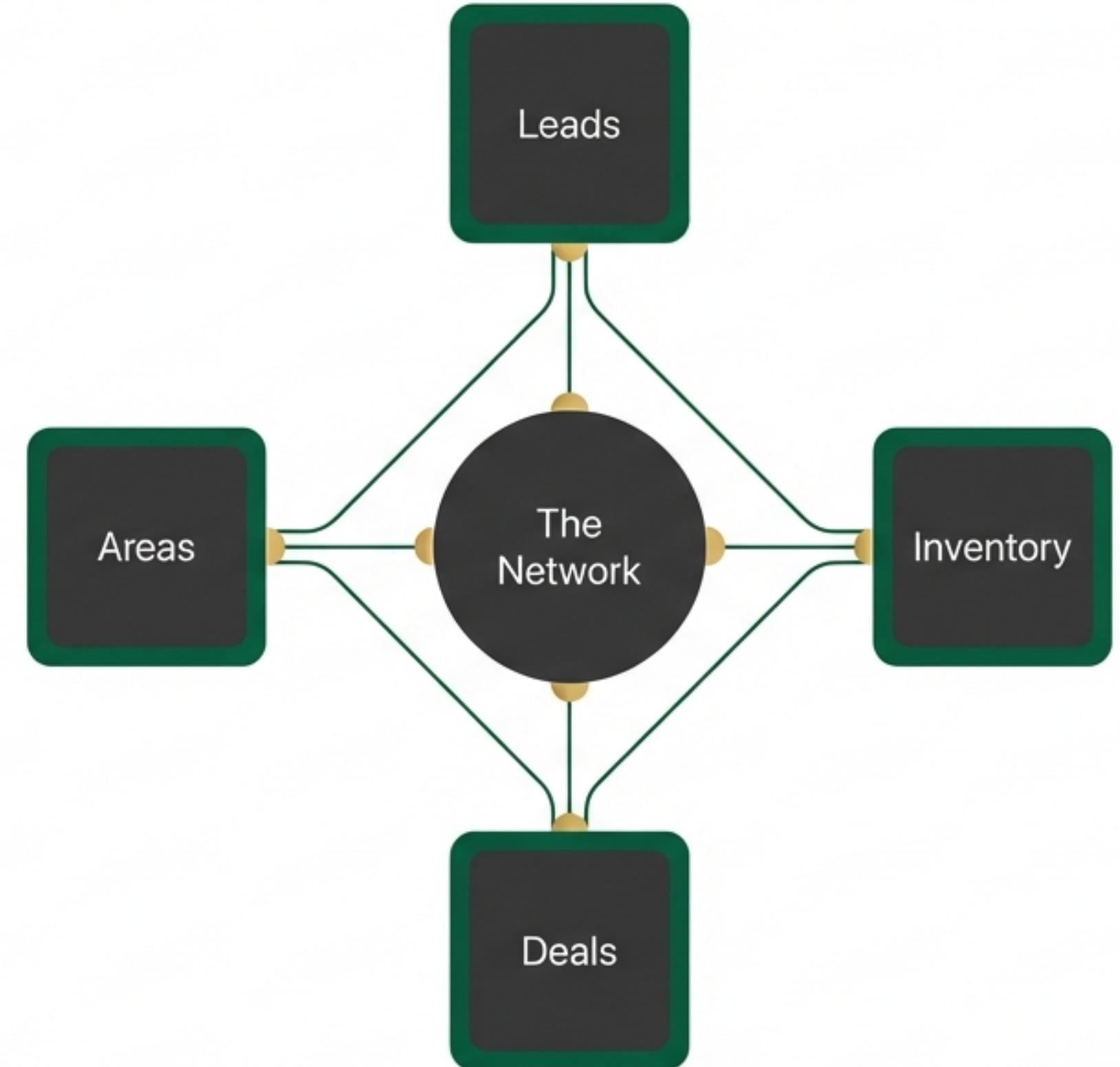


Realco Operating System (Reims)

Business Logic & Architecture Blueprint

The Operating Doctrine for the Transition from Antigravity to Base44.



A system that treats people as long-term relationships, not rows in a spreadsheet.
This document defines the laws of physics for the new software ecosystem.

The Four Laws of Business Reality

1 Leads represent Intent.

Demand side only.

