

INPUT



TRUTH



Realco Intelligence App: The Business Logic Doctrine

From the 'Monday.com' Mindset to the 'Base44' Reality.

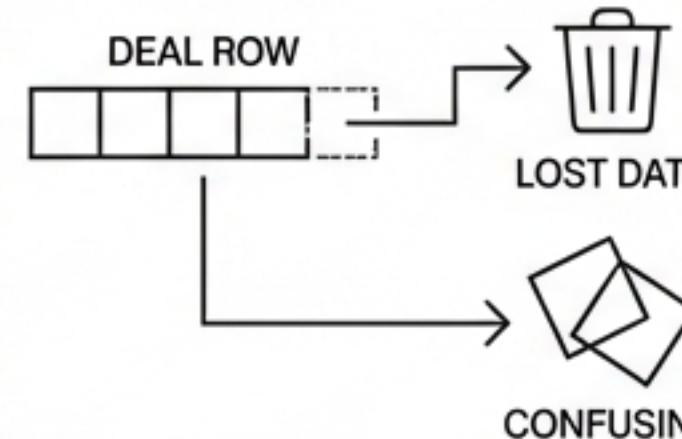
A Manifesto for the Real Estate Operating System.

PEOPLE OUTLIVE TRANSACTIONS.

“ THE BUSINESS OPERATES AROUND A NETWORK OF PEOPLE WHOSE ROLES CHANGE OVER TIME. BUYERS APPEAR AS LEADS, SELLERS APPEAR AS INVENTORY, AND ONLY SUCCESSFUL TRANSACTIONS BECOME DEALS.

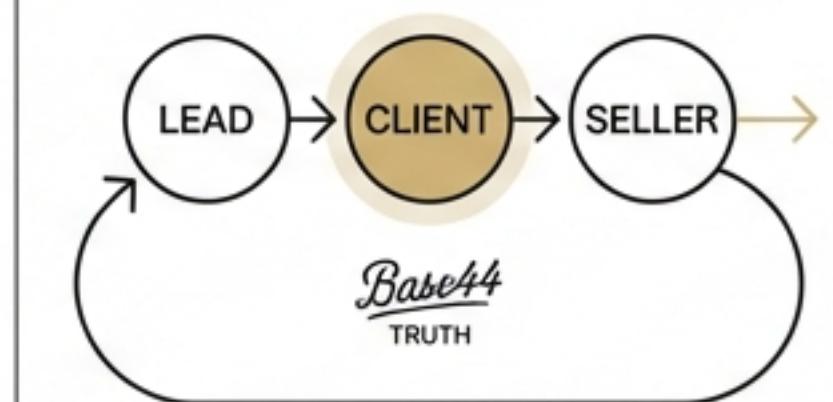
OLD WAY (MONDAY LOGIC)

DATA IS STATIC. A “DEAL” IS A ROW ON A BOARD. IF IT DOESN’T CLOSE, THE DATA IS LOST OR CONFUSING.



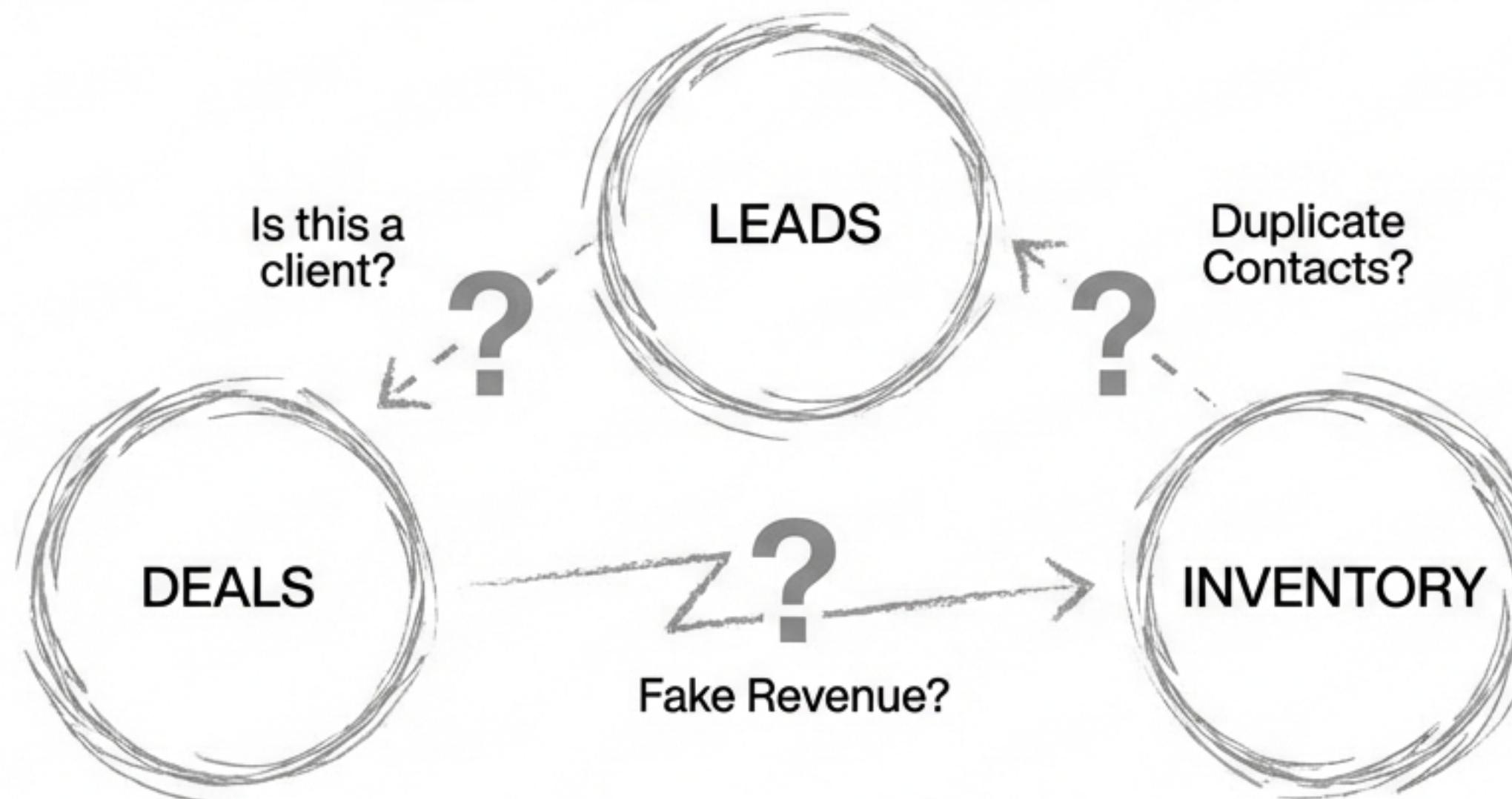
NEW WAY (BASE44 DOCTRINE)

