

AGENT360

# Does Digital Transformation Always Equate to Benefits?

Real estate may have gone digital with the likes of Zillow and Redfin, but beyond mapping and filtering where are the benefits and solutions that help remove the friction of a complicated and time-consuming exercise? AGENT360 is a platform that offers pragmatic tools to enhance and elevate the buying and selling process.





**AGENT360**

feedback&communication platform

AGENT360

# Empowering All Parties

AGENT360 is a Real Estate Platform that provides tools for all parties to ease the home buying and selling process. Data democratization, machine learning, and powerful communication channels provide rich insight and real-time intelligence to an antiquated process, facilitating informed decision-making and faster times-to-close.

DATA

COMMUNICATION

A.I.



**HOME BUYER**

**Benefits:**

- Get Matched to the RIGHT Properties
- Get Questions Answered
- Access to More Property Features



**BUYING AGENT**

**Benefits:**

- Save Time Filtering Properties
- Answers at Your Fingertips
- Centralized Client Portal



**HOME SELLER**

**Benefits:**

- Receive Instant Feedback from Buyers
- Respond to Questions Directly
- See Real-time Stats from Tours



**LISTING AGENT**

**Benefits:**

- Automate Data Entry
- Gauge Potential Buyers' Interest
- See Which Photos Resonate

WORKFLOWS

# UX Design Suggestions


The following represent UX/UI design ideas for various screens and work-flows



## WORKFLOW OVERVIEW:



# Realtor Onboarding

You're invited to Download the ReMax Realtor App



Hink,  
The East Chicago Branch 389 of ReMax has partnered with the technology firm AGENT360, to bring you the latest tools to enable your clients to buy and sell faster and make your job easier. We invite you to download the ReMax Buyer's App from the Android or Apple Store. The app provides:


- Robust methods to communicate with clients
- Add Audio Tours to property listings
- Get real-time feedback and buyer sentiment
- AI-powered recommendations
- Lead Generation
- and much more at a low monthly cost

After you download, enter this unique key when prompted  
**F926YYE0N29**

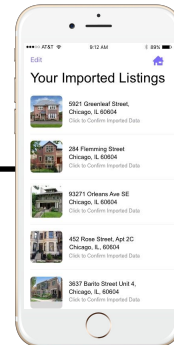
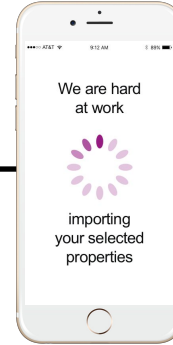
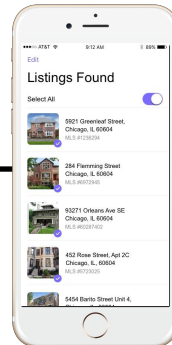
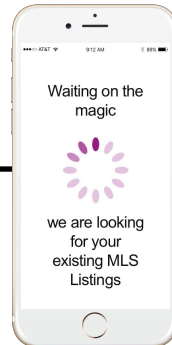
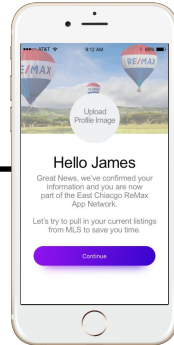
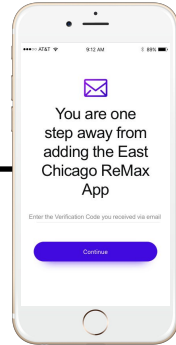
If you have any issues, you can reach out to your broker, Joe Smith of the ReMax East Chicago Branch

Preview of your new tools



- Simple yet powerful console
- Import Listings, update, then export to MLS
- Add Audio tours, get feedback, see analytics

Thanks for being part of the team!  
- The East Chicago ReMax Office



Validation



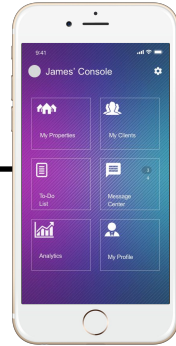
Importing of Existing Listings

Email Invite from Broker (Optional)

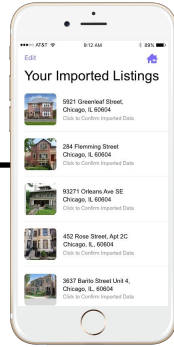


WORKFLOW OVERVIEW:

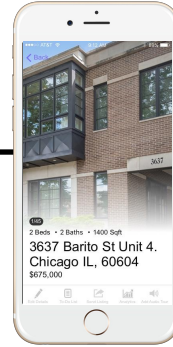
# Realtor Console



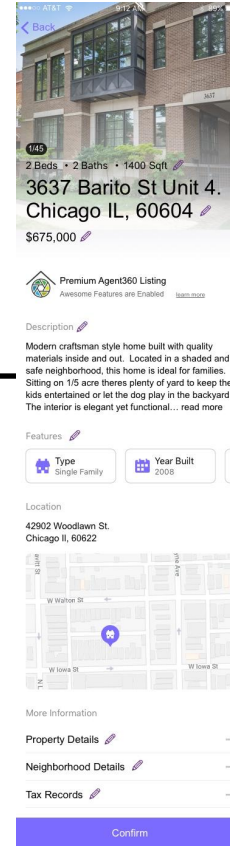
Console/Home



Property Listings  
Illustrative/Changes needed



Single Property View



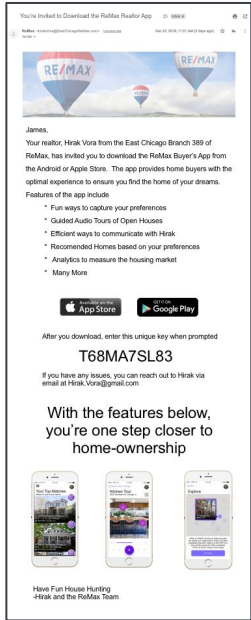
Edit Property






WORKFLOW OVERVIEW:

# Customer Onboarding



You're Invited to Download the Re/Max App



James,


Your realtor, Hirak Vora from the East Chicago Branch 389 of Re/Max, has invited you to download the Realtor Buyer's App from the Android or Apple Store. The app provides home buyers with the optimal experience to ensure you find the home of your dreams. Features of the app include

- Fun ways to capture your preferences
- Guided Audio Tours of Open Houses
- Efficient ways to communicate with Hirak
- Recommended Homes based on your preferences
- Analytics to measure the housing market
- Many More

After you download, enter this unique key when prompted  
**T68MA7SL83**

If you have any issues, you can reach out to Hirak via email at [Hirak.Vora@gmail.com](mailto:Hirak.Vora@gmail.com)

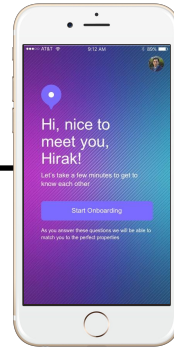
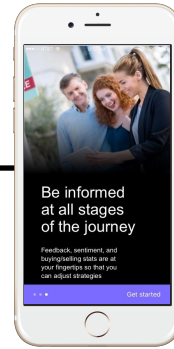
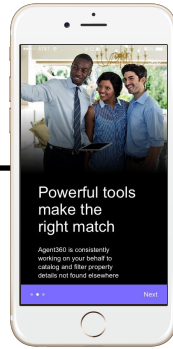
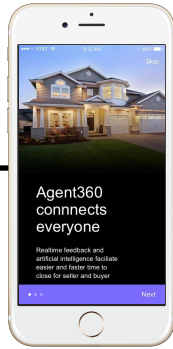
With the features below, you're one step closer to home-ownership



Have Fun House Hunting  
Hirak and the Re/Max Team



Splash Screen

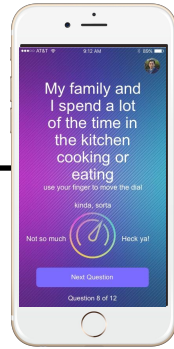
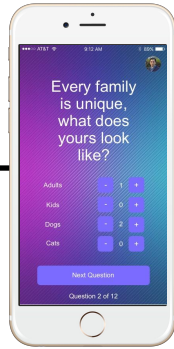
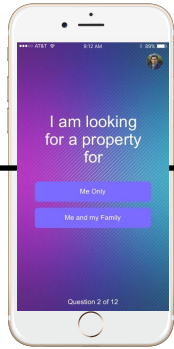


One-time introduction of features

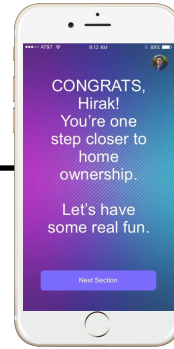


WORKFLOW OVERVIEW:

# Onboarding > Survey




Additional  
Survey  
Questions



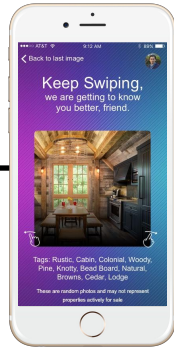
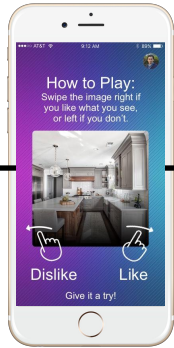
Survey

Segue to Step 2

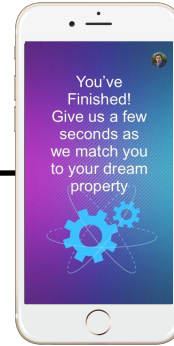
 Indicated screens that have not yet been designed