2 Inventory represents Supply.

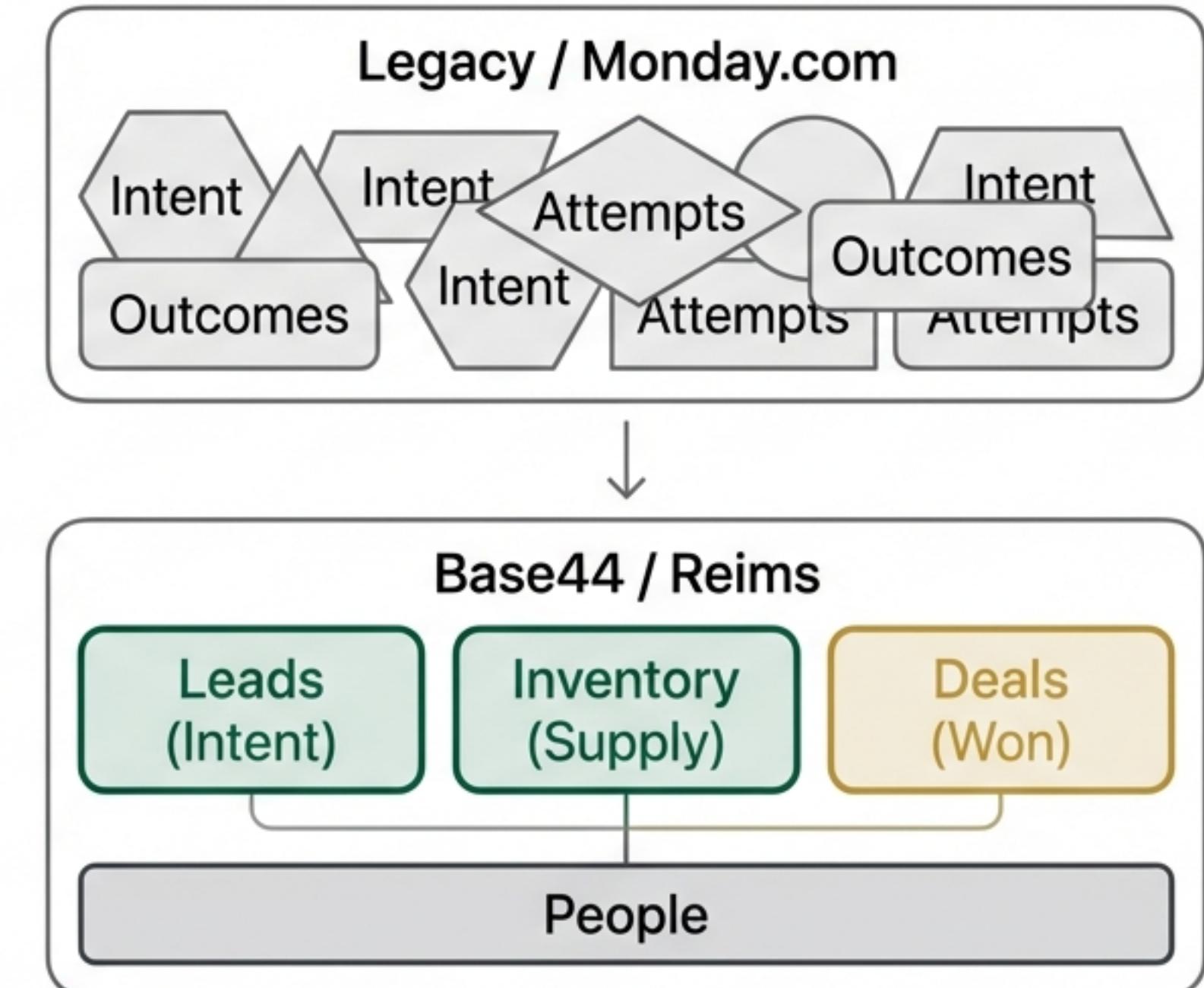
Assets + Sellers.

3 Deals represent Success.

Won outcomes only.