DATA IS HISTORICAL AND EVOLUTIONARY. A PERSON MOVES THROUGH ROLES (LEAD → CLIENT → SELLER) WITHOUT EVER BEING DUPLICATED OR DELETED.



MONDAY IS THE INPUT. BASE44 IS THE TRUTH.

THE CONFUSION OF THE PAST



- **Mixed Logic:** Monday boards mix intent (Sales Attempts) with outcomes (Won Deals).
- **Inflation:** ‘Lost’ or ‘Cancelled’ attempts inflate pipeline metrics.
- **Identity Crisis:** The same person exists as three different rows in three different databases.
- **The Result:** Operational blindness and blurred definitions of value.

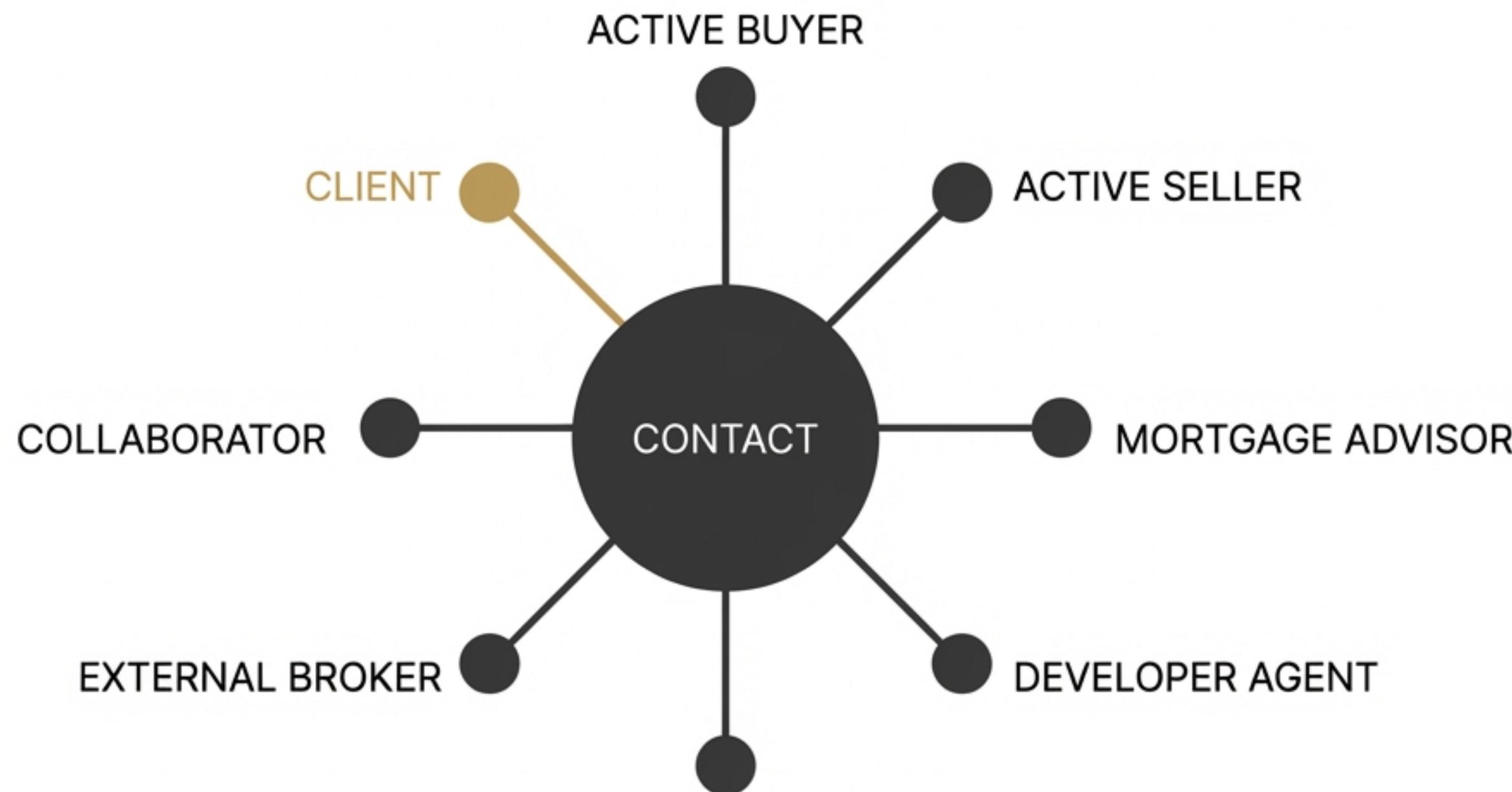
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THE FOUR PILLARS OF TRUTH



Each module has a specific job. They interact, but they do not overlap.

