**Project Proposal-Part 2: Real Estate Agent Background & Social Check App**

**Objective**

The objective of this application, ***SecureLead***, is to provide real estate agents with a simple, efficient tool to verify and assess potential client leads before meeting in person. By leveraging public background check data and social media profiles, the platform enables agents to gather crucial information on leads, ensuring they can prioritize serious and trustworthy clients. The application aims to enhance agent safety, improve lead qualification, and save time, while adhering to privacy and compliance standards. This streamlined solution offers real estate professionals a straightforward, user-friendly approach to vetting clients and making informed decisions.

**Goal & Description**

**Goal:** The goal of the SecureLead application is to provide real estate agents with a fast, efficient, and user-friendly platform for verifying and gathering information about potential client leads before meeting them in person. By integrating background check data and social media profiles, the application helps agents ***assess the credibility and reliability of leads, ensuring safer and more informed interactions.***

**SecureLead** is a web-based tool designed for real estate professionals to streamline the process of client vetting. It allows agents to search for leads using basic information such as name, email, or phone number, and aggregates publicly available data from background checks and social media platforms. The application generates a detailed client profile that includes essential information like contact details, social media links, and other relevant public data. This allows agents to ***prioritize serious leads, avoid potential risks, and establish a stronger rapport with clients based on their digital presence.*** Built with simplicity and speed in mind, **SecureLead** is a quick-to-deploy, compliance-focused tool aimed at enhancing agent efficiency, safety, and decision-making.

### **Potential Existing APIs to Use**

**People Data Labs:** *Provides public data about individuals such as name, job title, email, location, and social media profiles.*

**Clearbit:** *Clearbit allows you to pull data such as name, company, job role, and social media accounts linked to an email or domain.*

**FullContact:** *Provides contact information and social profiles (LinkedIn, Twitter, etc.) based on an email or phone number.*

**Social Media Scraping APIs***: Extracts or "scrapes" data from websites, typically without requiring direct interaction with the website's backend.)*

**News API (for background checks):** *Search for articles about an individual. If there’s public news about a lead, this can help you evaluate their background.*