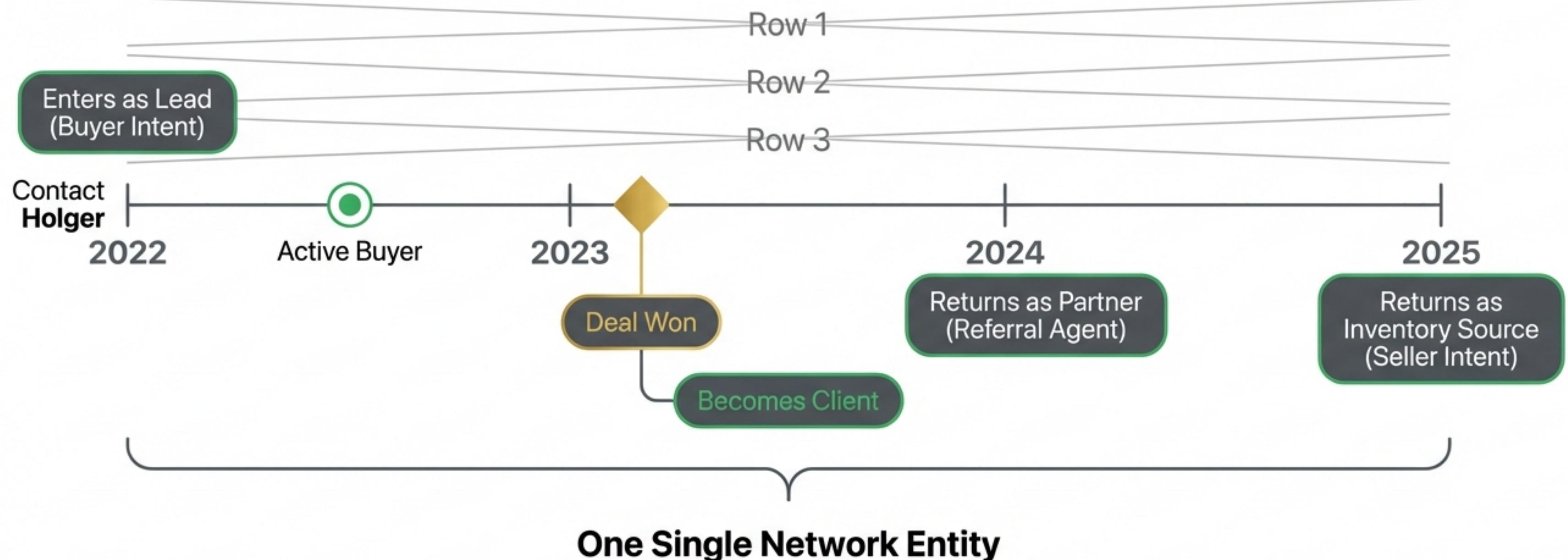
4 People outlive everything.

The Network is permanent; roles are temporary.



Monday.com contains intent, attempts, and outcomes mixed together. We restructure it by treating Buyer Leads and Seller Inventory as Leads, treating only WON outcomes as Deals, and tying everything back to People.

People Evolve. History Matters.



A person is not permanently a buyer or seller. They hold roles that start and stop over time.
Nothing is ever overwritten; history is preserved.

Module 1: The Network (The Foundation)

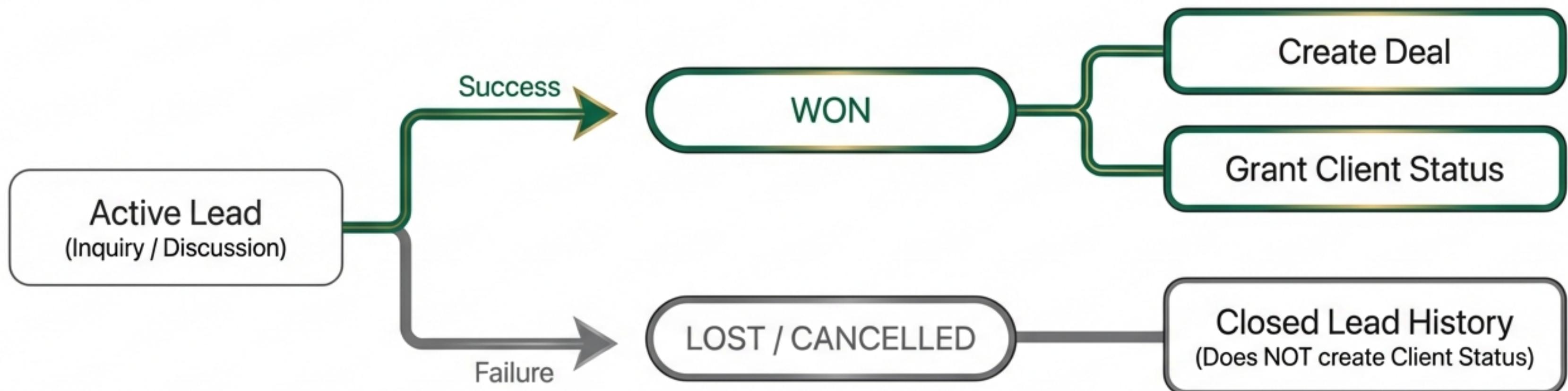


Business Rule:

There is no separate “partner database.” Mortgage Advisors, Developer Agents, and External Agents are all Contacts in the Network. They can bring a Lead, bring Inventory, or become a Client themselves.