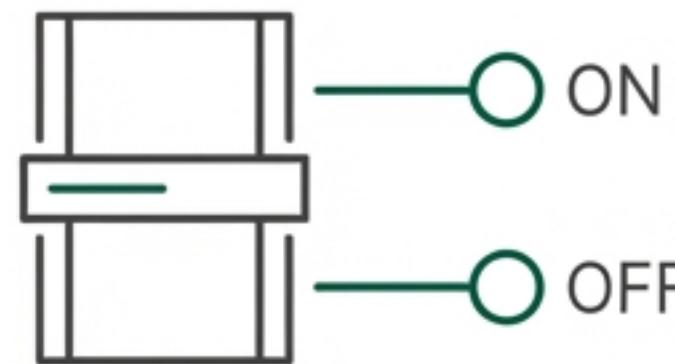
THE NETWORK: EVERYONE IS A CONTACT



Key Definition: Everyone the business interacts with is a Contact. Roles describe HOW they participate, not WHO they are. No separate databases.

ROLES ARE TEMPORARY. IDENTITY IS PERMANENT.

INTENT ROLES (TRANSIENT)



- Lead (Buyer)
- Inventory (Seller)

Start and stop based on active intent.

RELATIONSHIP ROLES (EARNED)

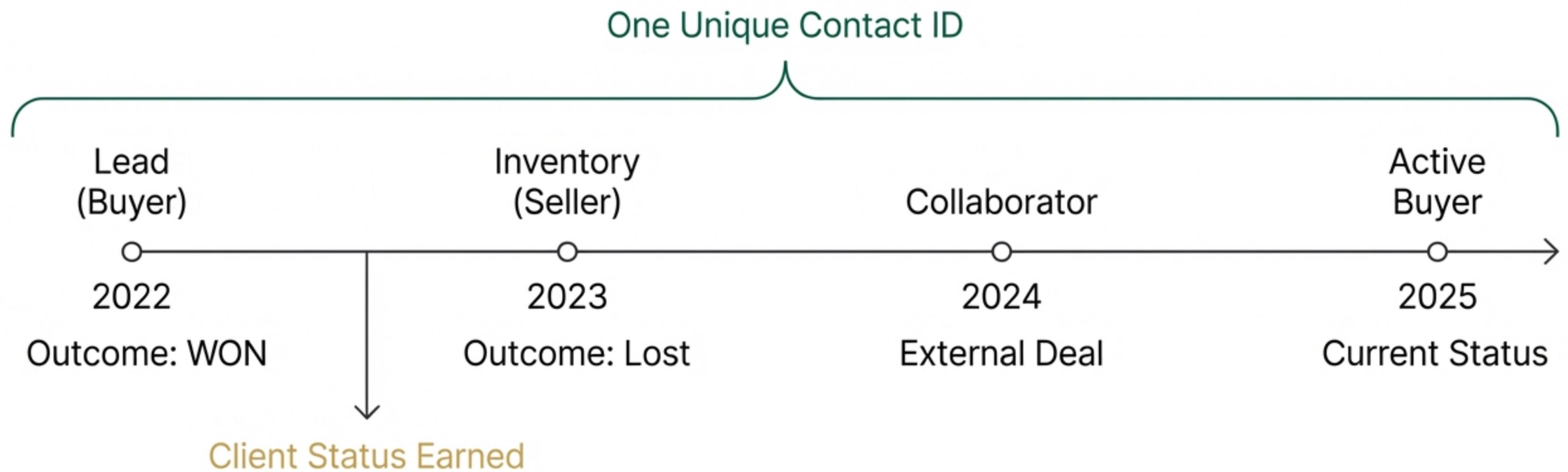


- Client
- Partner
- Advisor

Earned via transactions. Enduring.

Rule: No role blocks another. A Mortgage Advisor can be a Buyer. A Seller can become a Collaborator.

THE STORY OF HOLGER (2022-PRESENT)



In the old system, Holger was four different people. In Base44, Holger is one relationship with a rich history.

'Active' is a State, Not a Label

**Active
Buyer** = Contact + Open Lead
(Intent)

**Active
Seller** = Contact + Active
Inventory

Partners do not appear in Active lists unless they strictly have personal buying or selling intent.

Active status is computed dynamically from live behavior.
It is not a static tag.