WORKFLOW OVERVIEW:

# Onboarding > Photo Affinities



Additional  
Photos by  
room



Tinder-like Photo lineup

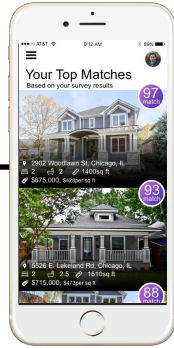
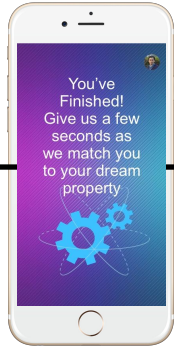
Segue to Step 2

Indicated screens that have not yet been designed



WORKFLOW OVERVIEW:

# Onboarding > Matching



Ranked Matches

Premium Listing



**145**  
2 Beds • 2 Baths • 1400 Sqft  
2902 Woodlawn St.  
Chicago IL, 60622  
\$675,000 **Hot Home** **97 match**

**Premium Agent360 Listing**  
Awesome Features are Enabled [learn more](#)

**Description**  
Modern craftsman style home built with quality materials inside and out. Located in a shaded and safe neighborhood, this home is ideal for families. Sitting on 1/5 acre theres plenty of yard to keep the kids entertained or let the dog play in the backyard. The interior is elegant yet functional... read more

**Features**

- Type Single Family
- Year Built 2008

**Location**  
42902 Woodlawn St.  
Chicago Il, 60622

**More Information**

- Property Details +
- Neighborhood Details +
- Tax Records +

[Connect with the Selling Agent](#)

**182**  
2 Beds • 2.5 Baths • 1510 Sqft  
5526 E Lakeland Rd  
Chicago IL, 60622  
\$715,000 **93 match**

**Standard Listing**  
Some features are unavailable [learn more](#)  
[Request Upgrade](#)

**Description**  
Built in 2011 this is a prime example of classic craftsman design. The primary living space is on the first floor including a beautiful wrap-around porch which is ideal for entertaining guests. When the weather changes, bring the guests inside to enjoy the expansive living areas...read more

**Features**

- Type Single Family
- Year Built 2011

**Location**  
5526 E. Lakeland Rd  
Chicago Il, 60625

**More Information**

- Property Details +
- Neighborhood Details +
- Tax Records +

[Connect with the Selling Agent](#)

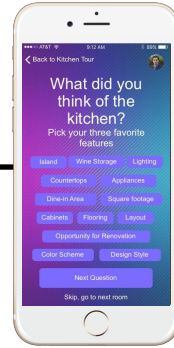
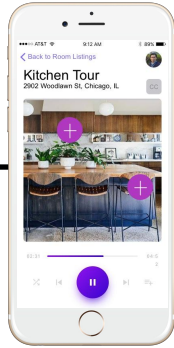
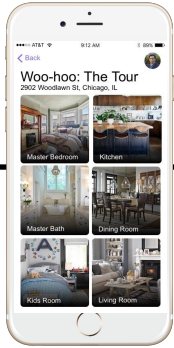
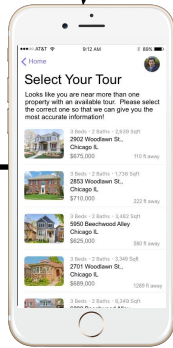
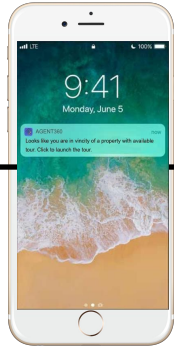
Non-Premium Listing



WORKFLOW OVERVIEW:

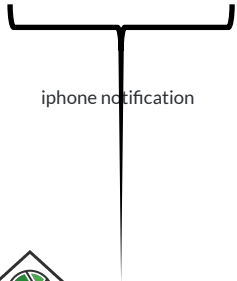
# Tour

Return to  
Grid

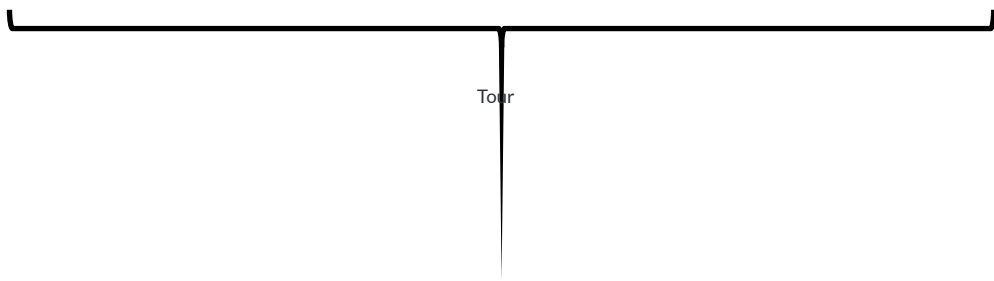


Additional  
Survey  
Questions

Next Room



iphone notification

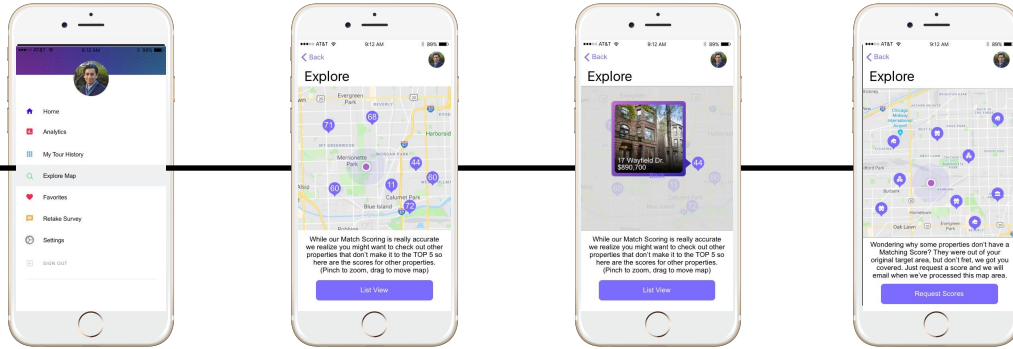


Tour

Indicated screens that have  
not yet been designed

WORKFLOW OVERVIEW:

# Nav > Explore



Nav/Profile Menu

Explore ANY property on a map

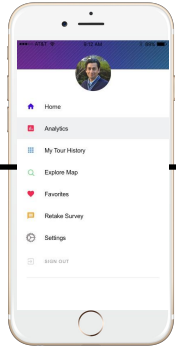


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reconnect communication platform

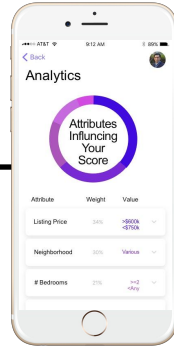
Indicated screens that have not yet been designed

WORKFLOW OVERVIEW:

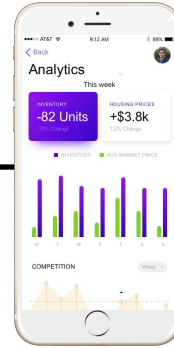
# Nav > Analytics



Nav/Profile Menu



Various quantitative insight about buyer and market



Indicated screens that have not yet been designed

## WORKFLOWS

# In-Depth

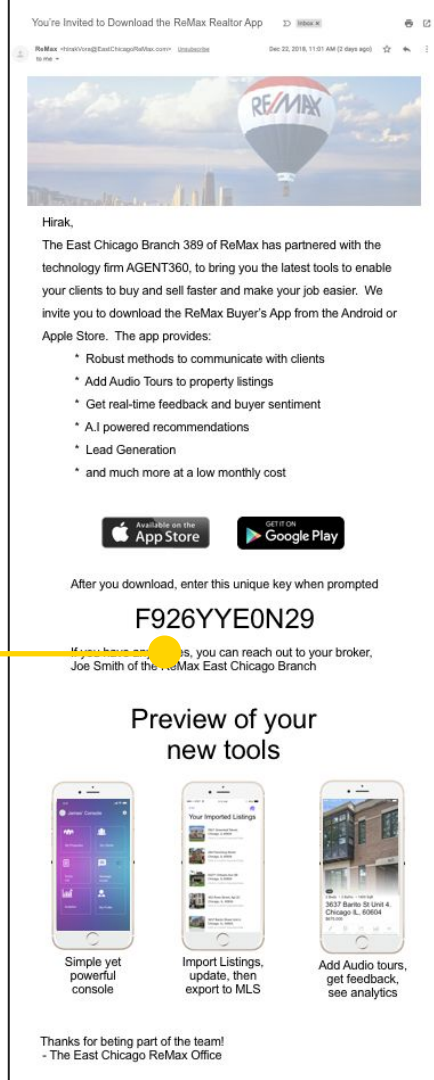
The following represent UX/UI design ideas for various screens and work-flows



IN\_DEPTH

# Realtor Onboarding > Email

Assuming that broker may help market the app, the realtor would receive an email from broker that provides link and outlines benefits. Arguably the broker may be able to provide some agent-level info like name, license #, email, etc at onset to ensure the agent is onboarded more easily (be able to import listings). In order to be associated with the broker's instance, a validation code is provided



