

Realtor Verifier

Your Biggest Transaction with Reassurance

Spec Status: **Draft** / Peer Review / Mentor Review / Complete

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Summary

It's a comprehensive platform empowering active realtors to exhibit their transactions, share video blogs, and acquire verified association records, enhancing their validation and credibility in the market so potential clients with different needs can find the right match. *(Kinda like a tinder to find the best realtor depending on the clients goals)*

Problem Background

The goal of Realtor Verifier as a social platform is to facilitate homebuyers, sellers, and investors in finding suitable agents aligned with their goals, showcasing evidence of the agents' expertise and experience to achieve clients' objectives.

With over 2.1 million active realtors nationwide many agents pretend they're selling a home when in reality they are taking credit for another realtor's work and promoting it on their social media. This is a problem because many clients have lost money on the table when it comes to selling their home and negotiating credit.

Goals

- *Allow Home Buyers, sellers, and investors to find realtors in their neighborhood and see the agents content and with their associations record showing proof of their past transactions*
- *Allow any possible client be familiar with every realtors content and see which agent aligns with their goals*
- *Making it easier to view real estate content and choosing the right agent*
- *Increasing more homes for sale by 10%*

User Stories

User story 1: *As a homebuyer, I want an app that reassures me that my agent has prior knowledge to help me reach my goal of home ownership*

Scenario #1 Find realtors that specialize with home buyers

Acceptance Criteria:

- Home Buyers can find all the local realtors with the most transactions and see if they have assistants or transaction coordinators to make the escrow process a lot easier. Buyers can also see live testimonial videos from past clients
- Home buyers can view and analysis each realtors content
- Homebuyers can make a logical decision to which realtor they want to choose based off the info they viewed on the realtors profile

User Story 2: *As a home seller, I want to see the content of my realtor that shows proof that he can sell my home for top dollar.*

Scenario #2 *Find realtors that specialize in listing homes and show proof of their past marketing material of their listings*

Acceptance Criteria:

- *Home sellers can view listing agents list to sell price ratio by viewing their transactions record since the day they started*
- *Home sellers can view each agents marketing plan of action*
- *Home sellers can see if the agents personality fits their preference of choice*

User Story 3: *As an investor, I want to find the right realtors in specific neighborhoods with multifamily experience.*

Scenario #3 *Find realtors that specialize in investment properties and know how to deal with tenants and connect them with investors*

Acceptance Criteria

- Investors can type a specific neighborhood and will be directed to all the top investment realtors with the most transactions
- The software will also recommend investment realtors depending on the clients goals
- Top features will be the explore page where realtors can sell themselves to the clients

Proposed Solution

Our platform facilitates realtors filling in their profiles while enabling clients to input their goals, allowing our software to recommend suitable realtors based on the clients' objectives

Scenario:

1. Only active realtors can create a profile

- Realtors will upload their contact info and license info and would be able to upload videos, blogs, pictures, and the app would be able to pull up the realtors record from their association to show reassurance that they actually close deals before based on the client's goal.

- Buyers and sellers would be able to explore different realtors and view their profiles. If the client thinks the realtor is the right fit they can swipe right which will notify the realtor to contact that client.
2. Buyer and seller can write what their goal is and let realtors in that city view it
- Once realtors view it they can send a request so the client can look at the realtors profile.
 - If the realtor fits the clients criteria the client can accept the request and can get in contact .

Measuring Success

- Having realtors sign up fill out their information and have their profile fully verified
- Having clients create profiles, fill out the questionnaire and set their goals so that they can use the app to the fullest potential
- Easy to use with great customer reviews
- Having brokerages reach out to us so we can present it in front of their agents

Product Success Metrics

- *How many agents signed up in LA County the goal is 10% by the 3rd month*
- *Have 8%-10% of clients sign up in the first 3 months*
- *Present to 50-60 brokerages and show their agents how to sign up in the first 3 months*
- *Have real estate influencers promote the app with all the features advantages and benefits*
- *Partner up with the association of Realtors so that they can require their agents to create a profile*

Milestones & Timeline

- Having people sign up
- Design the website to be easy to use
- Testing and implementing
- Having a final polish and demo day

Open Questions / Appendix

- What type of Information is going to be required by the clients
- How will we be able to get the realtor's records?
- Do we support part time agents?
- How will we partner up with every association?