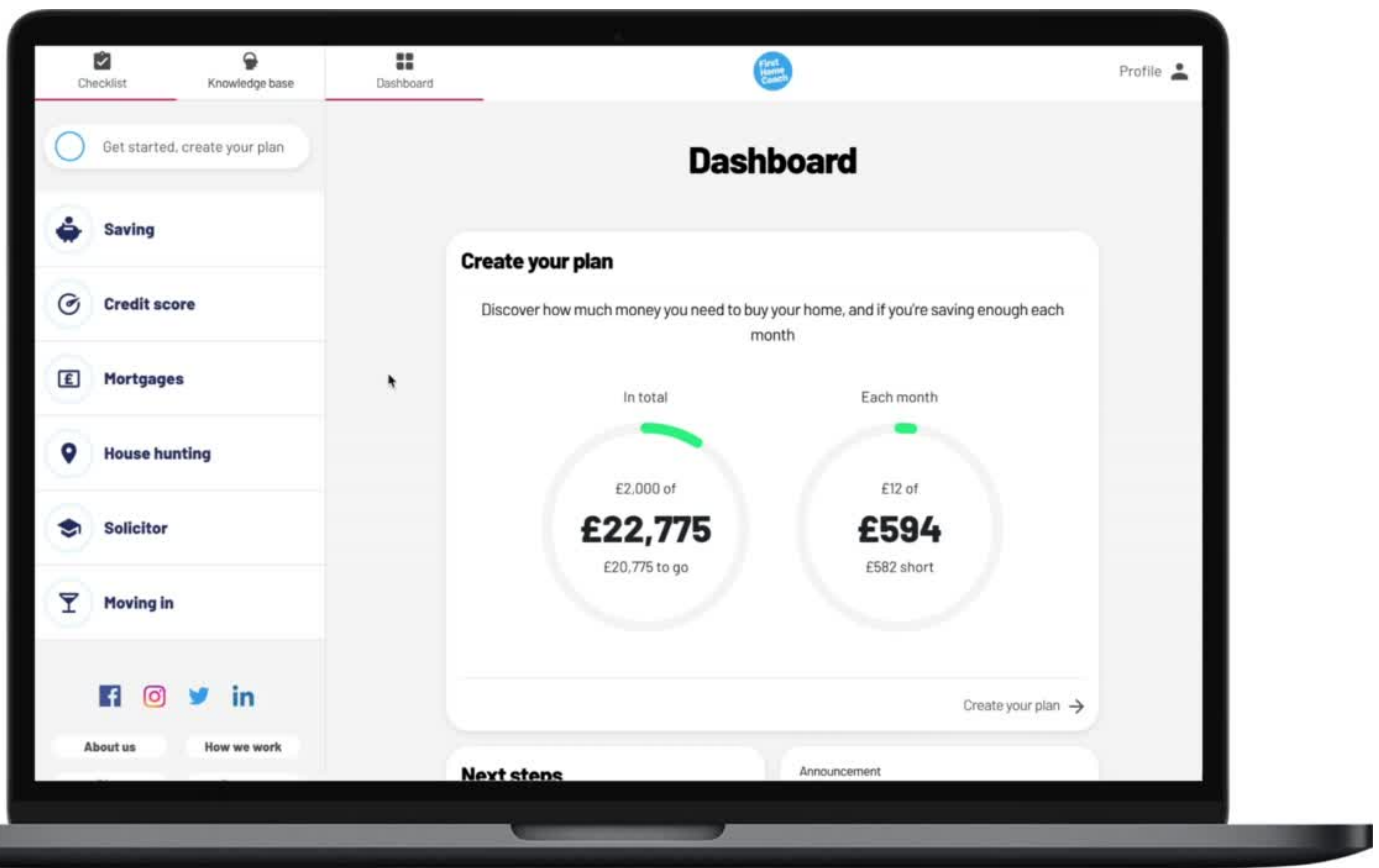


Developing a SaaS platform that assists UK homebuyers

Location: UK **Industry:** Fintech



Client & product

FirstHomeCoach is a UK-based fintech company whose product navigates buyers through the complex steps of purchasing a property and connects them with trusted advisors to help them secure a mortgage, get insurance, and handle all the legal paperwork.