Module 2: Leads (The Demand)

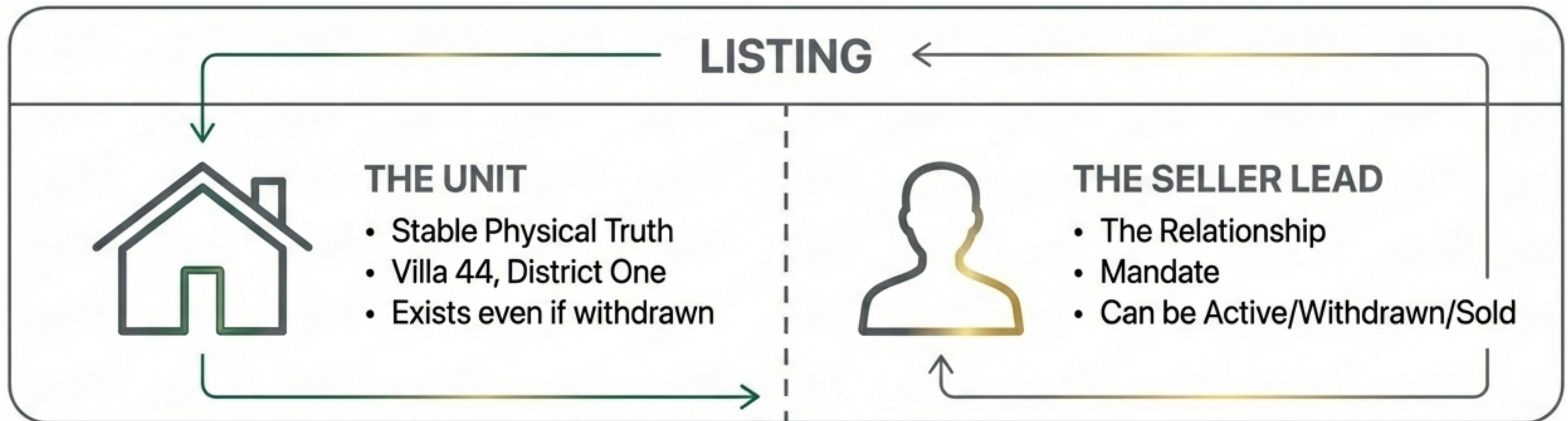
Definition: A Lead represents intent at a specific point in time. It is NOT revenue. It is NOT a Client status.



Leads drive "Active Buyer" status. A person is an Active Buyer only if they have a Lead that is currently live. When the Lead closes, the active status ends, but the history remains.

