

Present: Dylan Rowsell, Harley McLachlan

Absent: Anika Sheikh, Raman Kaur, Riku Makita, Adham Sorour

Purpose of Meeting: Discuss and get insight on usability of dynamic real estate sign in the real world with Dylan McCrindle, Real Estate Agent

Minutes:

Meeting started at 9PM with Dylan R. explaining the product to Dylan M.

A. Potential environments where the products would be good in

- More beneficial in a commercial environment where the price, unit number, and square footage is changing frequently
- Currently commercial signs just list the name and square footage.
- Could be useful in the event of a price change or a change in branding
- Would be good in an elevator where people are waiting often.
- Condo sign is a good idea for updating a QR code

B. Reusability/Price of the sign

- The current cost for a sign is \$20-40 for residential or \$20-30 for a condo sign.
- Commercial signs are one time use, where residential can be used multiple times.
- Signs last about 2 years.
- Would be willing to pay up to \$300 for a reusable sign.

C. Current Situation with Signs and Blind Bidding

- Metal signs are available
- Can buy a sign in metal and print info on that sliding the updating info into the sign
- Australia still does bidding like an auction
- Blind bidding ban is possibly in 2023

D. Benefits

- A QR code would be helpful as currently they use stickers which are one time use.
 - o Discussion: The turn around time on QR codes signs is 1-2 weeks long.
- Don't need to walk over
- Save on labour
- Lights have a slight benefit, but not that exciting.

E. Information to put on the sign

- New listing
- Coming soon
- Price drop
- Sold

Meeting was adjourned at 9:50