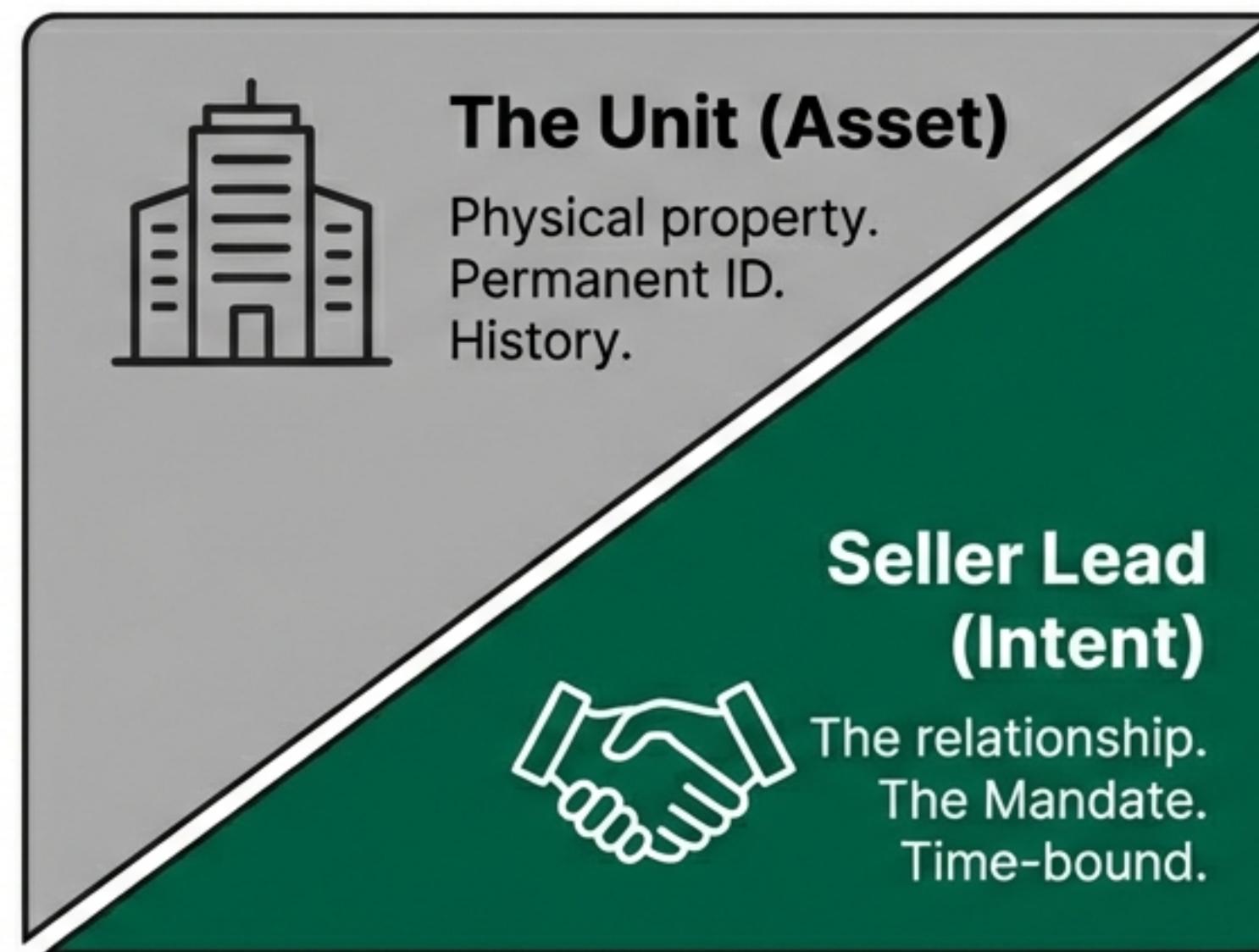
LEADS = INTENT



**A Lead is demand at a specific point in time.
It is NOT yet a Deal. It is NOT yet a Client.**

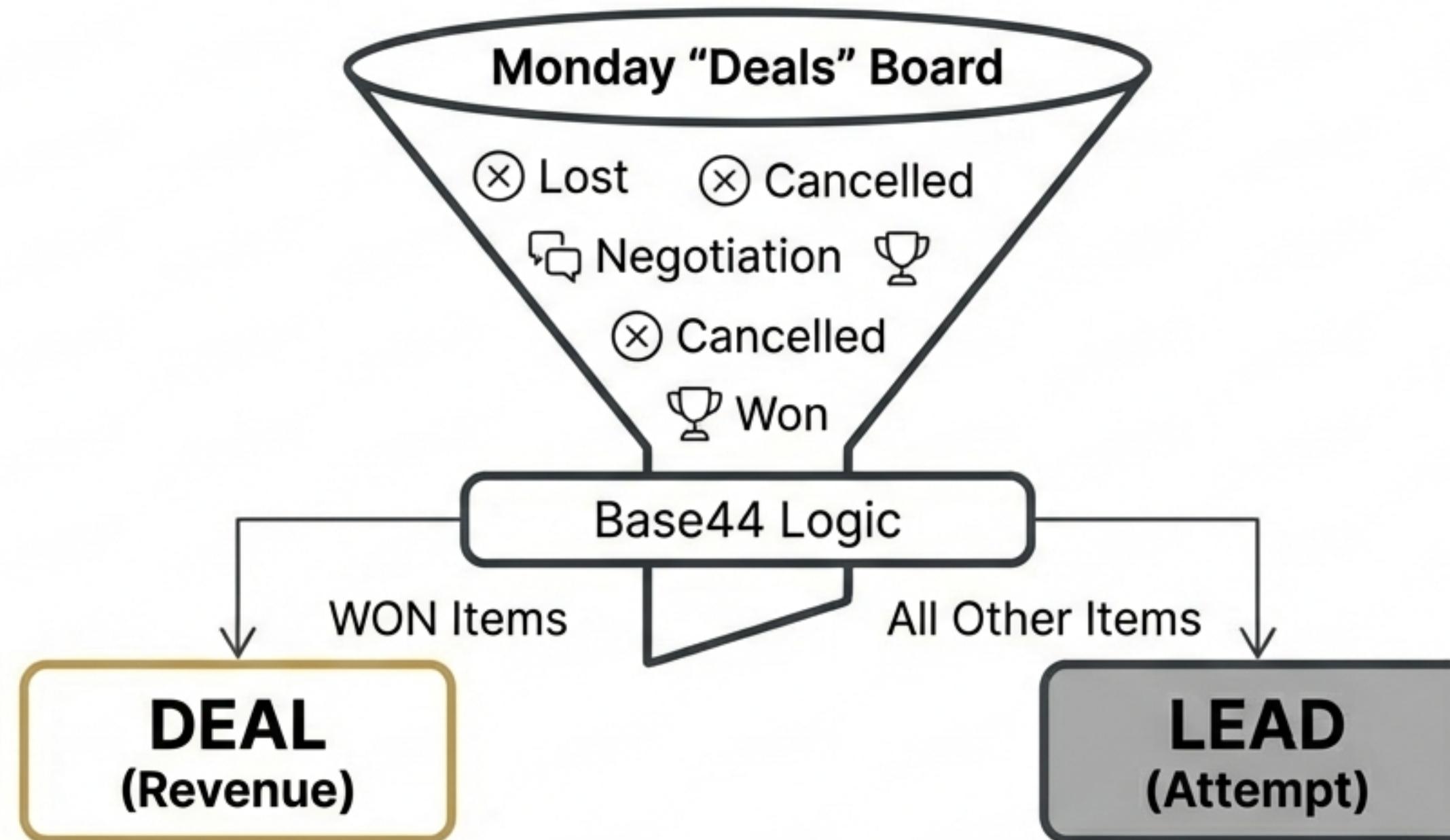
The 'Buyer Leads' board on Monday is purely for tracking this intent.