Challenges

Our client's service needed a custom algorithm and the recommendation engine that analyzes loads of data to automatically plan the individual property buying process.

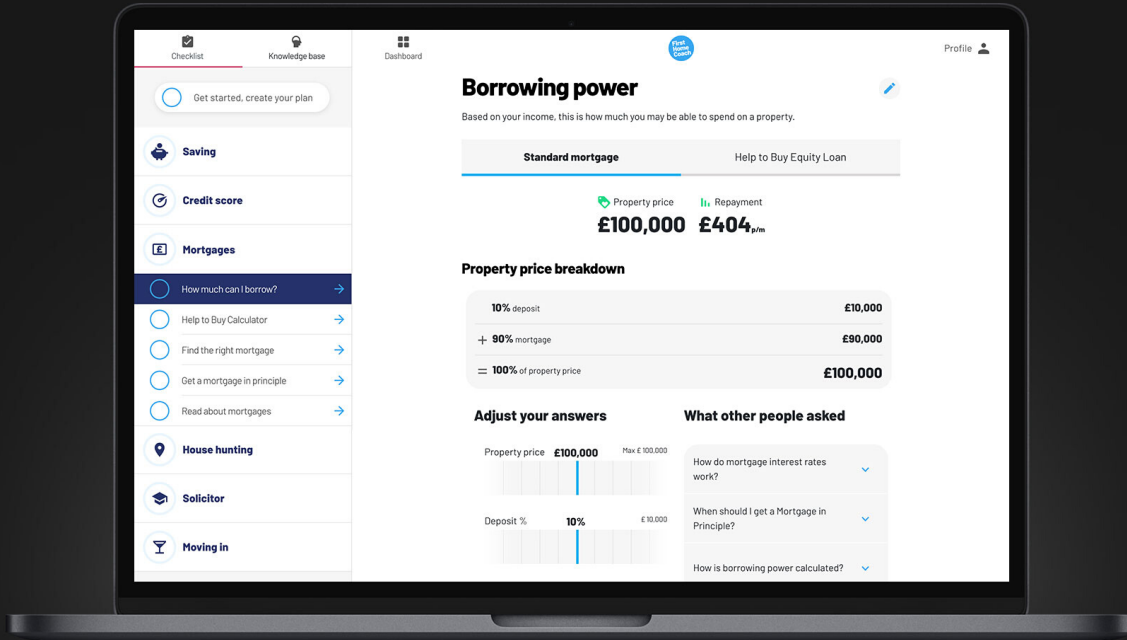
Sensitive user data gathered by the system had to be secured with the help of a security-driven architecture and data segregation. In addition, our client wanted to make modules including the mortgage calculator and deposit builder accessible for partners as separate products in white label format.

Job done

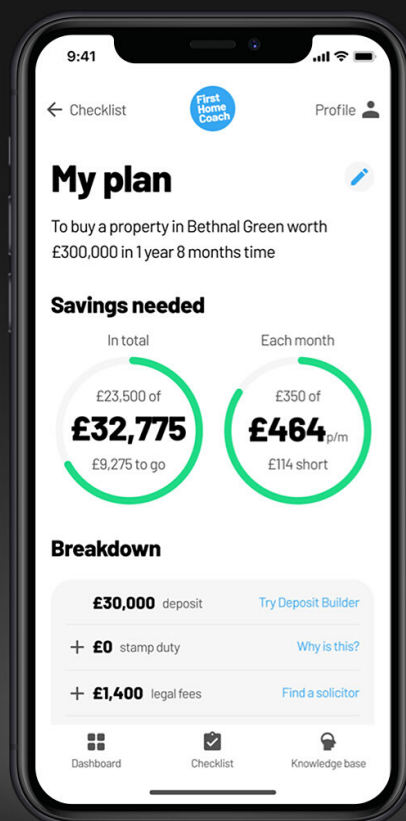
Our team selected the technology stack, designed the app's security and architecture, and built the system and algorithms from scratch. Moreover, we paid the utmost attention to how the system stores users' personal data, ensuring tight security.

