Executive Summary

The BayRealEstate is looking to profit from the unique and always growing real estate market in the San Francisco Bay area, by providing all in one service for anyone who is interested in selling or buying the real-estate. The service will provide stream-lined and easy to use interface in order to attract future customers. The system will be able to support unregistered/registered users, real estate agents, and system administrators.

Unregistered **buyer /seller(user)** will be able to access the full website and be able to view all the property listings that are available at the moment. And will be able to utilize the basic features such as search and filtering in order to better the experience. The registration process is completely voluntarily and will not be enforced. Interface will be pleasing and easy to use and require little to no technical experience.

Registered buyers will have access to some unique features as ability to save their search as favorites. In order to be able to use that functionality users will have to register and provide their full name, and phone number.

Real estate agent or seller, will have to register in order to be able to post and edit property listings. The agent would have to provide the basic information as well as the real-estate license number in order to verify legitimacy of the that person or business. If the user represents a private party in the sale by owner ---------NOTE Sale by owner means that the person is not an agent just selling his own property---------------transaction, that user will have to provide Driver License in order to verify person’s identity. Upon clearing the agent or seller will have access to the personal information that (registered buyers/sellers/agents) users agreed to provide when accepting the terms of user policy when signing up for the services, such as name, phone number, real estate license number, or ID number. Once registering process is complete, these users will be able to post and edit property listings.

All the processes will be monitored by company’s admins which will be provided with the minimal interface and basic training, if necessary to be able to edit, and monitor the content that is being uploaded to the website and resolve any technical issues, that might arise.

The interface for buyers and sellers will be pleasing and easy to navigate. The ease of use, and appeal will be important in drawing new customers to the business. We assume the user might have very little to none technical experience. And that will be one of the advantages compared to the competition.