


Q/A/Messaging Loop
 1 click select/Add/send

bz/sz Importance list

Rate what is Important

Pre Filled →

bz/sz writes →

Item	Very Important	Important	OK to Have	Not so Imp	Not Important
	✓	✓	✓	✓	
Write your own					


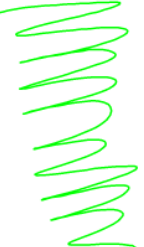










5★ 4★ 3★ 2★ 1★

Item = ? or Important things for bz/sz

Questions by bz/sz

Refilled

filter
Ques's
Answers
AZ's
Time Range
Ratings etc.

Question	Answer	Answered By	When	Rating
	Az's Answers 	  		  1 star  1 star  2 stars  3 stars  4 stars

Who Answered
poorly → Filter
→ Hide that
AZ

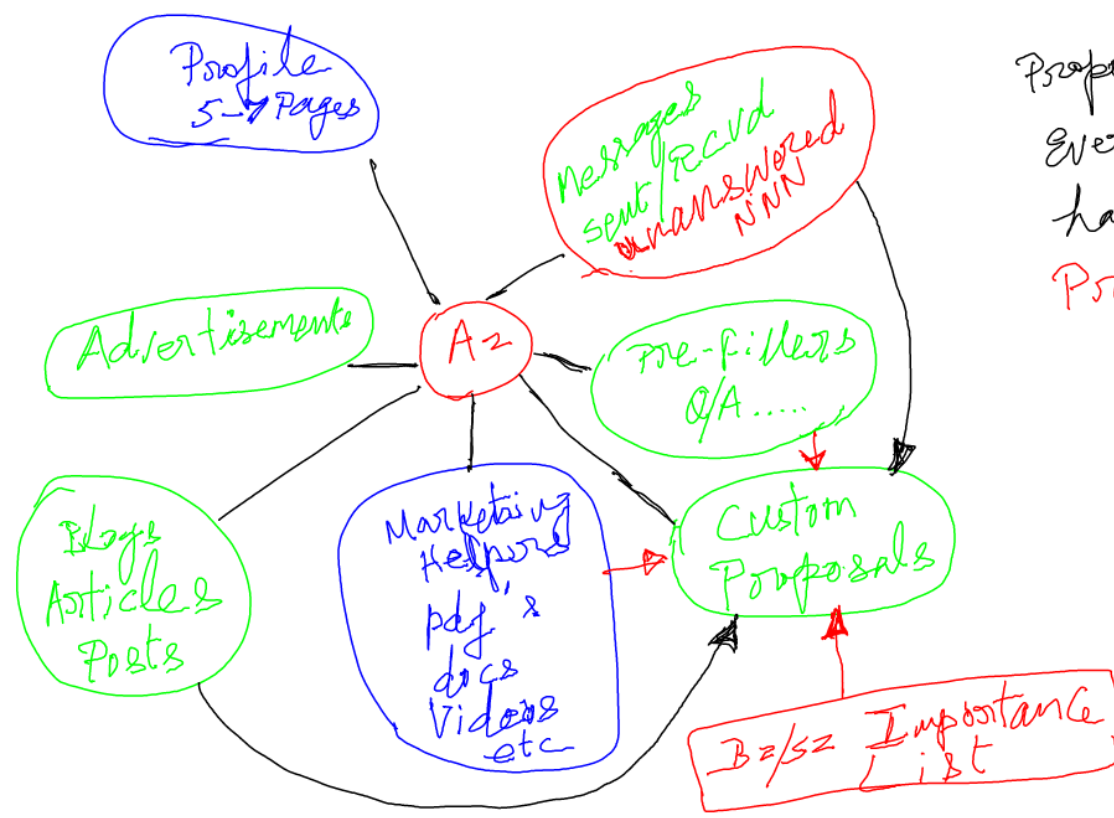
Filter → Filter
→ Highlight

All are Saved and Tracked

Proposal to sz/bz uses everything that a Az has.

Proposal = Best marketing presentation

Az gets rated by bz/sz after transaction



Tools - Creation
HTML Like Visual tools for sending msg. Images, Colors, fonts etc.
AZ should be able to create marketing flyer from site
AZ should be able to upload existing docs, Images, pdf's
AZ should be able to use those uploaded.
create Any marketing piece.

Events
send targeted msg to sz/bz - scheduled
Msg 1 - Monday, Msg 2 - Tuesday

Notes

- There will be at least 1 Call to Action in Each page → select this AZ
- Few Sub Call to action like a link. see which AZ has highest rated QA's
- Click the link it takes AZ's Salespage + profile
- Has a feel of google Adwords. Self Ads by AZ's
sellers choose their own criteria for side by side

SZ/BZ

Profile
Post
QA
Notes
Book marks
Ratings
Side by side Compare

Profile 5-7 pages

QA

Notes

Book marks

Msgs

flyers

etc

Default offer/Proposed

1x1

1x all

1x selected

AZ

(SZ/BZ)
→ what is opened gets Focused
→ So far what was done to this sz what more can be done

1 click Select - AZ
Auto side by side Compare
Notes
Book marks

Common Tools

chat msg
msg creation
scheduler
pre fillers

Pre filled Emails/flyers/msgs
marketing tools
Allow/Block 1/all/selected

Proposal = Selling packet (Answers W11FM)

AZ Rating
History sell/bought last 5 yrs

Negotiating skills

Edu profile

Awards profile

LinkedIn

click & Include
Preview before
sending

Anything that makes him stand out
Family profile
specialization

Zip Code

price range

collage of people

Collage of homes

Reviews from zillow/trulia

Links to zillow/fb/.....