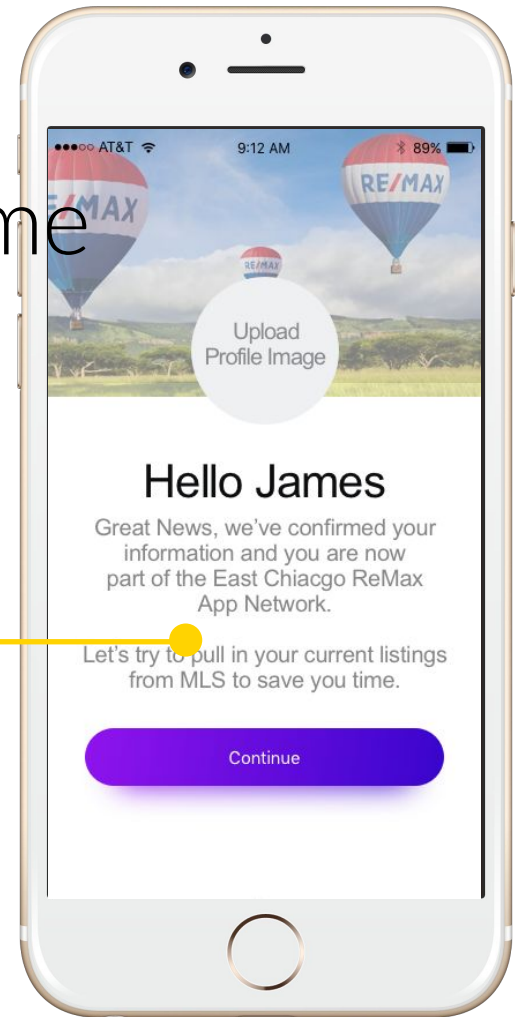
AGENT360  
feedbackcommunication platform



IN\_DEPTH

# Realtor Onboarding > Welcome

Splash screen representing association with branch office and preface to next steps (import)

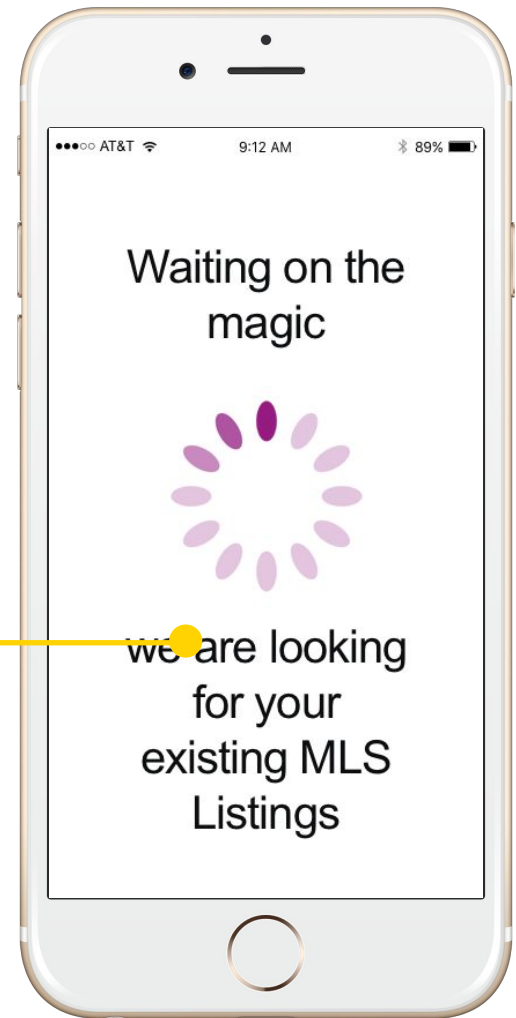


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realestate communication platform

IN\_DEPTH

# Realtor Onboarding > Import

Using the agent's email address, name & affiliation or other identifier, the app will connect with MLS to ingest existing listings

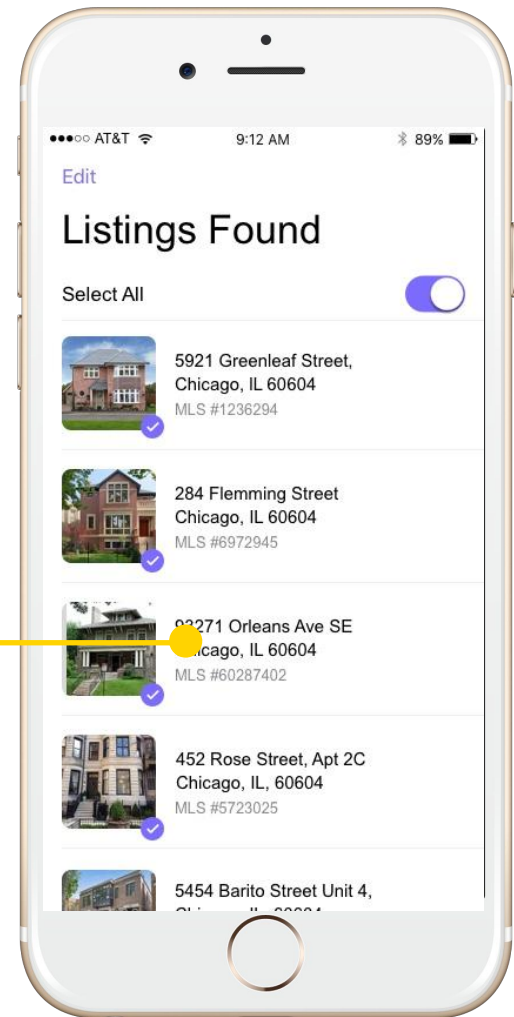


AGENT 360  
TECHNOLOGY COMMUNICATION PLATFORM

IN\_DEPTH

# Realtor Onboarding > Import

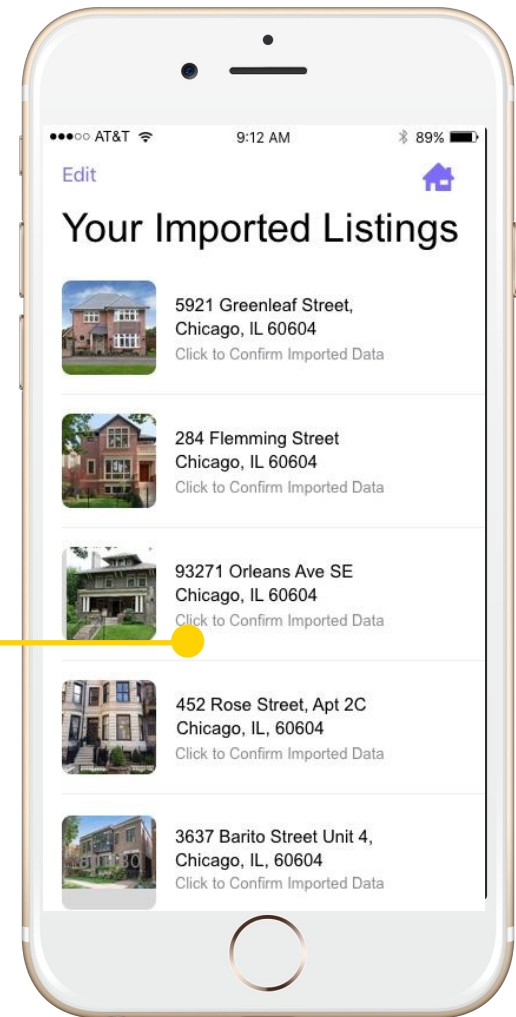
Listings associated with the agent are found and can be selected to be imported



IN\_DEPTH

# Realtor Onboarding > Import

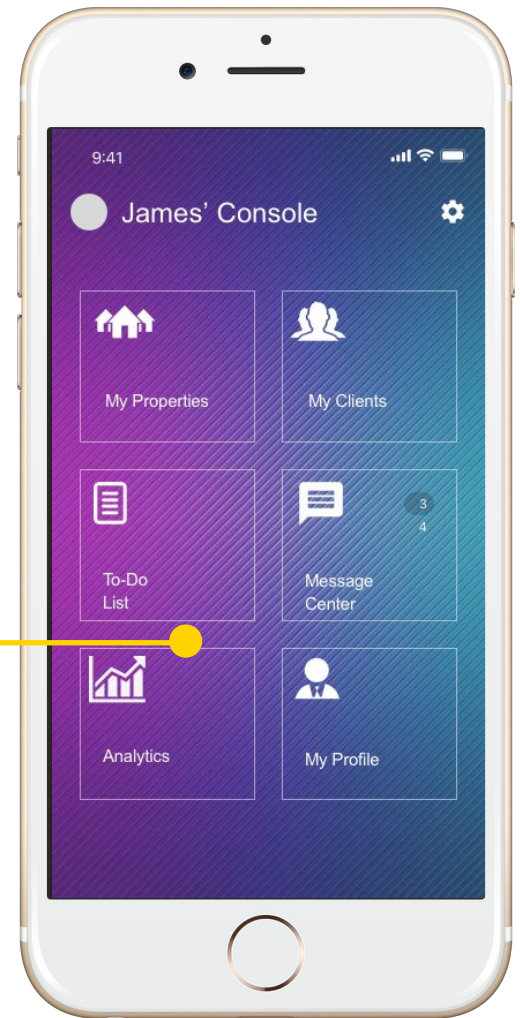
Existing Listings can be validated or amended. They will also be available in the “My Properties” section of the console