Inventory = Asset + Intent



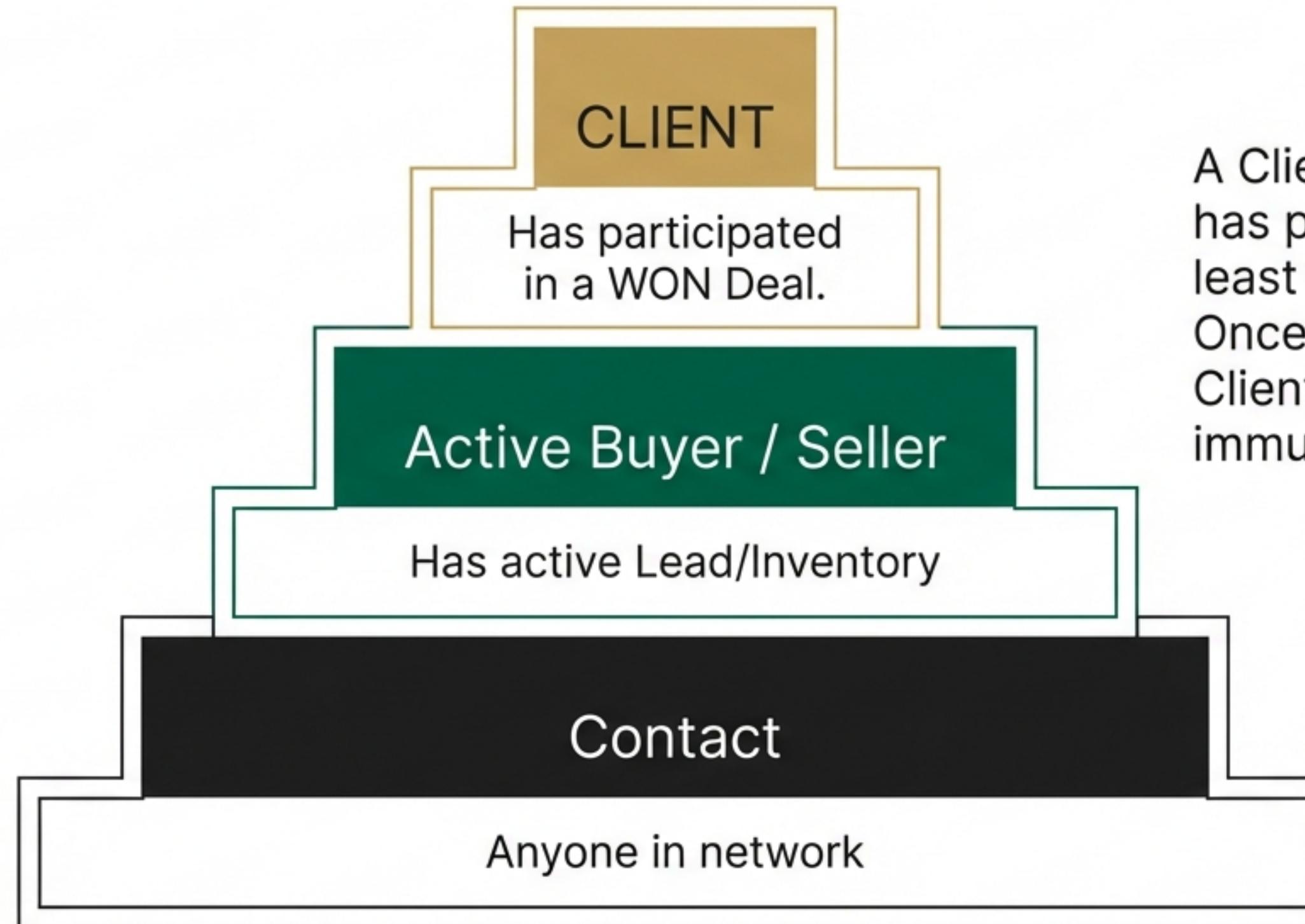
Business Rule: Inventory exists even if it doesn't sell. A Unit can be listed, withdrawn, and relisted by the same seller multiple times over years.

The ‘Won Only’ Rule



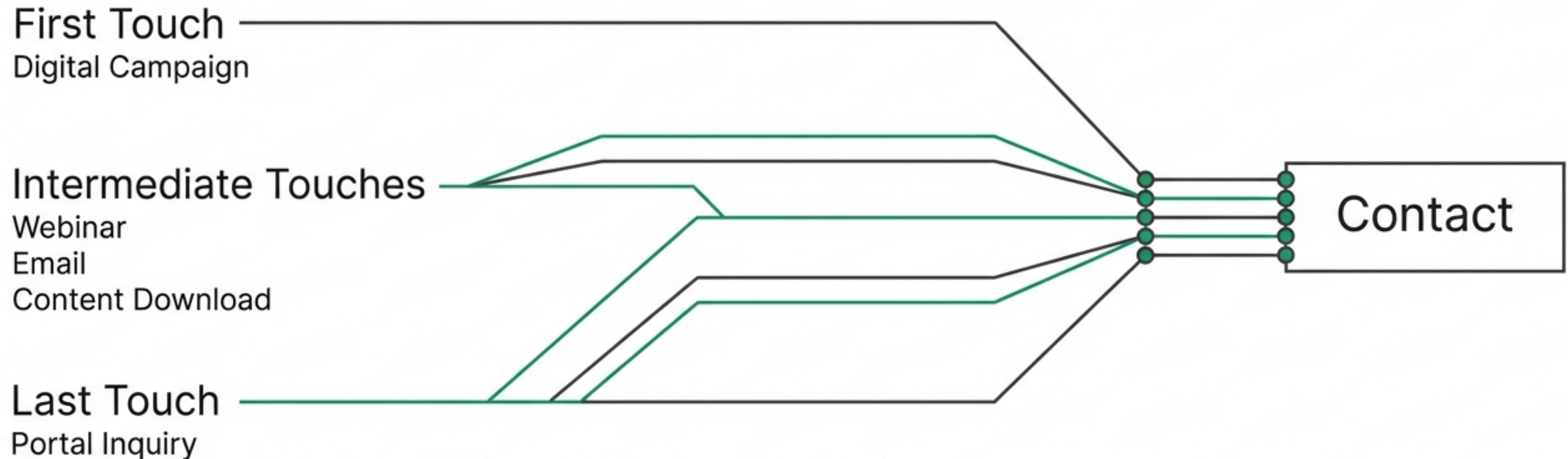
If it didn't close, it wasn't a Deal. No fake revenue. No inflated conversion rates.