Welcome packet - Custom Flyer

Timed/Tiered Sales pitch (Events)

selected QA

Books

Articles/blogs/Posts

Hooks → Flow (sales page)
 → Long form sales page
 → showcase Agents
 → select Az

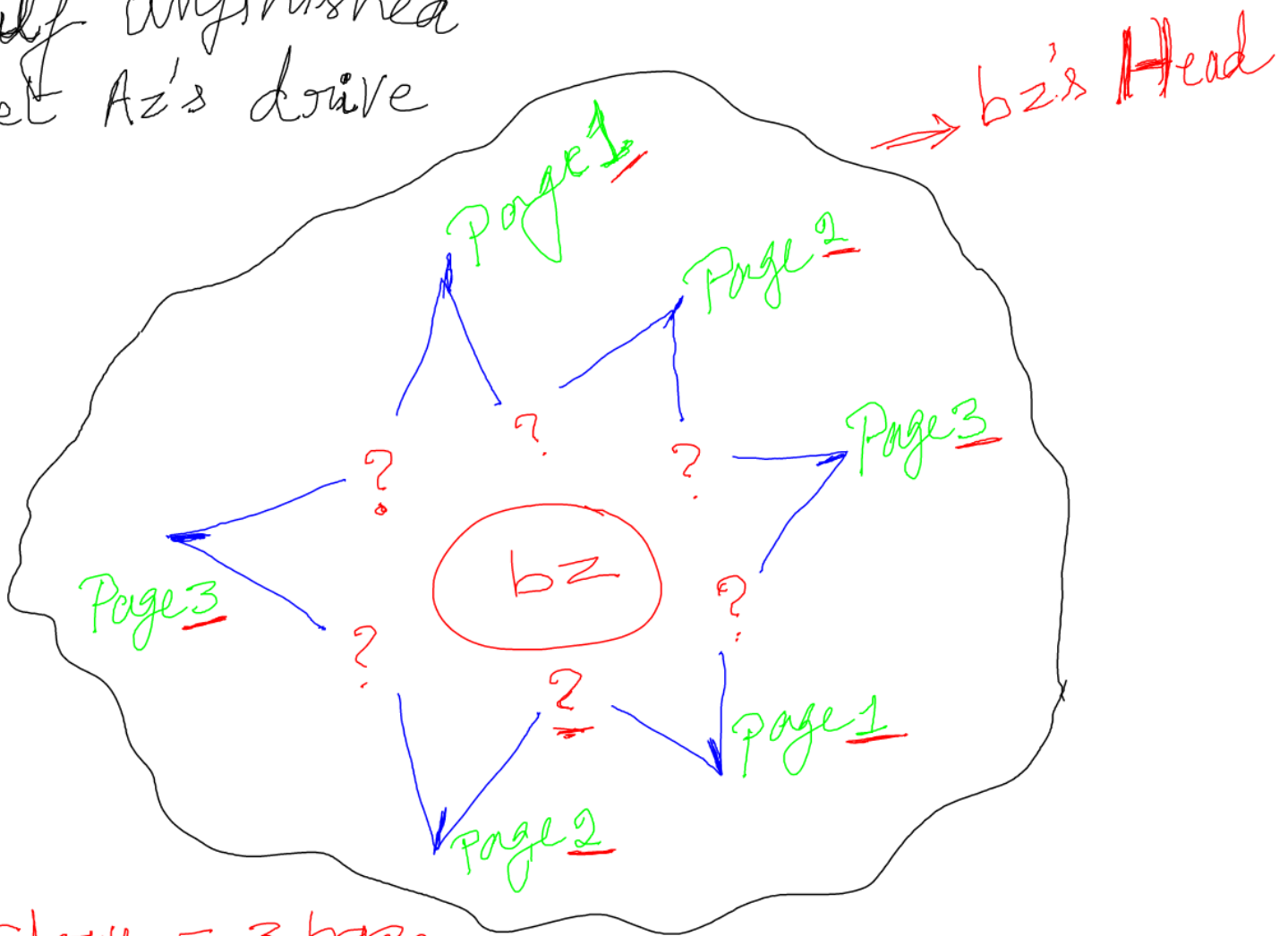
①

Home page → bz → microstep (Time Delay)
 (1st time) Name → Email → Brief Post (Pov Filled)
 → Phone
 → Address
 → bz → 3 Hooks → ①
 (2nd time)

Simple steps

Half unfinished

Let Az's drive



3 Flows = 3 pages

? = Conversation

Repeat same for sz