IN\_DEPTH

# Realtor Console

The homescreen for a realtor that allows him/her to manage all aspects of the business

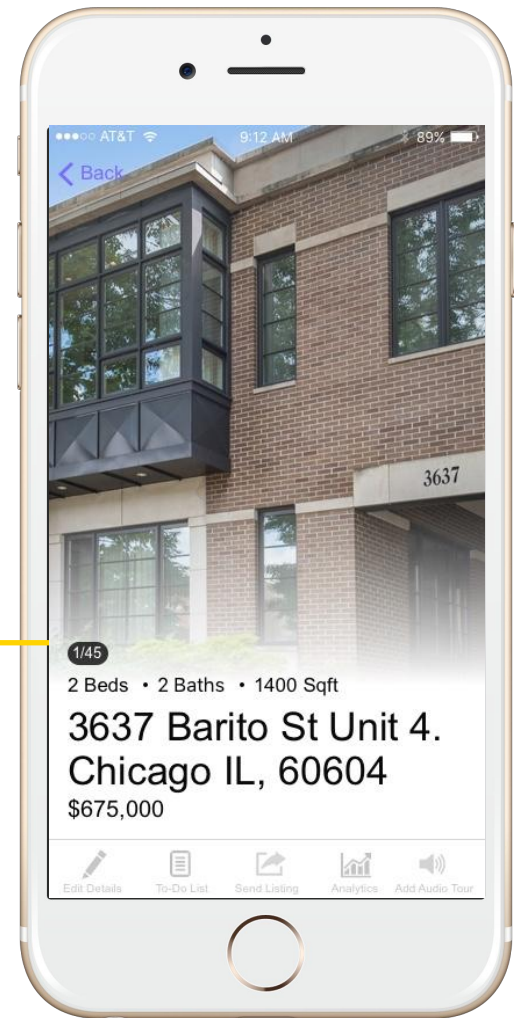


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TECHNOLOGY COMMUNICATION PLATFORM

IN\_DEPTH

# Realtor Console > Single Property

Allows realtors to perform a number of powerful actions regarding a specific property like see analytics, edit listing, forward the listing, manage activities, or add audio tour



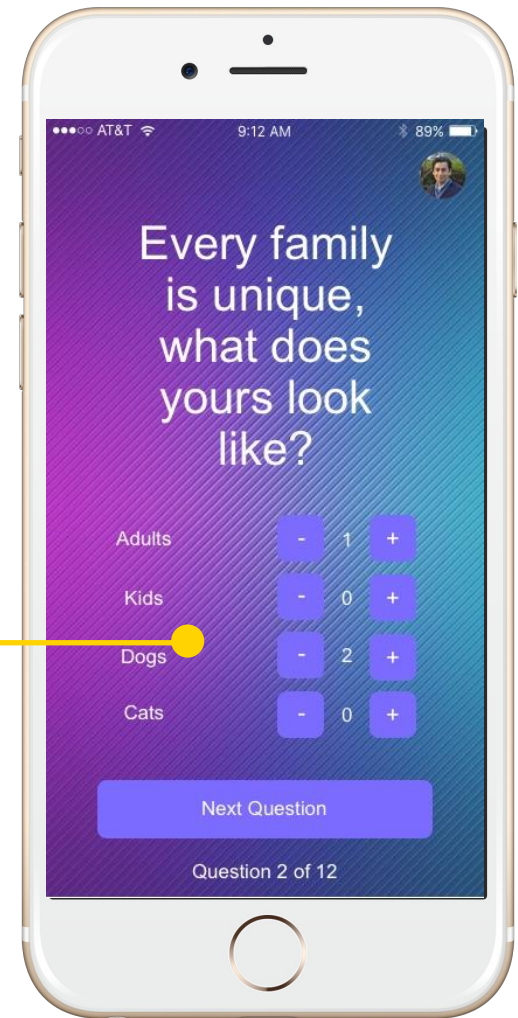
AGENT 360  
TECHNOLOGICAL COMMUNICATION PLATFORM



IN\_DEPTH

# Onboarding > Survey

A multitude of interactive elements will allow the user to respond to survey questions that indicate preference and, in some cases, the weights of those preferences



IN\_DEPTH

# Onboarding > Survey

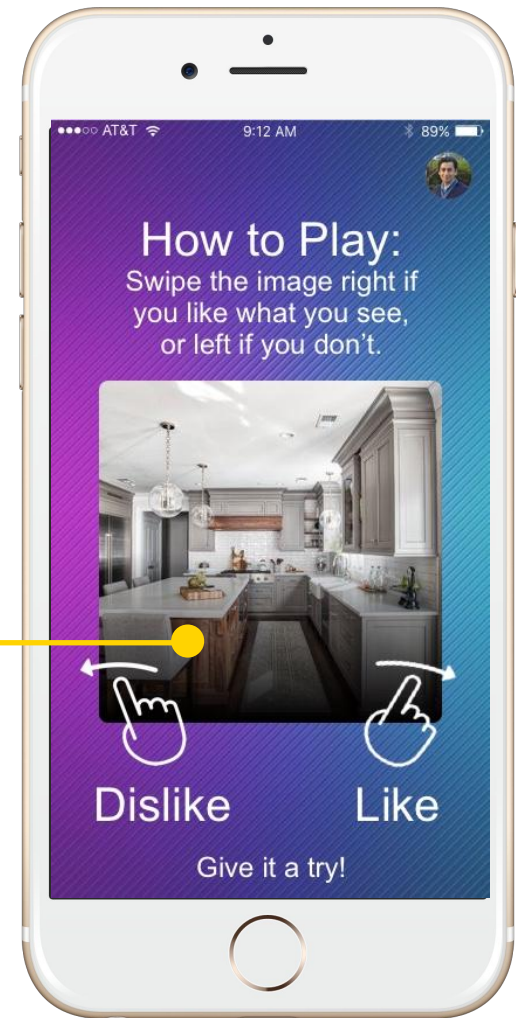
A multitude of interactive elements will allow the user to respond to survey questions that indicate preference and, in some cases, the weights of those preferences



IN\_DEPTH

# Onboarding > Photo Affinities

A Tinder-like functionality is the 2<sup>nd</sup> part of the onboarding process. This screen is an introductory practice screen to educate users how to move thru this onboarding section.

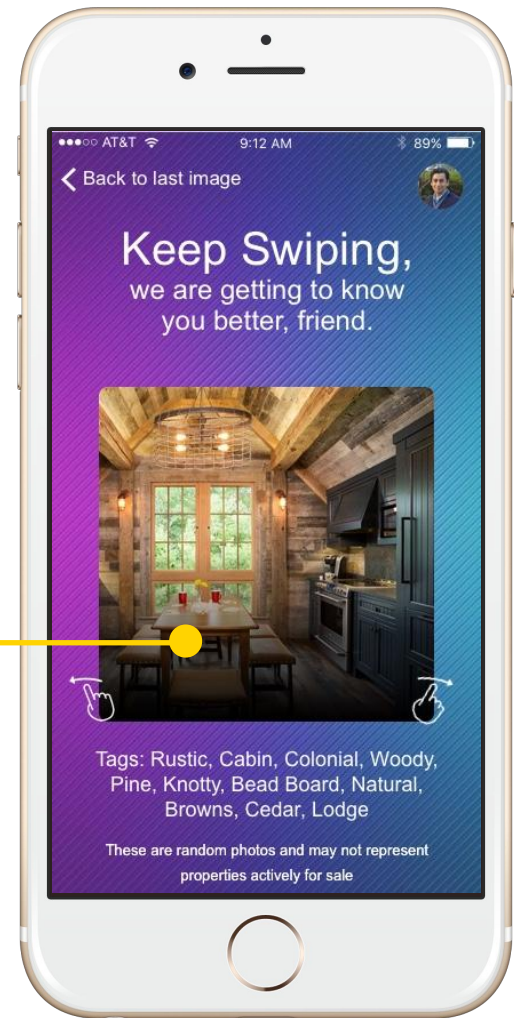


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tecbusidcommunication platform

IN\_DEPTH

# Onboarding > Photo Affinities

A series of photos are shown to the user and he/she can choose to like or dislike through swiping. These photos are not photos of properties for sale but rather a pre-classified set of images that have distinct attributes. Some attributes are shared across photos and thus as the attributes are repeatedly "liked" by the user through distinct images, they will be considered of higher weight.