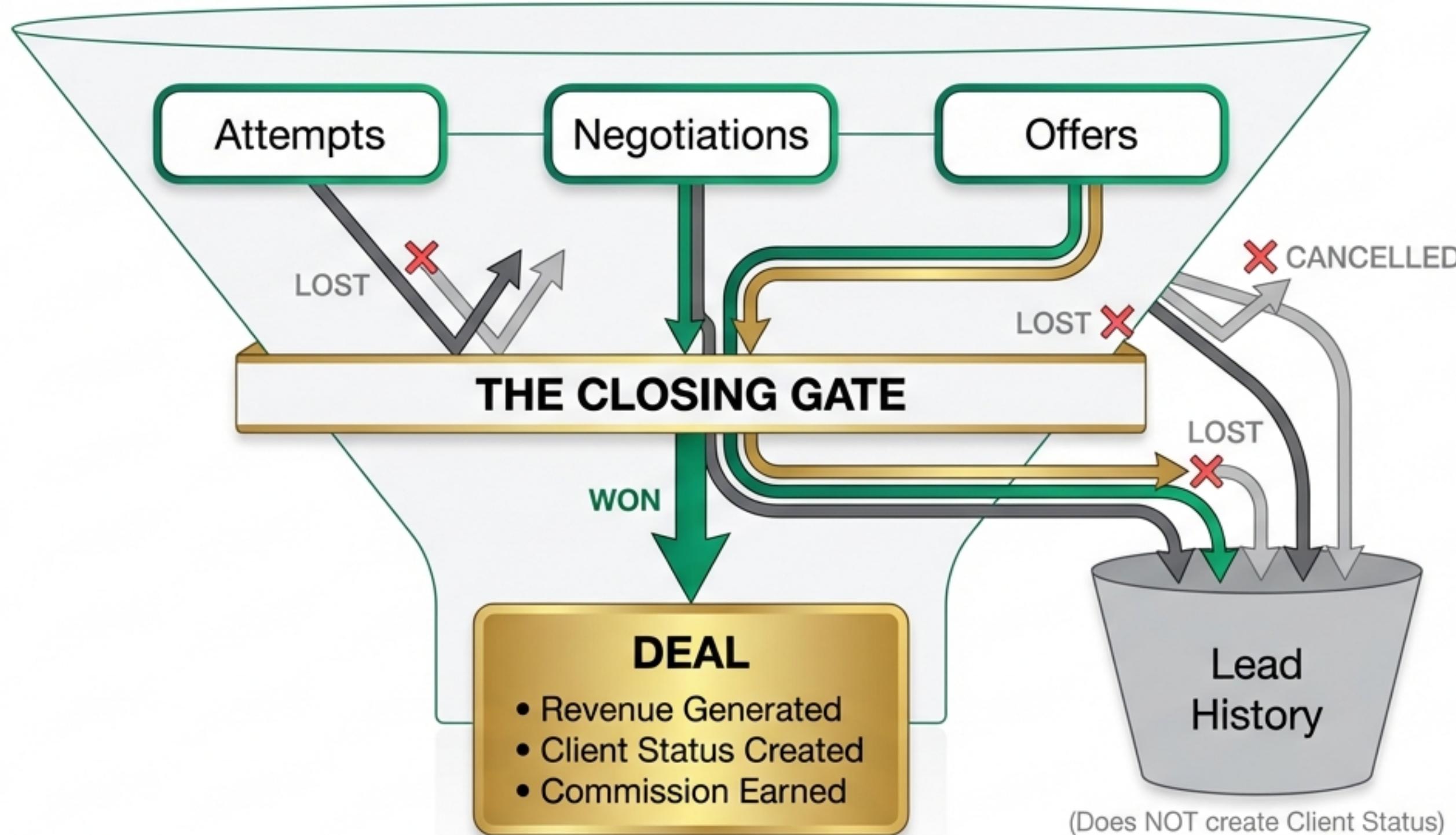
Module 3: Inventory (The Supply)

Inventory = The Asset + The Seller's Intent.



Context: Inventory represents supply, not people. A unit can appear in inventory multiple times over years.
The same seller can list multiple units. The Unit exists independently of the deal.

Module 4: Deals (The Success)



“The Hard Rule: If it didn’t close, it wasn’t a deal.”

The Map of Reality: Areas Hierarchy



Zones organize the business. Areas reflect the market. Units are the atomic truth.
All supply, demand, and value flow through this hierarchy.