Client Status is Earned



A Client is a person who has participated in at least one WON Deal. Once a Client, always a Client. This status is an immutable historical fact.

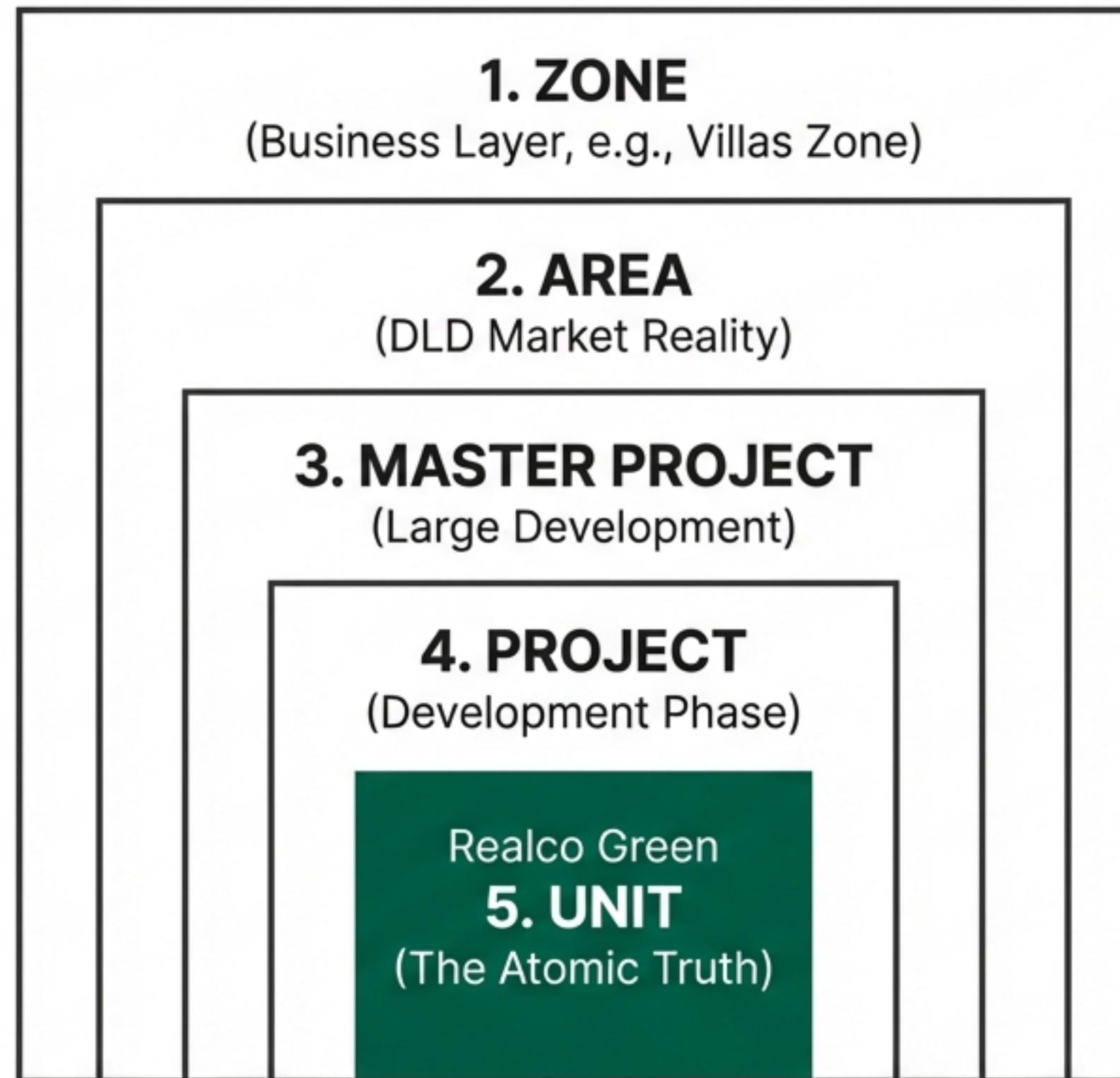
Marketing: The Origin Story



Marketing answers: Where did this Lead come from?
We track both First Touch (Network Entry) and
Last Touch (Current Opportunity).

Success is measured by
Leads generated and
Revenue from WON Deals.

Areas: The Physical Hierarchy



The Unit is the **smallest, most important element**. It exists independently of people, leads, or deals.

The Unit & The Market Truth



The Unit

Permanent Identity.
Never moves or changes.



DLD Data

External Validation.
Transactions flow from Dubai Land
Department at the Unit Level.