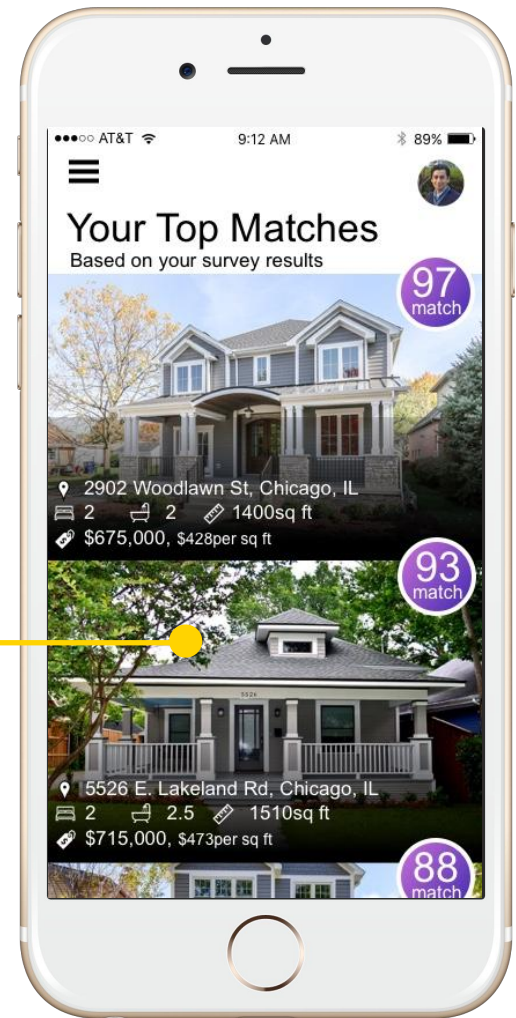


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IN\_DEPTH

# Matching

Top 5 matches are presented to the user in compelling edge-to-edge presentation. Scores are shown for each property. These top 5 could change as users go on house tours and enter more input about those houses. As such this should be a “core” screen that users can always navigate back to easily. Moreover, notifications should be pushed to the user when new properties shift position (or new properties come on to the market and rank higher than those originally listed)



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IN\_DEPTH

# Matching > Click into Property (premium listing)

Listing Details are presented in a vertically scrollable format. Expandable modules will keep information organized. Note the Premium badge at the 1/3 of the way down the screen. The Call to Action is at the bottom of the screen allowing the user to reach out to the selling agent

The screenshot shows a real estate listing for a property at 2902 Woodlawn St, Chicago IL, 60622. The listing is a premium listing, indicated by a 'Premium Agent360 Listing' badge. The property features 2 beds, 2 baths, and 1400 sqft, priced at \$675,000. A 'Hot Home' badge is also present. The listing includes a description, features, location, and more information sections. A yellow line connects the text on the left to the listing details on the right.

**1145**  
2 Beds • 2 Baths • 1400 Sqft  
**2902 Woodlawn St.**  
**Chicago IL, 60622**  
\$675,000 **Hot Home** **97 match**

**Premium Agent360 Listing**  
Awesome Features are Enabled [learn more](#)

**Description**  
Modern craftsman style home built with quality materials inside and out. Located in a shaded and safe neighborhood, this home is ideal for families. Sitting on 1/5 acre there's plenty of yard to keep the kids entertained or let the dog play in the backyard. The interior is elegant yet functional... [read more](#)

**Features**

- Type**  
Single Family
- Year Built**  
2008

**Location**  
42902 Woodlawn St.  
Chicago IL, 60622

**More Information**

- Property Details** +
- Neighborhood Details** +
- Tax Records** +

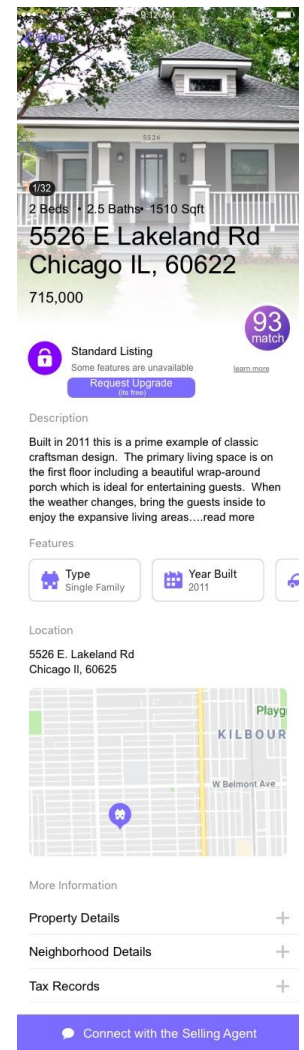
[Connect with the Selling Agent](#)



IN\_DEPTH

# Matching > Click into Property (non-premium listing)

Listing Details are presented in a vertically scrollable format. Expandable modules will keep information organized. Note the lack of a Premium badge, instead it's a "lock" icon. There is a button that allows the user to request that this property be upgraded. This would alert the selling agent that a user wishes to unlock the premium features. One could envision that a selling agent's dashboard that counts the number of potential buyers who request it that the agent upgrade the listing, and once a certain threshold is met, may in fact upgrade. The Call to Action is at the bottom of the screen allowing the user to reach out to the selling agent

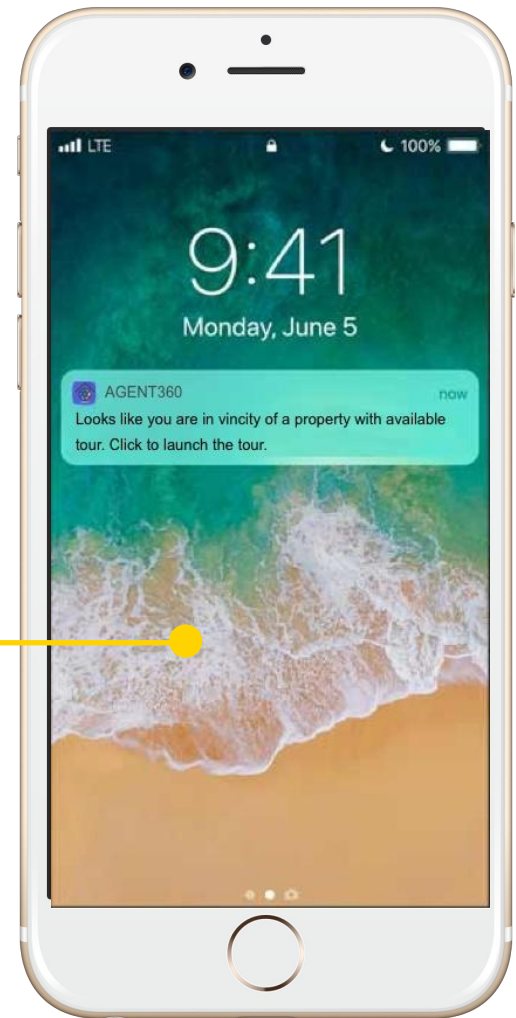


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IN\_DEPTH

# Tour

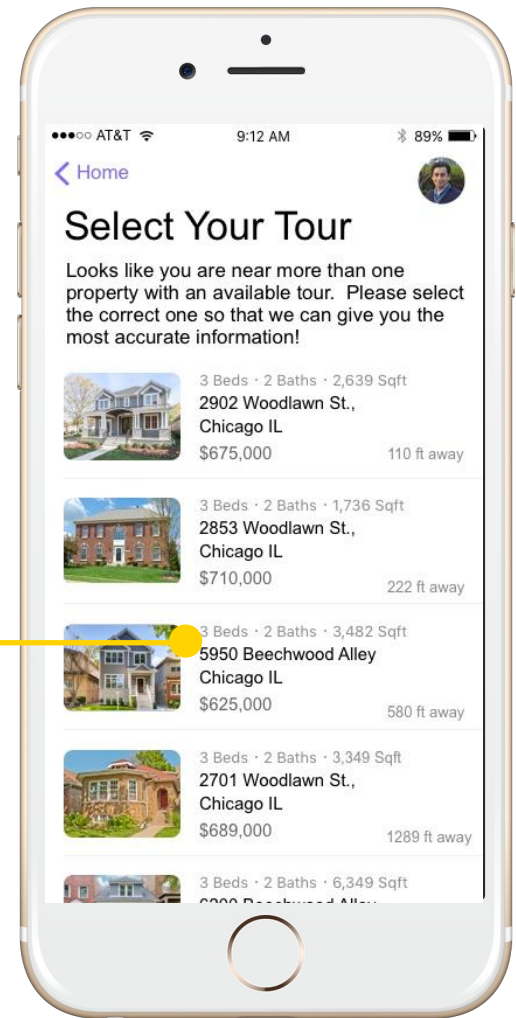
Agent360 will use geo-fencing through location services to determine whether a user is within a vicinity of a property with a tour. The geo-fence threshold will be refined enough to determine that he/she is on the property with the intent of touring it, as will thus prompt a notification even while not actively using the app



IN\_DEPTH

# Tour

When a user is near an available property, a confirmation screen will be made available to ensure the correct tour will commence. This is less valuable for single home houses, and more critical for condo buildings in which the geo location may not be able to distinguish a users vertical position when multiple units are available (ie a unit on the 7<sup>th</sup> floor and one on the 6<sup>th</sup> floor.)