Operational Logic: The 'Active' State

Contact + (Open Buyer Lead OR Recent Engagement) = Active Buyer

Contact + (Active Inventory Listing) = Active Seller

Contact + (Any Historical WON Deal) = Client

Status Toggle

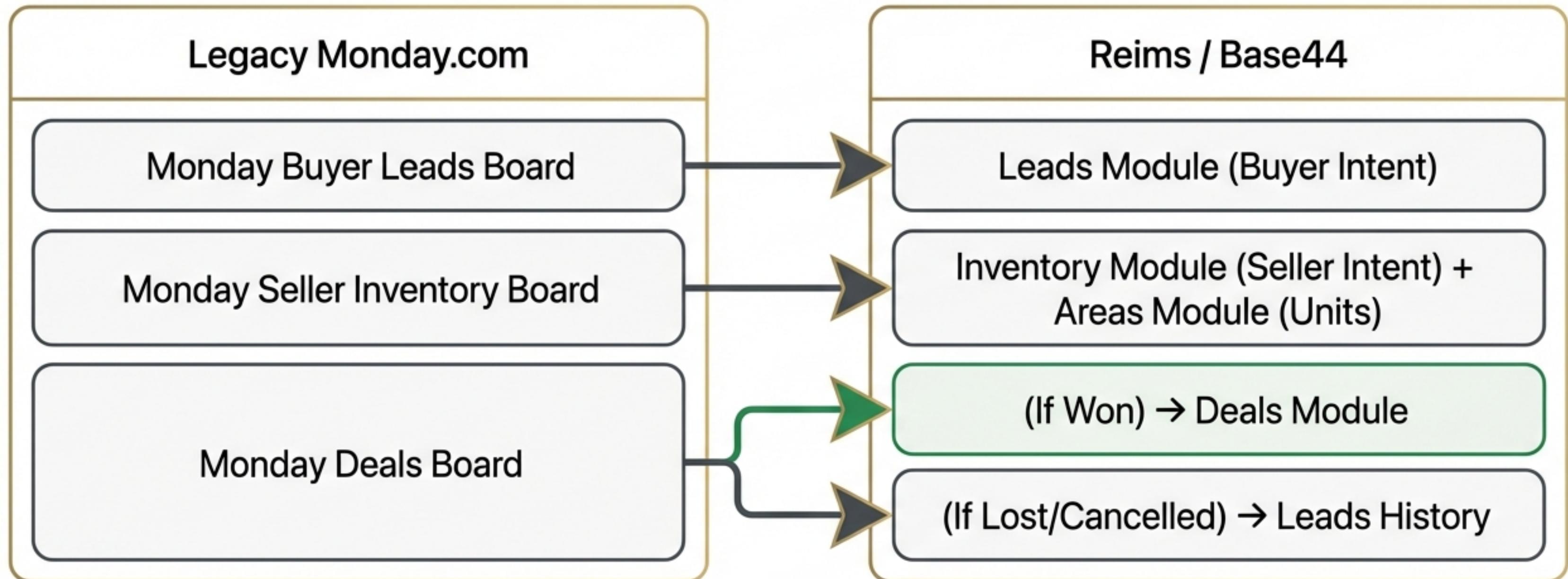
Active Buyer



Calculated automatically
based on live data.

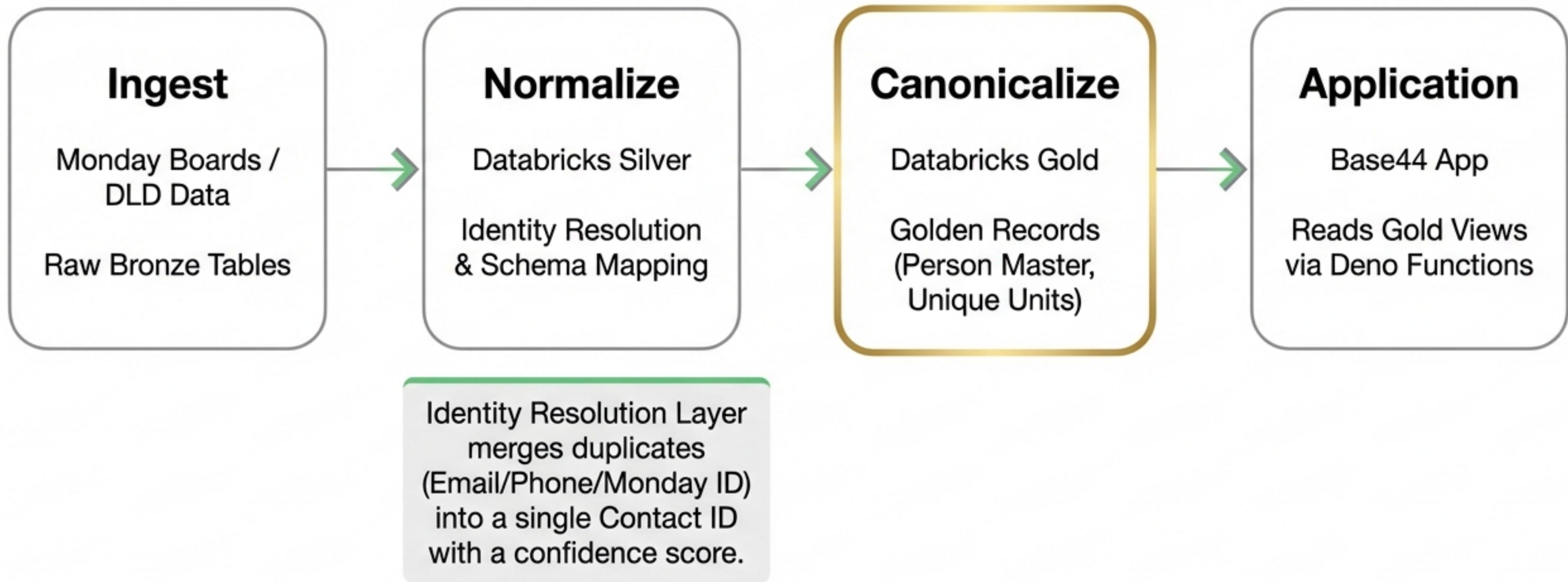
'Active' is a condition, not a permanent label. It is calculated in real-time.