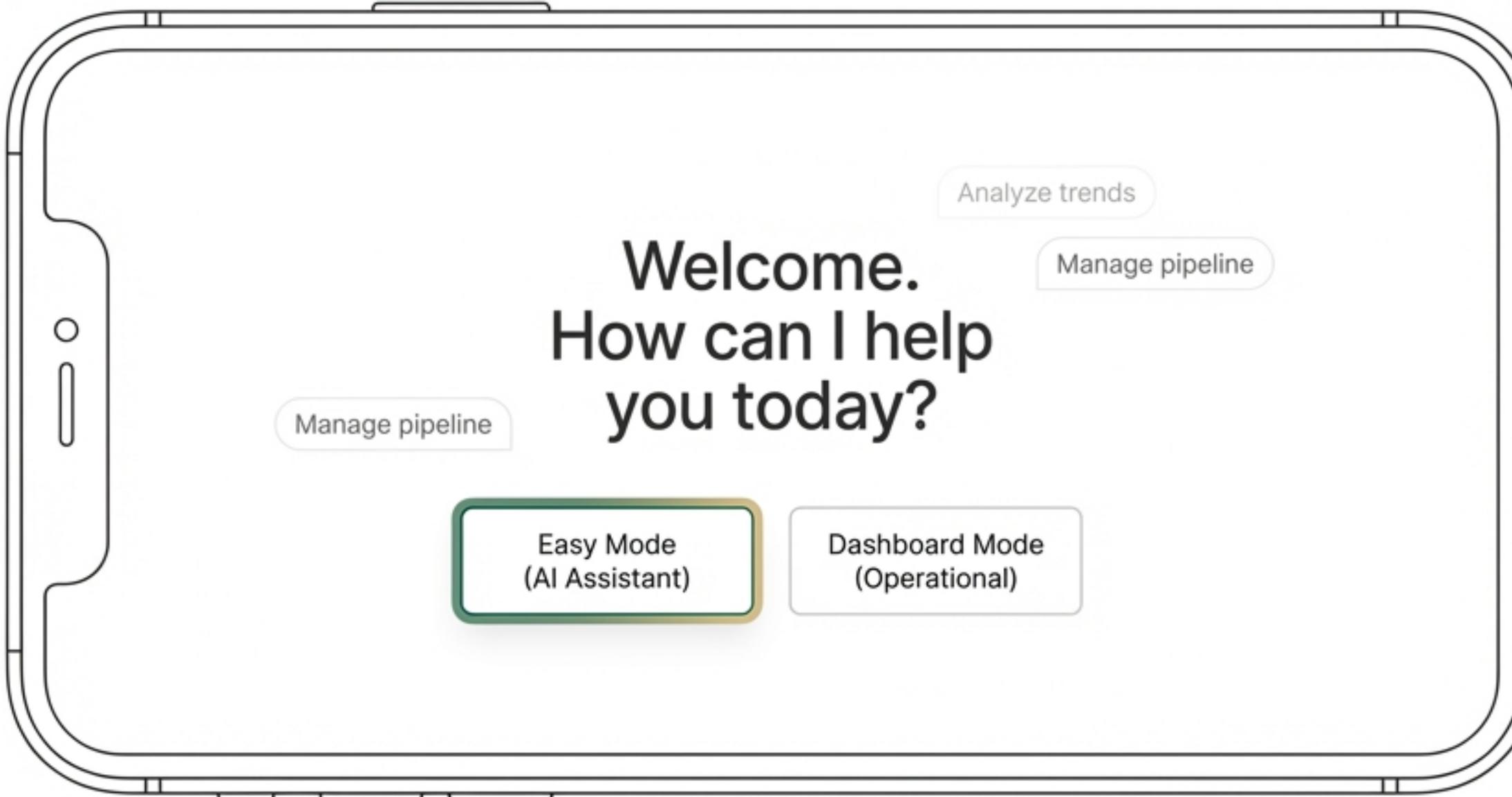
Villas

| Townhouses

| Apartments

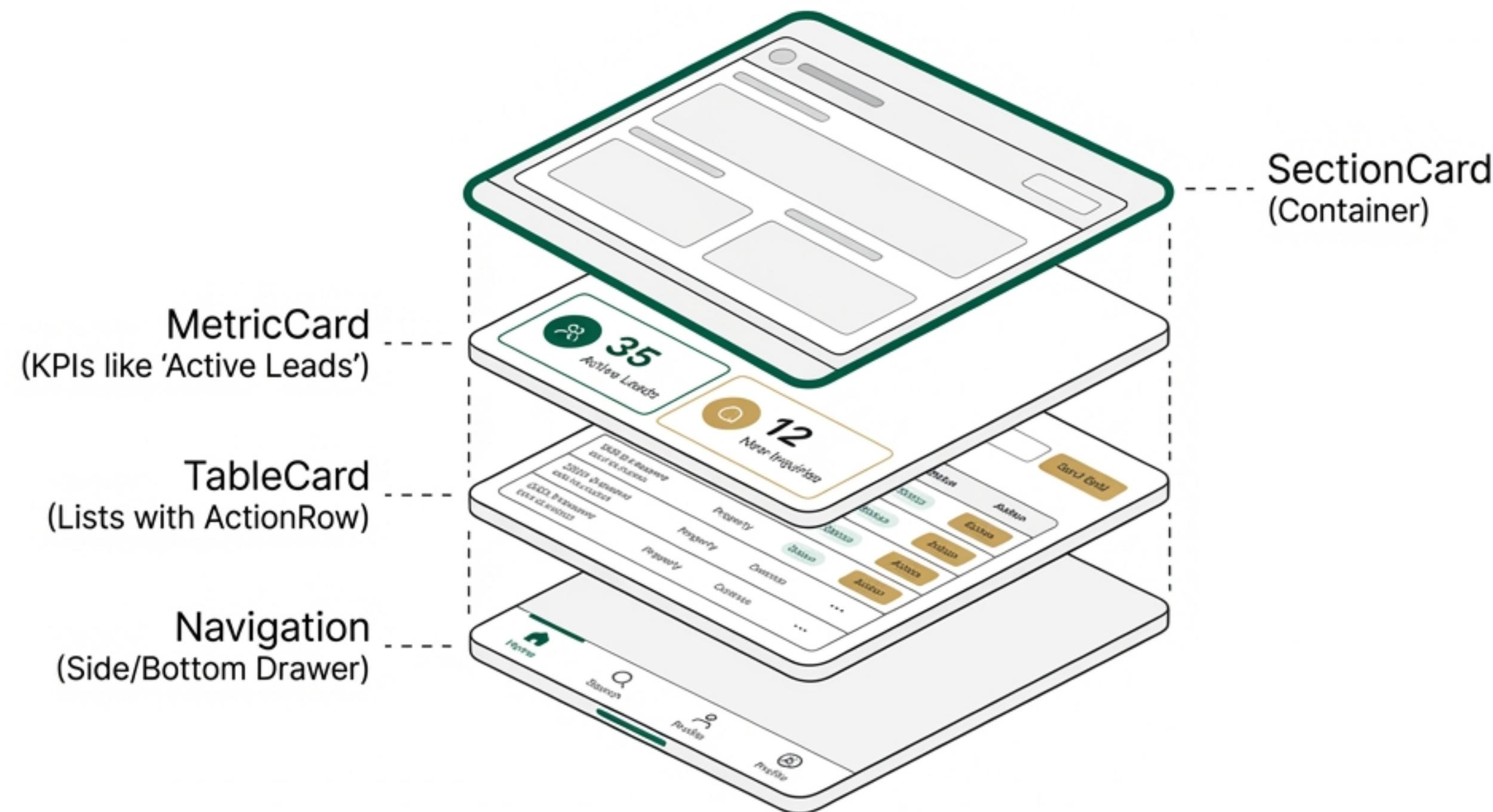
Plots

The App Experience: Calm & Premium



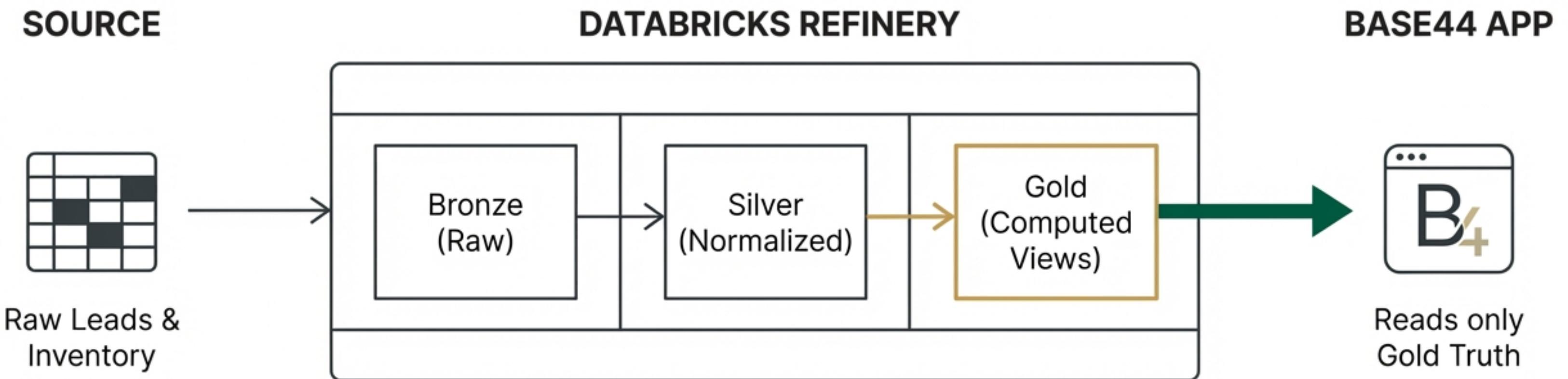
No busy dashboards on load. Just the answer.

The Card System Architecture



Modular UI Kit ensures consistency and flexibility across the entire application.

The Data Pipeline: From Chaos to Gold