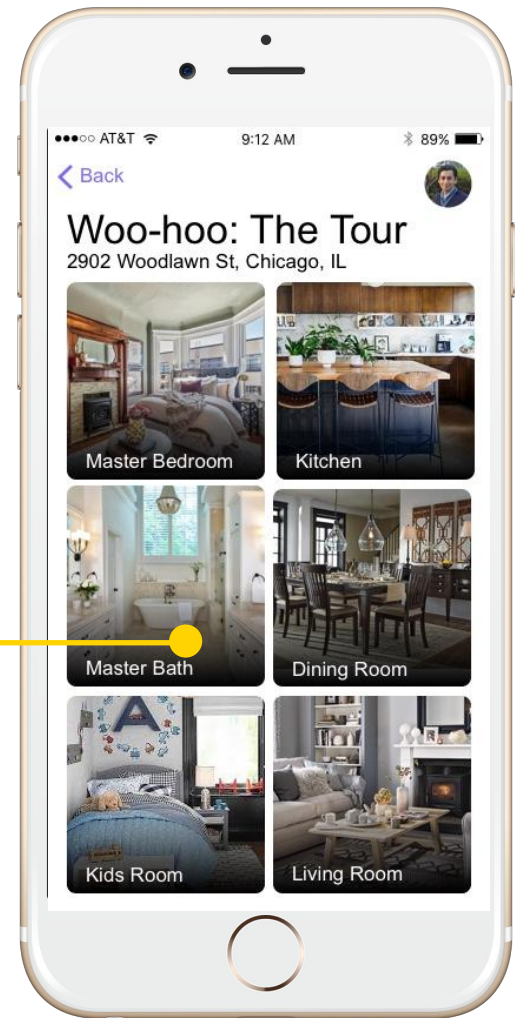


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IN\_DEPTH

# Tour

A grid layout will be presented to the user, since it may not be known what room-to-room sequence the user will migrate to. He/she can click on the particular room he or she is entering in order to start the respective segment of the audio tour

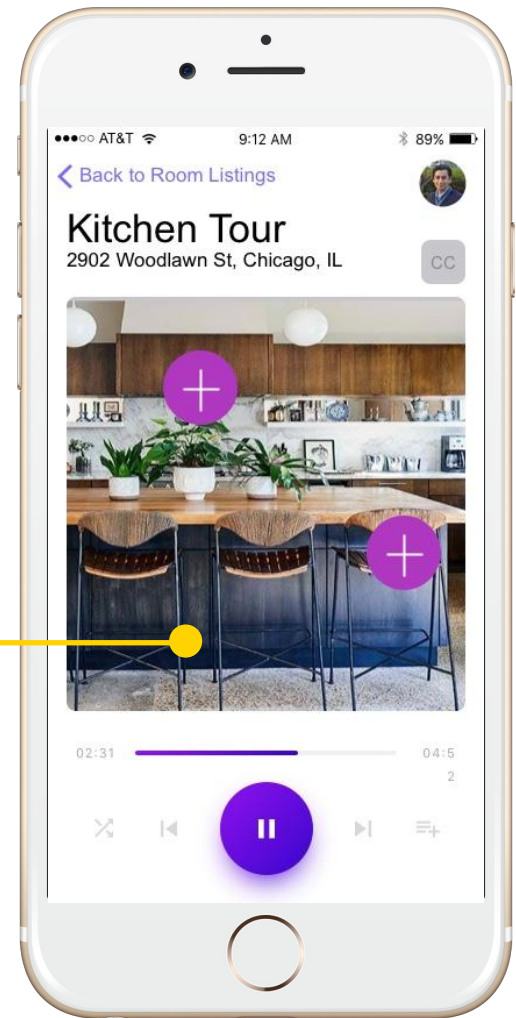


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realestatecommunication platform

IN\_DEPTH

# Tour

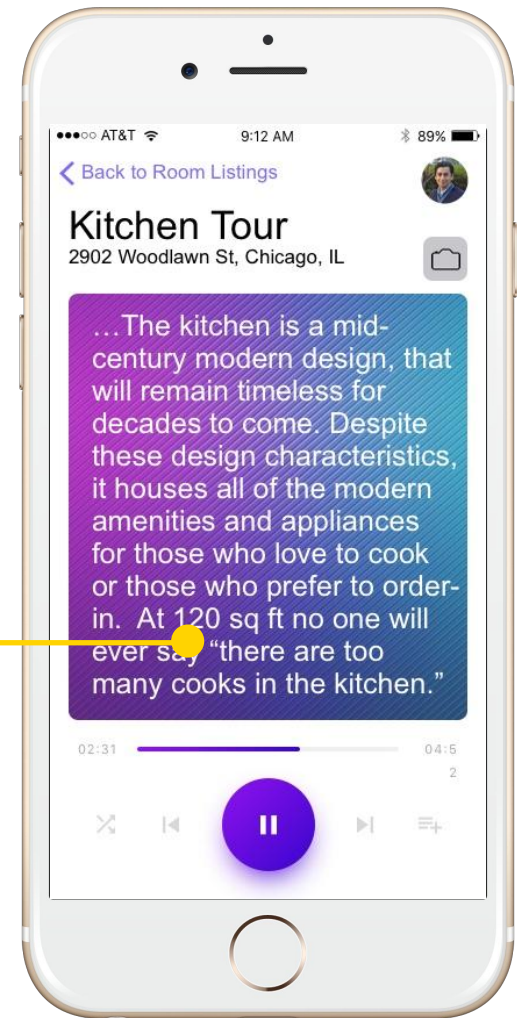
There are two touring modes; the mode represented by the screenshot to the right shows the “photo mode”. Both modes provide audio controls at the bottom. The photo mode will load the pictures associated with the particular room as a swipe-able gallery. Hotspots determined by computer vision/object-recognition will augment the tour; when clicked, they will provide a snippet of the full room-tour specific to the object (ie +/- ten seconds of audio on either side of the object in question). Modes can be switched using the dynamic toggle button at the top-right



IN\_DEPTH

# Tour

The second mode is the “closed caption” mode. This mode provides the text associated with the audio tour. It is useful when multiple family members are touring together and what to discuss the features of the house among themselves without requiring deep attention to the audio cues. Users can return to the photo-mode using the toggle in the upper-right indicated by the camera icon

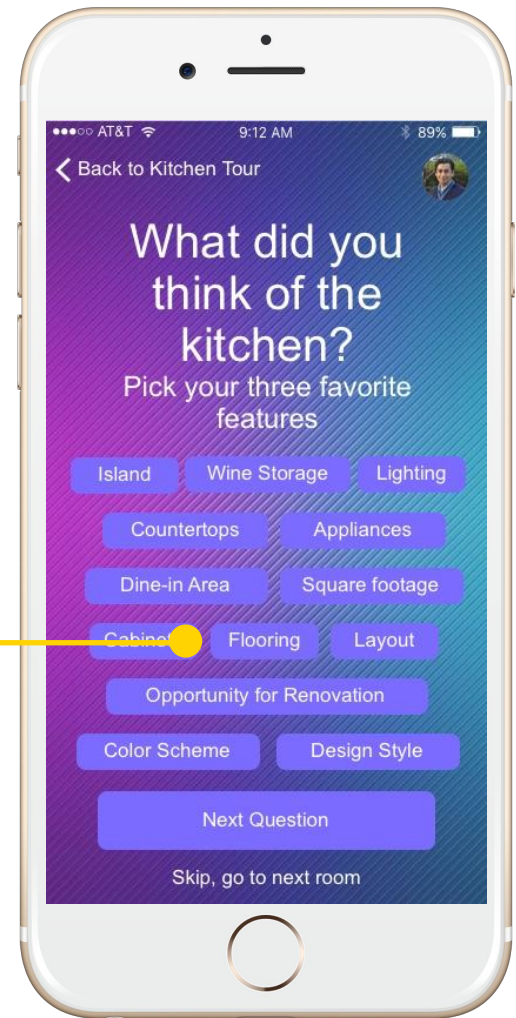




IN\_DEPTH

# Tour

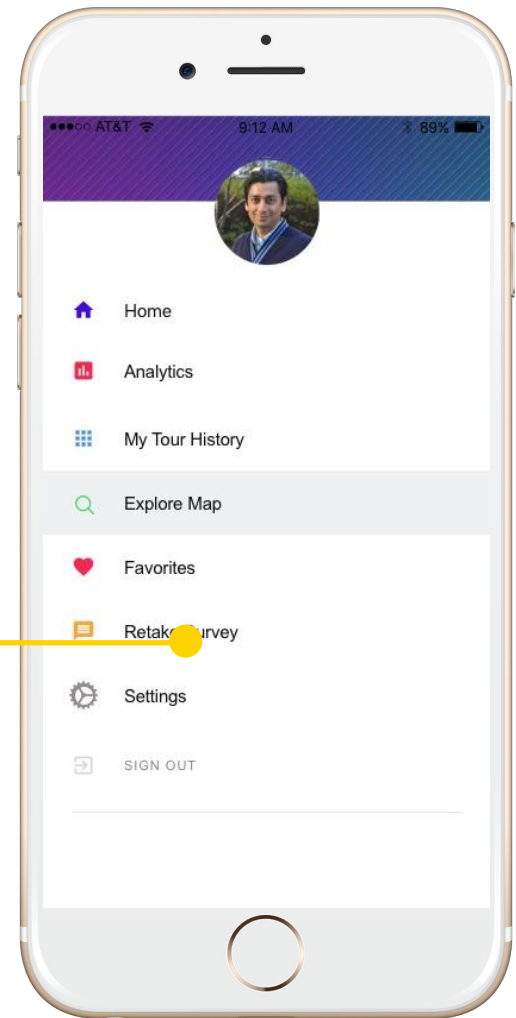
When the audio for a particular room has concluded, a survey specific to that room will appear. Featured derived from the audio tour and listing attributes will drive the nature of the questions. In the example to the right, users are asked to choose their favorite features. A sequential question may ask least favorite features, providing the same possible answers. The responses are synthesized and used to refine future properties that may match based on this latest input



