

HomeListingAI Remodel Roadmap (One Page)

Updated Feb 26, 2026 • Goal: Ship the simplest, fastest AI Listing → Lead → Appointment system agents actually use.

What’s Built (■ Done)

- Phase 1: No-leak lead capture (dedupe, lead inbox, lead detail, email alerts, SMS wired/hidden).
- Phase 1: Appointments created from dashboard + appointment reminder calls (voice) for scheduled appointments.
- Phase 2: Dashboard wiring (leads, appointments, ROI metrics, automation recipes) + UX structure.
- Phase 3.1: DB-backed job queue (idempotency, retries, dead-letter, webhook inbox, replay endpoints).
- Phase 3.2: Realtime dashboard updates + Command Center + action logging + in-app toasts.
- Phase 3.3: Listing publish + Share Kit (link + QR) + source tracking + test lead + listing performance.

The System (one sentence)

Listing → Publish → Share (Link/QR) → Lead Captured + Source Tracked → Agent Alerted → Appointment Set → Reminder Confirms/Reschedules → Command Center shows next actions.

What’s Next (■ Build Order)

| Phase | Goal (10-year-old version) | Key Deliverables | Definition of Done |
|-------|---|--|--|
| 3.4 | Make appointment reminders feel like polished | • Polished reminder outcomes (confirm/re-schedule/update) • Clear appointment statuses + UI • Retry reminder button (safe) • Better scripts + outcomes timeline | • Reschedules/update instantly • No double-sends • Agent sees 'Needs confirmation' clearly |
| 3.5 | Make pricing real inside the app. | • Billing (Stripe) • Plan limits + usage tracking • Upgrade prompts + overage ledger | • Free/\$34/\$79 enforced • Limits are clear • No surprise charges |
| 4.0 | Make onboarding stupid-easy. | • 5-min setup wizard • Success checklist • Templates (open house QR pack) | • New agent publishes + tests a lead in <5 minutes |
| 5.0 | Add AI chat + automated follow-up (later) | • AI chat on listing page • Conversation summary • Agent takeover • SMS automation (when approved) | • Higher appointment rate without extra work |

North Star Metrics (track weekly)

- Lead capture rate per listing (scans/clicks → leads)
- Speed-to-lead (capture → first agent action)
- Appointment set rate (leads → appointments)
- Confirmation rate (appointments → confirmed)
- No-show rate (down is the win)

- Upgrade triggers (limits hit → conversion to paid)

Rule: If it doesn't improve capture, speed, or appointments — it doesn't ship.