

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 magic.	<p>• Remind me of my appointment outcomes (confirm/reject/schedule change) instantly</p> <ul style="list-style-type: none">• Clear appointment statuses + UI• Retry reminder button (safe)• Better scripts + outcomes timeline	<p>• Schedules update instantly</p> <ul style="list-style-type: none">• No double-sends• Agent sees 'Needs confirmation' clearly
3.5	Make pricing real inside the app.	<ul style="list-style-type: none">• Billing (Stripe)• Plan limits + usage tracking• Upgrade prompts + overage ledger	<ul style="list-style-type: none">• Free/\$34/\$79 enforced• Limits are clear• No surprise charges
4.0	Make onboarding stupid-easy.	<ul style="list-style-type: none">• 5-min setup wizard• Success checklist• Templates (open house QR pack)	<ul style="list-style-type: none">• New agent publishes + tests a lead in <5 minutes
5.0	Add AI chat + automated follow-up (later)	<p>• AI chat on listing page</p> <ul style="list-style-type: none">• Conversation summary• Agent takeover• SMS automation (when approved)	<ul style="list-style-type: none">• 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.