IN\_DEPTH

# Nav Menu

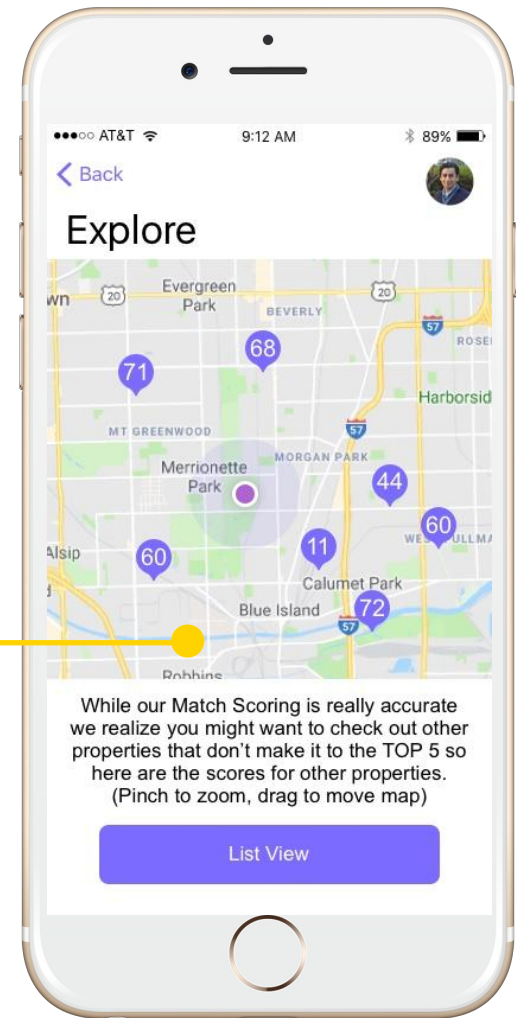
Navigation that allow users to access secondary and tertiary features of the app. Arguably some of these might be made available as persistent elements across all screens to reduce number of button clicks to access more popular features



IN\_DEPTH

# Explore Map (1)

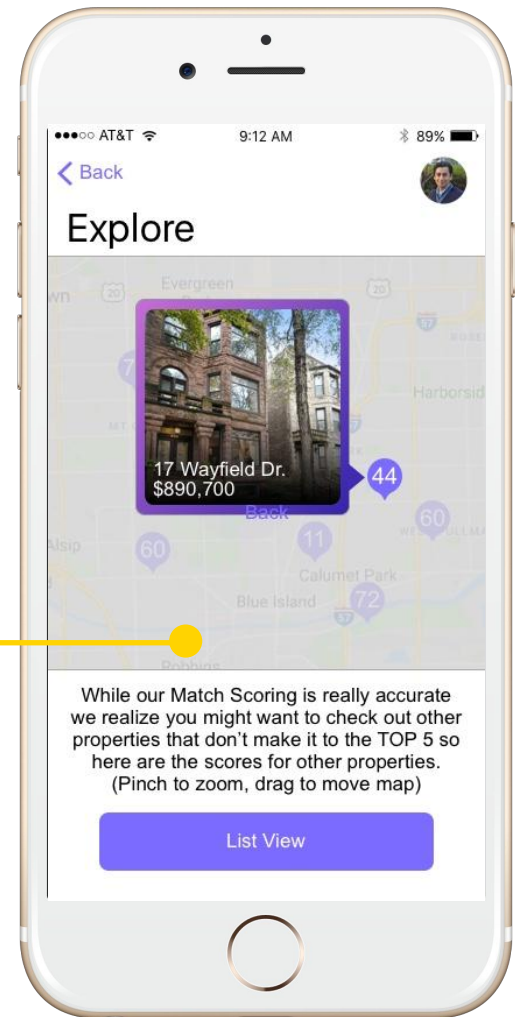
Users can explore properties that don't make the top 5 matched properties through the map feature. (Note that a filter icon should be included so that users can apply typical real estate criteria). In the case shown the neighborhood is one that was identified as the target area and thus all properties are scored



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# Explore Map (2)

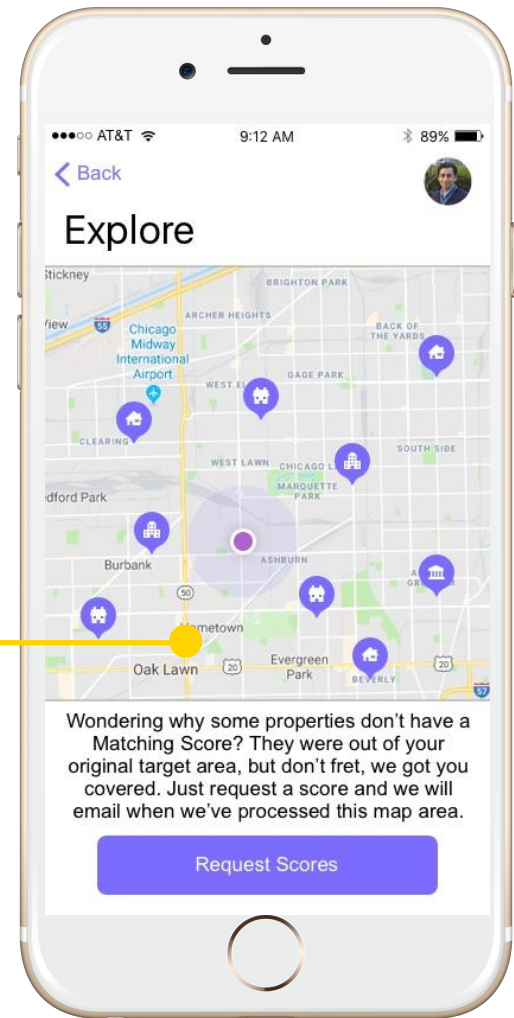
When users click on a property a thumbnail will popup that will act as a portal to the property detail. Clicking again will load the detail page that will render like slide #20 or #21 depending on whether it is premium or non-premium



IN\_DEPTH

# Explore Map (3)

If a user scrolls the map too far from the target neighborhood then those properties may not have been originally scored. In this case iconography may substitute the scores seen on slide #29; icons might represent single family house, condo, etc. A button is available to request that the system process these properties to produce scores. It will not be performed in real-time; once processed the user will receive a notification (email or in-app); when this area of the map is reloaded, scores will be available

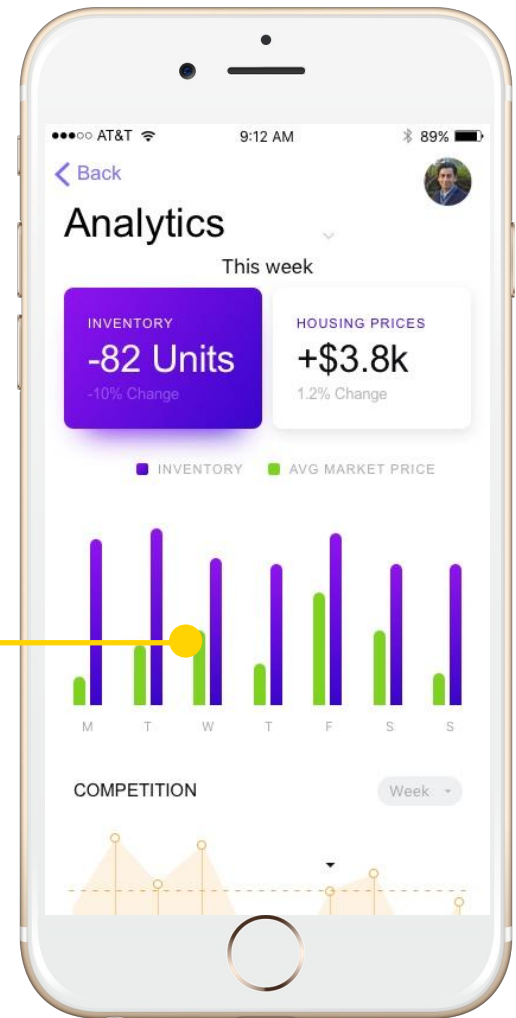


AGENT 360  
TECHNOLOGICAL COMMUNICATION PLATFORM

IN\_DEPTH

# Analytics

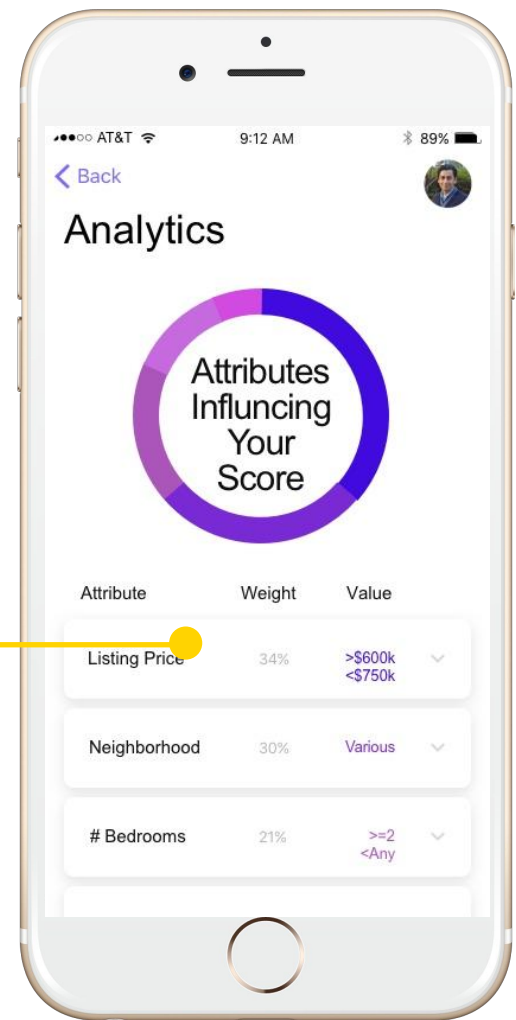
Market Data may be made available to the user. This might include the net number of units bought or sold and pricing trends. This data might be general market statistics or specific to the subset of properties that the user is interested in. The competition section may showcase the number of other users touring houses or that have otherwise expressed interest in the market. (Additional thought is needed to refine these visuals and use-cases)