The app never touches raw, messy data. It displays only validated, computed truth.

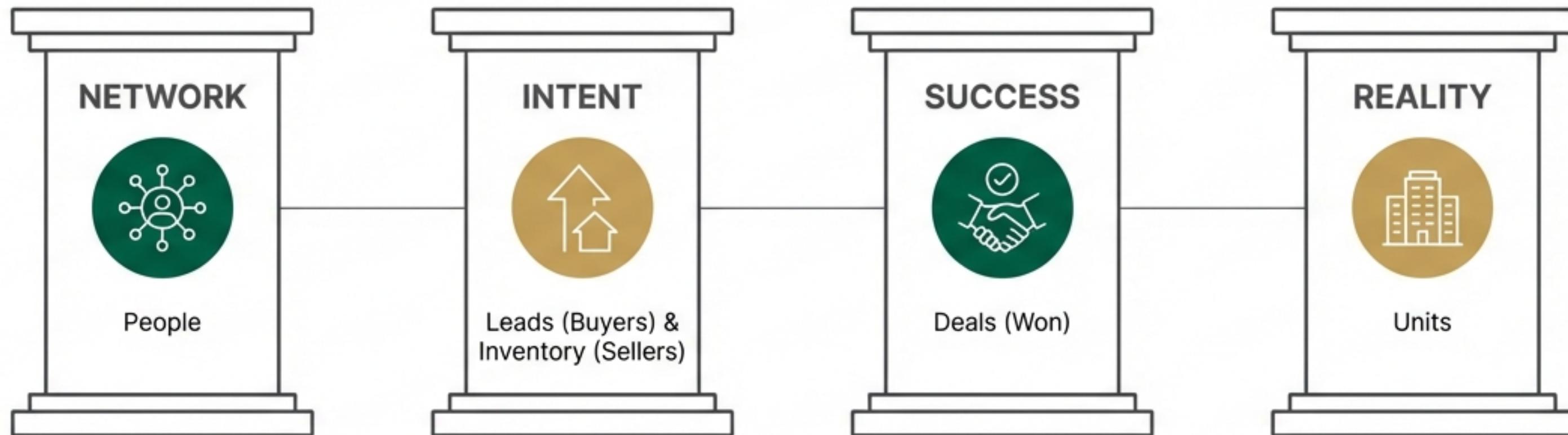
Non-Destructive AI Enrichment

Phone Number



AI proposes. Humans decide.
We use AI for data hygiene, predictive scoring, and
property matching without overwriting human inputs.

The Final Doctrine



Leads represent Intent. Inventory represents Supply.
Deals represent Success. People outlive them all.