Implemented features

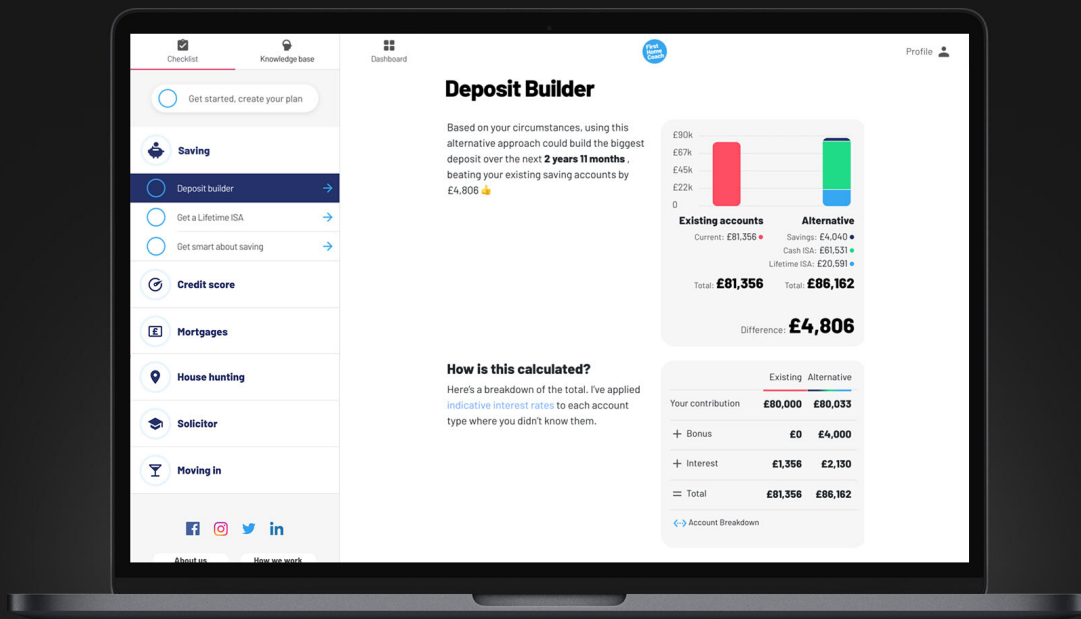
Mortgage calculator



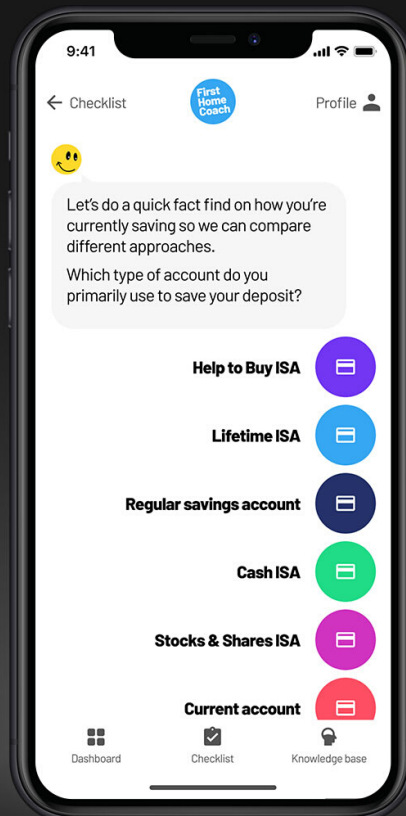
Property buying plan



Deposit builder



Third-party integrations



Outcomes

In the end, we provided our client with a solution that helps potential homebuyers create a personalized plan, analyze costs, and track every stage of the property buying process. In its first year, FirstHomeCoach helped more than 5,000 users plan property purchases by processing over 40,000 data points. Apart from that, 1,000+ people enjoyed the mobile application.

Client's feedback



Paul Carse

CTO of Life Moments
Ltd



We needed a flexible, reliable partner that could turn our idea into reality, one who could quickly provide a team of experts that could design and build our product and infrastructure. Meeting with some of the Relevant team in London, we were impressed by their approach. The Relevant team's quality and approach left a favorable impression on us, so we proceeded with them.

Relevant was critical to designing and building the app and its infrastructure. The site went live last year, and we continue to work with Relevant to enhance the product. They made experienced team members available to show us what our solution would look like and how our cooperation would flow. This showcased their reliability and established transparent processes and regular communication.