Migration: Translating Monday.com

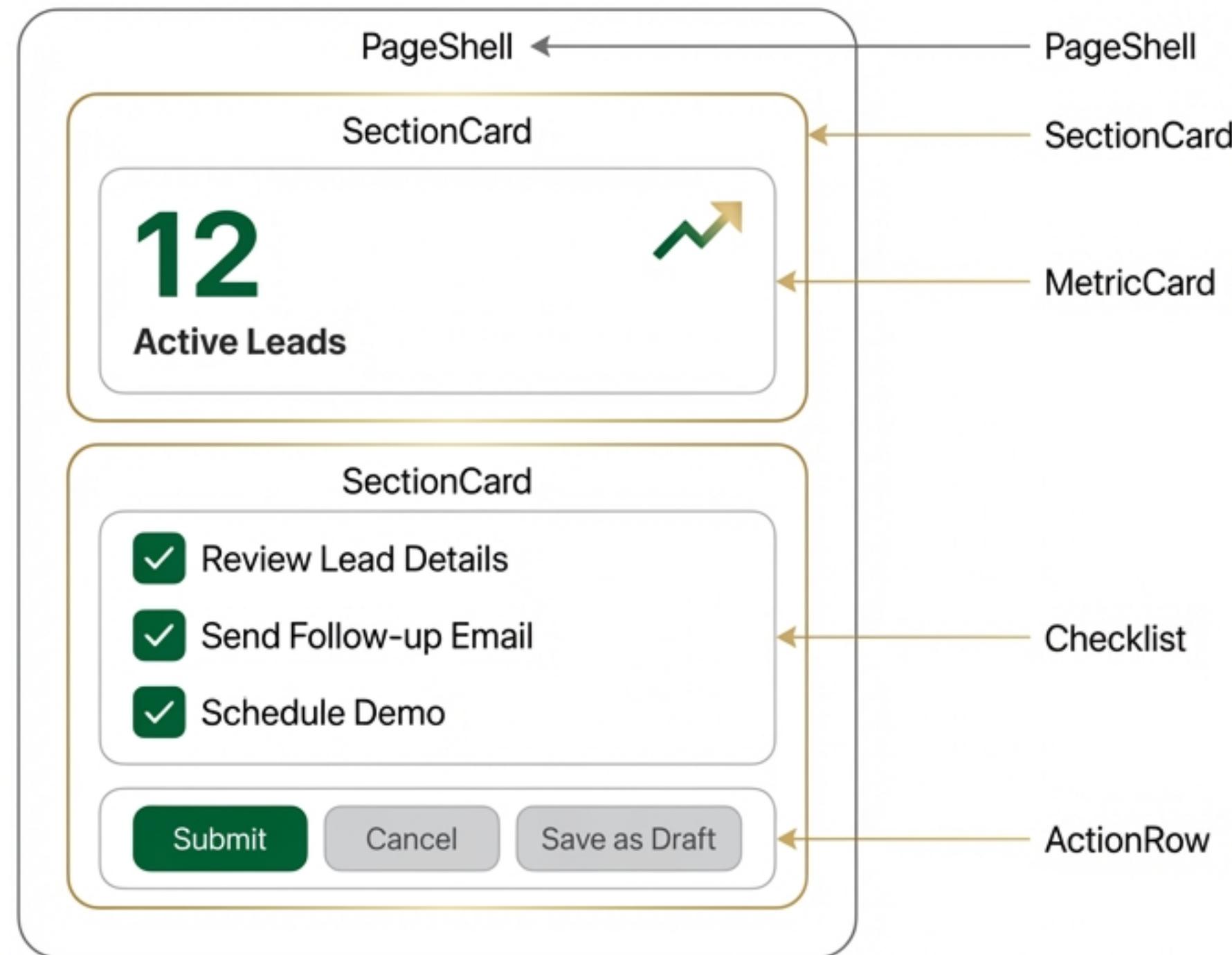


We are not deleting data; we are reclassifying it to reflect business truth. No more mixed content.

