**Key Features of a Real Estate Marketplace (KEJA)**

**1. Property Listings**

* Listings from real estate agents, brokers, and homeowners.
* Filters for location, price range, property type, size, and amenities.

**2. Advanced Search & Map Integration**

* Interactive maps with property locations.
* Street view and virtual tours.
* Neighborhood insights (schools, crime rates, transport, etc.).

**3. User Profiles & Dashboards**

* Profiles for buyers, sellers, and real estate agents.
* Saved searches and favorite properties.
* Alerts for new listings.

**4. AI-Powered Recommendations**

* Smart property suggestions based on user behavior.
* Estimated property values using AI-driven models.

**5. Mortgage & Financing Tools**

* Loan calculators and affordability estimates.
* Pre-approval options through partnerships with lenders.

**6. Property Valuation & Market Insights**

* Price trends and property appreciation estimates.
* Comparable sales and rental estimates.

**7. Lead Generation for Agents & Brokers**

* Paid lead generation for real estate professionals.
* CRM tools to manage client interactions.

**8. Direct Selling & Rental Listings**

* "For Sale By Owner" (FSBO) listings.
* Rental listings with lease management tools.

**9. Advertising & Promotion Options**

* Sponsored property listings.
* Featured agents and real estate firms.

**10. Transaction Support & Closing Services**

* Integrated title, escrow, and legal services.
* Online document signing and transaction tracking.

**Revenue Model for a Real Estate Marketplace**

**1. Advertising Revenue**

* Featured property listings (paid by sellers and agents).
* Display ads from mortgage lenders, moving companies, home insurance providers, etc.

**2. Lead Generation Fees**

* Agents and brokers pay for exclusive leads.
* Subscription-based premium profiles for real estate professionals.

**3. Transaction Fees**

* Commission on completed home sales and rentals.
* Escrow and legal services integrated into the platform.

**4. Mortgage & Financing Partnerships**

* Referral fees from banks and mortgage lenders for leads.
* Integrated mortgage pre-approval services.

**5. Subscription Services**

* Premium access to detailed market insights and property analytics.
* Paid access to advanced AI-powered property valuation tools.

**6. Property Management Services**

* Rental property management tools for landlords.
* Subscription-based tools for tracking rent payments, maintenance, and legal documents.

**7. Data Licensing**

* Selling real estate market data to developers, investors, and financial institutions.

**8. Home Services & Partnerships**

* Commission from home improvement services (repairs, staging, renovations).
* Partnerships with moving companies and insurance providers.