

ReadyNest Real Estate

Complete Requirements (Lastenheft) + Implementation Guide
Southern California — Phase Rollout: San Diego → Orange County → Los Angeles

Version: v4 (layout-fixed) • Date: February 09, 2026

Key	Value
Business goal	Generate high-intent real estate leads by positioning ReadyNest as the calm, premium, trustworthy partner for families (pregnant / planning / newborn) who need Buy, Sell & Upgrade, and family-ready preparation coordination.
Primary conversion	Qualified intake form: “Create My Family Home Plan” (routes to CRM + notifications).
Markets	Phase 1: San Diego County • Phase 2: Orange County • Phase 3: Los Angeles County (plus scalable city templates).
Brand tone	Empathetic, calm, premium, transparent. Speed is communicated as capability, not hype.

This document is written so a dev team can build the full product from zero with minimal ambiguity.

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1. Product Overview & Scope

ReadyNest is a family-first real estate agency offering buyer representation, seller representation for upgrades, and a trusted partner network to prepare homes for family life. The website must communicate (1) empathy and safety, (2) a simple plan, and (3) coordination so families can focus on health and the baby.

In-scope (MVP)

- Marketing website with core service pages + Areas hub + county pages (San Diego/Orange/Los Angeles).
- High-intent intake form with CRM routing, notifications, and auto-response email.
- Resources/blog hub (launch with 6–10 starter articles).
- SEO fundamentals: metadata, schema, sitemap, internal linking, indexability controls.

Out of scope (for now)

- IDX/MLS search UI (can be integrated later).
- User accounts / dashboards.
- Automated renovation quoting.

2. Personas, Messaging & Conversion Strategy

Primary job-to-be-done: reduce uncertainty and stress; provide a calm plan.

Persona	Trigger	Objection	Winning message
Expecting / newborn (time-sensitive)	Due date / lease end / life change	Fear of mistakes and delays	Calm plan + coordinated team
First-time buyers (planned family)	Planning ahead	Not sure what's realistic	Education + confident decisions
Sell & Upgrade owners	Home too small	Timing overlap / leaving money	Transition plan: sell smart, buy right

Conversion strategy

- One primary CTA across the site: the intake form. Avoid competing CTAs.
- Use calm language: “plan”, “clarity”, “next steps”. Avoid urgency gimmicks.
- Qualify leads via form fields (intent + urgency + budget + county).
- Show boundaries for credibility (Express only after qualification; no permit-heavy additions).

3. Information Architecture & URL System

Top navigation: How We Help • Buy • Sell & Upgrade • 45-Day Express • Areas • Resources • Get Started

Canonical URL structure

/ (Home)
/how-we-help
/buy
/sell-and-upgrade
/45-day-express
/areas
/areas/san-diego-county
/areas/orange-county
/areas/los-angeles-county
/areas/{county}/{city}
/resources
/resources/{slug}
/faq
/get-started
/privacy
/terms
/disclosures

City page template requirements

- Unique intro mentioning city + family context + CTA.
- 3–5 family-focused considerations (schools, parks, commute, home types).
- “How ReadyNest helps here” section + CTA.
- FAQs (3–6) + FAQ schema.
- Internal links: county hub + service page + 1 guide.

4. Design System & UI Components

Visual language must feel calm, premium, and trustworthy. Avoid neon, heavy gradients, and aggressive sales patterns.

Color palette

Key	Value
Primary (Coastal Blue)	#1F3A4A — headlines, nav, footer
Background (Warm Off-White)	#F7F5F2 — section backgrounds
Accent (Soft Sage)	#9FB6A1 — icons, dividers
CTA (Muted Clay)	#C96A4A — primary buttons
Text	#111827 / #4b5563 — body / secondary
Borders	#e5e7eb — cards/dividers

Typography

- H1/H2: Playfair Display or Libre Baskerville (fallback: Georgia).
- Body/UI: Inter or Source Sans 3 (fallback: system-ui).
- Max line length ~70 characters; generous whitespace.

5. Functional Requirements (Global + Form + CRM)

Global requirements

- Sticky header with CTA; mobile hamburger menu.
- Forms: labeled inputs, client+server validation, success/error states.
- Anti-spam: Turnstile/reCAPTCHA + rate limiting + honeypot.
- Leads: CRM record + internal email notification + optional Slack/Teams webhook.
- Legal pages in footer: Privacy, Terms, Disclosures.