The Data Engine: Architecture



UI/UX: The Card System

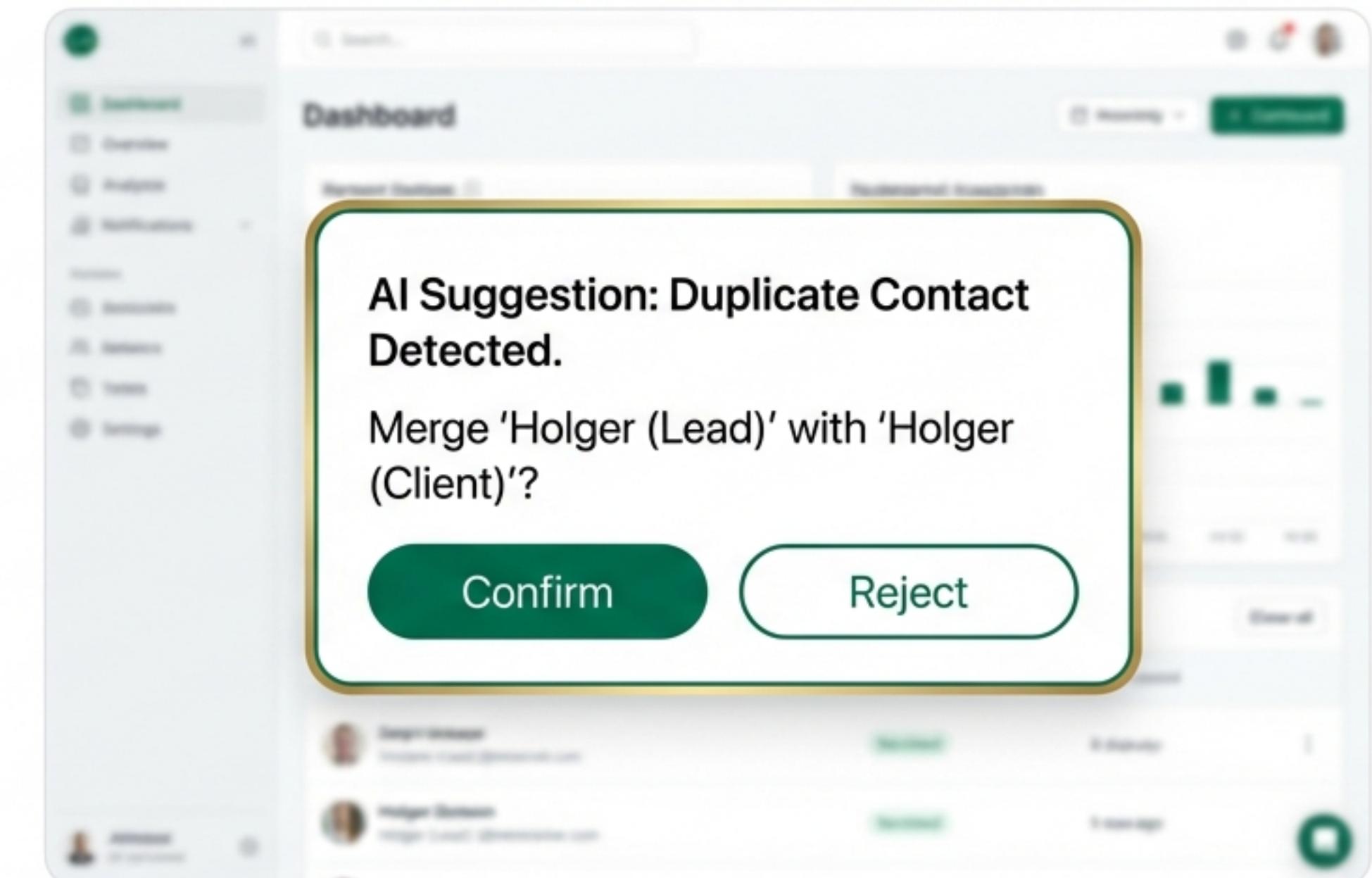


Calm, premium, Realco Green & Gold. Modular components allow for speed and consistency.

AI & Intelligence: Non-Destructive Enrichment

Core Principle: AI proposes, User confirms.

- ✓ Predictive Lead Scoring
- ✓ Smart Activity Reminders
- ✓ Data Quality Automation
- ✓ InvokeLLM Integration



The Agent Experience: Contact 360 Dashboard



Holger Client

Active Buyer Mortgage Advisor Past Seller

Identity & Contact Info

Phone:

Email:

Company:

Role:

Address:

Activity Timeline

Today

- Call with Holger 2:00 PM
- WhatsApp Message Received 1:30 PM
- Deal Closed Contract Signed for \$5M 1:00 PM

Value Card

Lifetime Value: **\$5M** ↑

Deals Won: 1

Source Attribution

Referred by Campaign X [🔗](#)

This is the single source of truth for the agent. Who they are, what they are right now, and what they have done with us over time.

The Vision: A Relationship Engine

-  **Honest Reporting:** No inflated pipelines.
-  **True LTV:** Tracking value across years, not transactions.
-  **Clean Demand:** Separating active buyers from historical leads.
-  **Scalable Logic:** Ready for future growth.

“Buyers are Leads. Sellers are Inventory. Deals are only what closes. People outlive everything.”