



## WOWA INNOVATION HIGHLIGHT



### COMPANY OVERVIEW

WOWA is a real estate technology start-up with a mission to increase real estate transparency and literacy across North America. WOWA.ca is the only real estate platform in Canada where home buyers and home sellers can compare real estate agents by their experience and commission/cashback. The platform also has over 400 real estate and financial tools and guides as well as Canada's top housing market reports. Every day, over 10,000 Canadians (as of Q1 2021) use WOWA.ca. WOWA has also built Casaplorer.com, an innovative real estate platform targeting home buyers and sellers in the USA.

**LOCATION:** TORONTO, ON

### TECHNOLOGY



### Data Centre and Cloud



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### THE SEARCH FOR EASY AND TRANSPARENT REAL ESTATE INFORMATION

With multiple industries leveraging the digital world, real estate is no different. Consumers today search for homes on the internet, and real estate agents are seeing the need to be present online to meet the needs of consumers. However, one of the major barriers in the real estate market and online hiring platforms for agents is the lack of trust and personal chemistry. Consumers are also often unaware of the factors that determine the quality of a real estate agent.

### A MODERN REAL ESTATE EXPERIENCE

WOWA has developed a platform (WOWA.ca) allowing home buyers and sellers to easily search and compare real estate agents based on experience, reviews, and commission or cashback. Consumers have access to detailed biographies, recent transactions, and client reviews of their agents. In turn, real estate agents can advertise their services, present their value propositions, and post videos/FAQs regarding their service and skills. WOWA.ca combines transparency with education, helping consumers identify their requirements and find the best real estate agent for their needs.

### FUTURE-PROOFING THE PLATFORM FOR GROWTH

With its rapid growth over the past year, WOWA aims to ensure their platform can scale to handle over 200,000 daily users, or 5,000 concurrent users. With CENG N's infrastructure, WOWA successfully performed load testing and confirmed scalability to their target requirements. During this process, the CENG N project helped the WOWA team identify and resolve performance issues, leading to improved response times and decreased resource utilization. WOWA was also able to confirm the stability of the platform under stress conditions. As a result of this project, WOWA expects to see significant improvements to user experience and cloud spending.

**“Working  
with CENG N  
has allowed  
us to achieve  
significant  
economic  
efficiencies,  
green-light our  
commercial  
expansion, and  
save us potential  
future service  
disruption and  
developer time.”**

**David Zhao**  
CTO, WOWA