Form specification (fields + rules)

Field	Type	Req.	Notes
Intent	Select	Yes	Buying / Selling / Both
Urgency	Select	Yes	Up to 45 days / 2–6 months / Flexible
Budget range	Select	Yes	<700k, 700k–1M, 1–1.5M, 1.5–2M, 2M+
County	Select	Yes	San Diego / Orange / Los Angeles
City/Neighborhood	Text	No	Free text; used for routing
Baby timing	Select	No	Planning / Pregnant / Newborn / Prefer not
Name	Text	Yes	First + last or single name
Email	Email	Yes	Validate format
Phone	Tel	Yes	US phone formatting allowed
Notes	Textarea	No	Optional details

6. Final Copy (Production-Ready)

Home Page — Hero

Key	Value
H1	A Home That's Ready for Your Family — When It Matters Most
Subhead	We help growing families in Southern California find, sell, and prepare the right home — so you can focus on your health, your baby, and what really matters.
Primary CTA	Create My Family Home Plan
Secondary CTA	How Our Process Works
Trust line	Family-Focused • Trusted Partners • SoCal Experts (San Diego → Orange County → Los Angeles)

Sell & Upgrade Page — Hero

Key	Value
H1	Your family grew. Your home didn't.
Subhead	We help families in Southern California sell their current home and move into the right one — with a clear plan, smart timing, and calm execution.
Primary CTA	Create My Sell & Upgrade Plan

45-Day Express Page — Hero

Key	Value
H1	A calm plan — even when time is tight.
Subhead	In qualified situations, we coordinate an accelerated path to secure the right home and start preparation immediately after keys.
Primary CTA	Check Express Eligibility

7. SEO Architecture (Sitewide + SD/OC/LA)

Page	Primary keywords	Secondary
Home	family buyer agent southern california; home for growing family	move before baby; calm home plan
Sell & Upgrade	sell and buy home same time california; upgrade to bigger home with kids	sell home because too small
45-Day Express	fast home buying california; move before due date	accelerated closing; time-sensitive move
San Diego hub	family-friendly homes san diego county; buyer agent san diego	best family areas san diego
Orange hub	family-friendly homes orange county; buyer agent orange county	best family areas orange county
LA hub	family-friendly homes los angeles county; buyer agent los angeles	best family areas los angeles

8. Analytics, Events, CRM & Lead Operations

Auto-response email template (wrap-safe)

Subject: We received your Family Home Plan request

Hi {{first_name}},

Thank you for reaching out. We know housing decisions can feel heavy when your family is growing.

We received your details and will review them shortly.

What happens next:

- 1) We'll confirm your timeline and priorities.
- 2) We'll suggest the best next step (buy, sell & upgrade, or a clear plan).
- 3) If an accelerated timeline is realistic, we'll be transparent about what it requires.

If your situation is time-sensitive, reply to this email with "URGENT" and your preferred call times.

Warmly,
ReadyNest Real Estate

11. Starter Code (Next.js + Tailwind)

```
// tailwind.config.ts
export default {
  theme: {
    extend: {
      colors: {
        primary: "#1F3A4A",
        offwhite: "#F7F5F2",
        sage: "#9FB6A1",
        clay: "#C96A4A",
      },
      borderRadius: { card: "16px" },
    },
  },
};

// app/api/lead/route.ts
import { NextResponse } from "next/server";

export async function POST(req: Request) {
  const body = await req.json();
  // TODO: validate input, verify anti-spam token, rate limit, then forward to CRM.
  return NextResponse.json({ ok: true });
}
```

12. Image Prompts & Asset List

Asset	Prompt
Hero (Home)	Photorealistic candid scene, warm natural light, modern Southern California living room, expecting couple on sofa, gentle smiles, premium neutral decor, editorial photography, 16:9, no text, no logos
Hero (Sell & Upgrade)	Photorealistic candid scene, young family with toddler in bright home, a few subtle moving boxes, calm hopeful mood, editorial premium style, 16:9, no text
Hero (Express)	Photorealistic calm planning moment at kitchen table, couple reviewing a simple plan with friendly advisor, warm daylight, no sales vibe, editorial premium, 16:9, no text
County banner	Photorealistic Southern California family-friendly neighborhood street, golden hour, coastal vibe, premium editorial, 16:9, no text

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