Hi Mike,

Thanks for chatting with us yesterday! Will and I have some questions about some of the specifics of the nature of the problem, but we took some time today to jot down what a product for something like this might look like.

As discussed yesterday, William and I have spent the past four days moving a fully functional version of Bridgly from Sketch into reality, and the initial draft can be found at:

XXXX (link to product after Heroku works)

The above product is limited in its design. Its creation originally stemmed out of our belief that if we start getting *any* potentially useful tool into the hands of the realtors, Will and I will begin to better understand customer needs in this space. Fortunately, we believe that many of the features in the above product can be modified and integrated to help with the problem discussed yesterday. Indeed, we even believe that it can serve as the basis for the product, tentatively named BridglyPowered, geared at bring the HH Retail Alliance into the 21st century.

If you have time, could you skim this hastily put together product proposal and tell us if it matches what you envision a product that HH would use?

**BridglyPowered** would be a product that branded specifically targeted initially to meet the needs of Howard Hanna and would consist of two distinct sub-products: **WorkManager** for realtors and **LeadOptimizer** for contractors.

1. **WorkManager allows realtors to manage their workbench contractors in addition to earning referral fees through both direct referrals and indirect**

For the realtor, Bridgly’s WorkManager would contain two distinct value offerings:(1) the functionality it offers in reducing the back office work of managing their workbench of professionals, and (2) allowing a realtor to earn indirect referral fees by indicating services that a client is likely to need or earn direct referral fees by introducing a client to a member of the Retail Alliance.

The WorkManager would receive real-time updates regarding new listings from Howard Hanna’s database of listings, and then automatically create new ‘houses’ in the WorkManager tool who’s prototype is linked above. When WorkManager discovers that a new house has been created in Howard Hanna’s database, the responsible realtor would receive a notification via email that a new house has been added to their WorkManager account. A realtor could then select (and possibly rank) which work the client is likely to need in the coming weeks. When inspections or other events happen, a realtor would receive a new email reminding them to go into the home manager to update the types of work that are now likely necessary for the house.

Realtors could earn referral fees from both (1) direct referrals where the realtor directly connects the client with a specific contractor in the Retail Alliance and (2) indirect referrals occurring when a Retail Alliance contractor contracted with the realtor’s client as a result of the realtor having marked the work item contracted for as a likely need in the the WorkManager.

1. **LeadOptimizer allows contractors to receive and manage intelligently generated recommendations and referrals:**

In the short term, whenever a realtor updates a house in the HomeManager specifying what kind of work is needed, a group of targeted contractors in Howard Hanna’s Retail Alliance would receive an email notification that a high-quality lead has become available. Such high-quality leads will only be pushed to contractors when a realtor has marked the house as likely needing work within the scope-of-work of these contractors.

If a contractor is not tech-averse, the contractor could also onboard onto the LeadOptimizer product. The LeadOptimizer would be an end-to-end platform that allows contractors to both receive and manage leads received from the HomeManager. Unlike the current system, where contractors must cold-call all the new homeowners in an area when they hear about a potential lead, contractors using the Lead Optimizer would be able to view leads curated by estimated quality, as well as potentially receive direct referrals from realtors. Leads would be ranked by value, where value is estimated using a predicted score based on realtor input, internal HH data, and aggregation of third party data (such as Zillow or Google maps). Contractors would be encouraged to input which leads are successful so that the system can “learn” which leads are most likely to pan out for them. This will provide the ancillary benefit of helping contractors estimate the value of their participation in Howard Henna’s Retail Alliance, which would hopefully in turn drive more revenue to Howard Henna.

In this way, contractors using the LeadOptimizer are able to better manage and derive value from HH generated leads. Realtors using the HomeManager would be able to better manage their workbench of professionals and generate revenue through both direct and indirect referral fees. Finally, HH would benefit from increased value generated through its retail alliance program, and an increase of revenue recycled internally.

What do you think of this project idea?