IN\_DEPTH

# Analytics

A user should have transparency into what factors stemming from the surveys, photo affinities, and tour responses are contributing to the properties that are showing up as their matches. In this screen weights of various factors would be surfaced

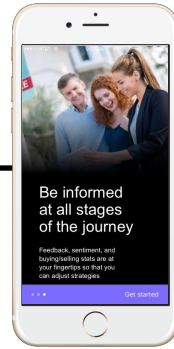
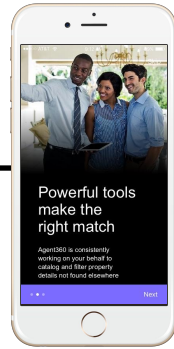
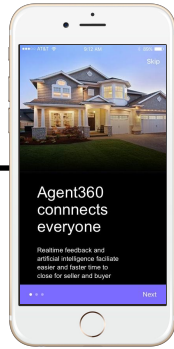




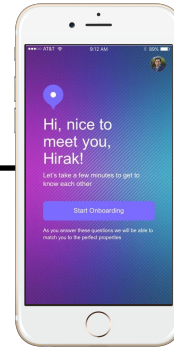
WORKFLOW OVERVIEW:

# Introduction

# OLD



Sign Up/  
Registration



Splash Screen



One-time introduction of features



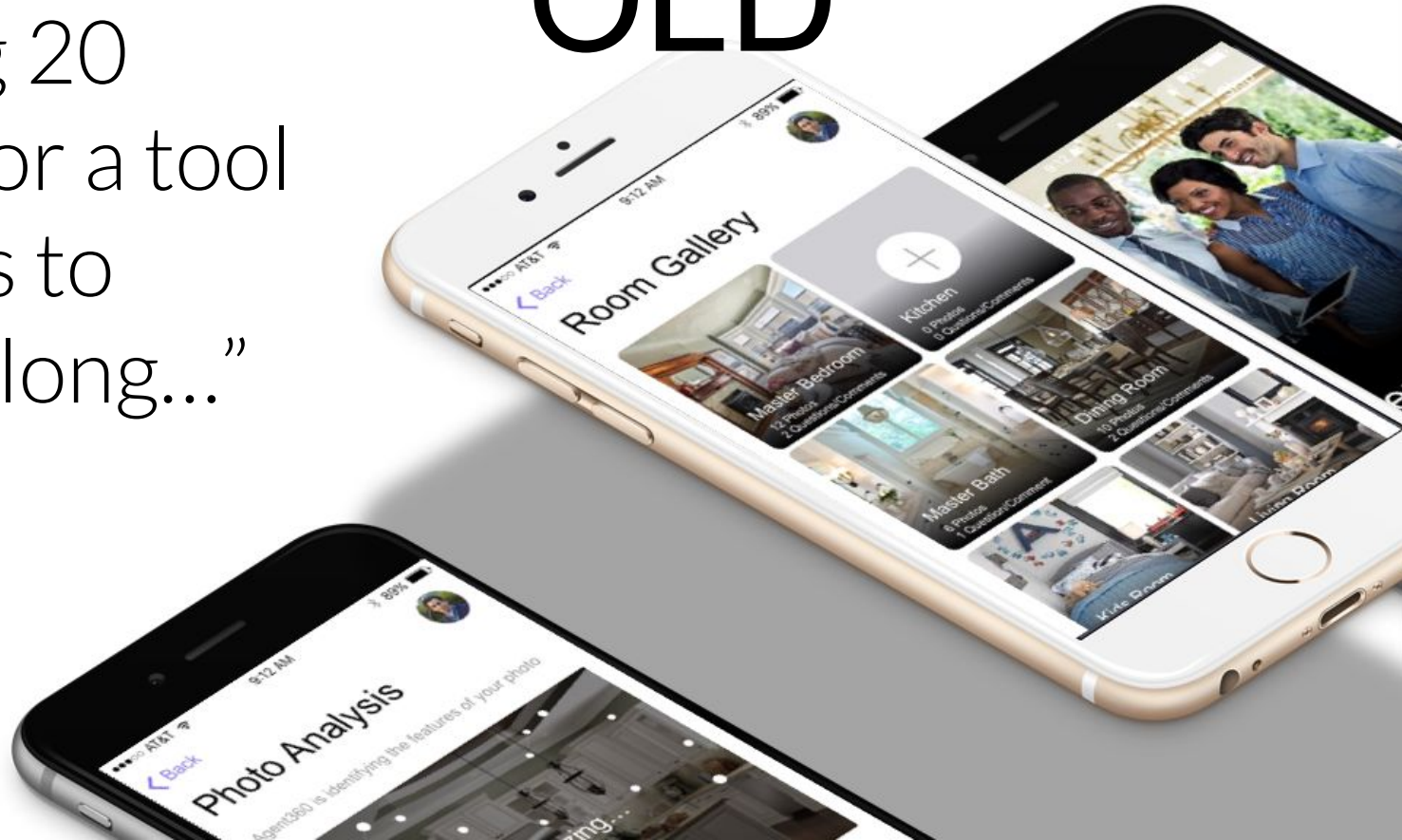
Indicated screens that have not yet been designed



“I’ve been waiting 20 years for a tool like this to come along...”

-Joe Smith, Prudential  
Broker since 1992

OLD



## FEATURES

# Smart Camera



### ALL-IN-ONE TOOLKIT

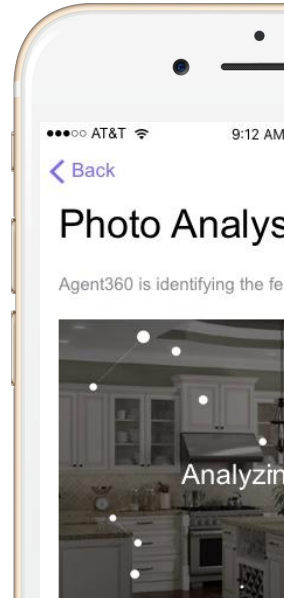
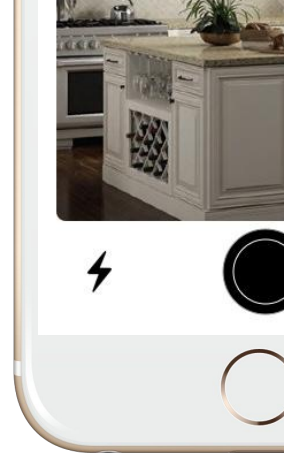
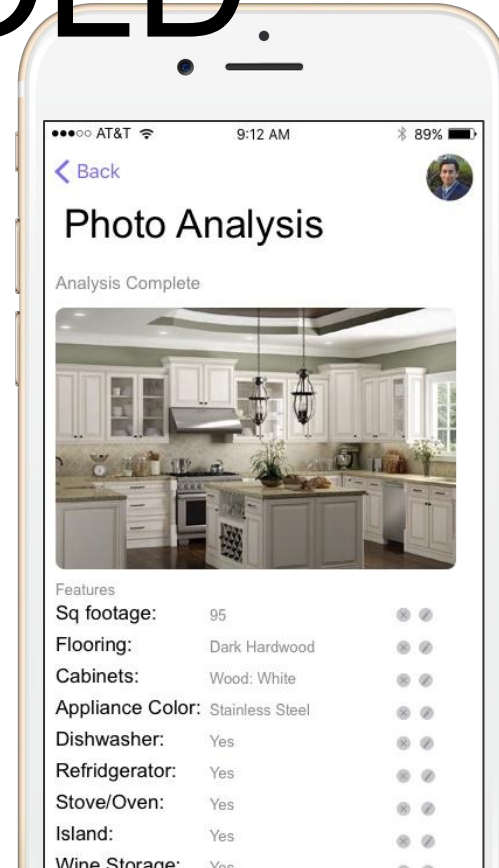
Built in-camera functions allow you to capture and categorize the essential listing photos easily. With direct access to the MLS database, you can push updates without ever leaving the app.



### PHOTO-ANALYSIS POWERED BY AI

Let the AGENT360 examine your photos to extract rich features that are often too laborious to manually enter. The app can identify colors, fixtures, and classify materials. The photos will be cataloged by room and the feature-list aggregated to produce room-level detail never before available in a real-estate platform.

# OLD



## FEATURES

# Social Buying



### GET A PULSE IN REALTIME

As potential buyers tour the house on-line or in-person, they can favorite/like any element of the property. These can be kept private or shared with the seller and his/her team, thus providing real-time sentiment that allows the seller to understand which features buyers find most compelling.



### GET ANSWERS STRAIGHT FROM THE SOURCE

Realtors may not have all the answers, but the sellers typically do having lived in the house for years. Buyers can post questions to ensure they are well-informed; sellers are notified immediately and can answer in real-time. An informed buyer is a happy buyer!

# OLD

