



# Purple Facts

The #1 Technology and Business Intelligence Solution For Real Estate

Learn how Purple Facts can impact your business and help you become a leader in your market.

# Background

Purple Facts primary goal was to be a wholesaling site to:

- Engage Users
- Deliver Valuable Content and Resources
- Keep Technology Cost at a Minimum
- Reduce Operations Overhead

Our passion is technology so we decided to FOCUS on that and bring investors an enterprise quality software solution to set them apart.

Purple Facts is about People First.

Our technology let's you focus on the people while we focus on making sure communication and operations run smoothly.

# What is Purple Facts?

Purple Facts is a SaaS (Software as a Service) Solution  
For Real Estate Businesses

## State of the Art Website

This is your first point of contact with your potential lead and your most precious resource for organic growth with search engines. We offer a modern customizable solution that is focused on high user engagement and low operation cost.

## Lead Management

Every lead is a potential deal and so it's crucial to give leads the attention they deserve and know how to properly manage your resources around that. We automate as much as possible while still allowing for leads to feel a personal touch and giving you real time insight on what is happening.

# What is Purple Facts?

Purple Facts is a SaaS (Software as a Service) Solution  
For Real Estate Businesses

## Communication Tools

Clarity in communication between team members is essential and it works best if it happens naturally and effortlessly. Through our event notifications and custom Slack integration information is always shared among the team and conversations can always happen within the relevant context.

## Custom Enterprise Quality Software

Every business is different and every business need requires a different solution. Our specialty is solving problems and we want to help solve yours. We build custom software solutions for you and integrate it in your platform to make your work smarter and reduce your overhead.

# Our technology

Our technology stack and system architecture was built with these few goals in mind:

## User Experience (UX)



## System Performance



## Developer Agility



Modern technologies work together to make a unique and performant ecosystem

For UX and styles : [React + styled-components](#)



For Server and APIs : [NextJS + NodeJS](#)



For Database : [MongoDB](#)



Web Hosting : [AWS](#)



# Technology comparison

	Purple Facts	WordPress/Carrot
Event driven design	User engagement is valuable and actions carry meaning.	A click is just a click.
Lead tracking	User tracking happens by default based on engagement.	Requires plugins and hacks while adding to technology overhead.
Website performance	Natively fast, ahead of time build and micro-service architecture.	Requires cache and lots of plugins to match our default performance.
User experience	No full page reloads and purposefully crafted experience.	Limiting technology, requires reloads to talk to server.
Content Management System	Modern headless CMS, built with focus on user experience.	Clunky and cluttered CMS. Built with the technology available.
System Architecture	Modular user interface components and web services. Significantly higher developer agility.	Monolithic. Hard to develop and test new features. Integrations and plugins continuously increase overhead.
Customization	White label approach. Key lead generating components uneditable and style tweaks upon request.	Full customization in exchange of performance and consistency.
Ready for Mobile	Designed thinking mobile first.	Requires a responsive WordPress Theme.
SEO	Just focus on quality content while we make sure the bots have everything they need to help you rank.	Requires plugins and lacks modern practices (e.g. AMP, structured data, etc)

# Features Highlight

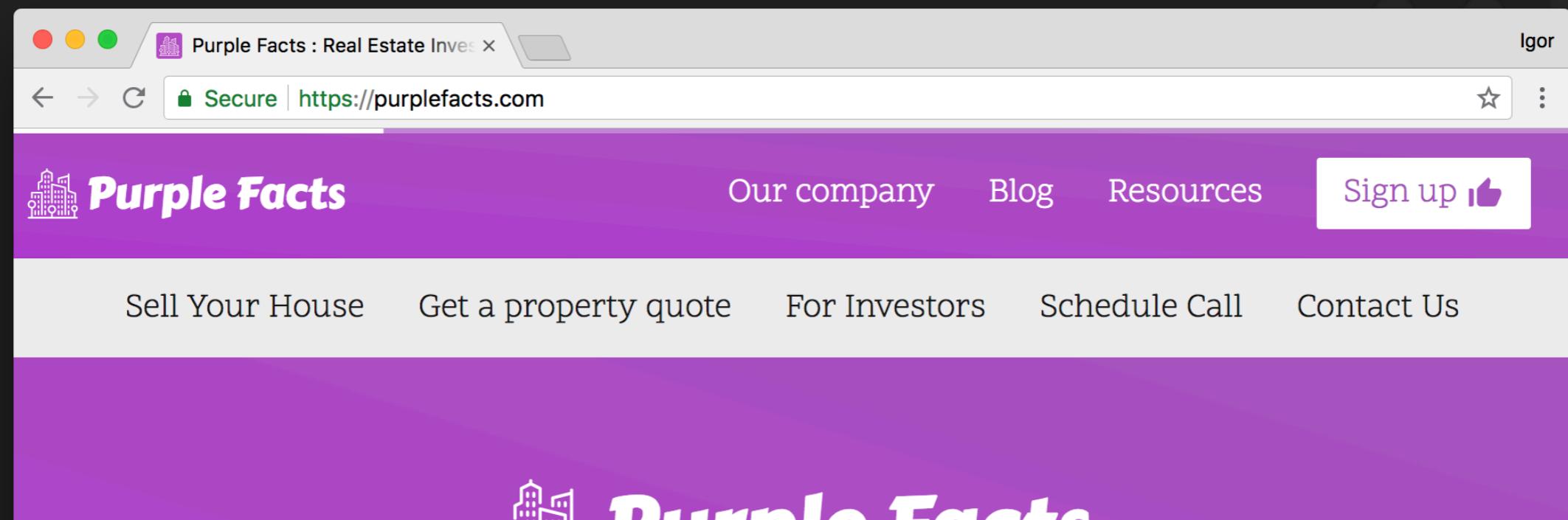
# Partial Page Load

## WHAT

- When users click on links, only relevant parts of the page are updated
- Header and footer stay on page and show page loader

## WHY

- Thanks to this the site performance and usability is greatly improved
- Pages get temporally saved on the browser for zero latency navigation
- Much closer to a native app experience instead of a traditional website



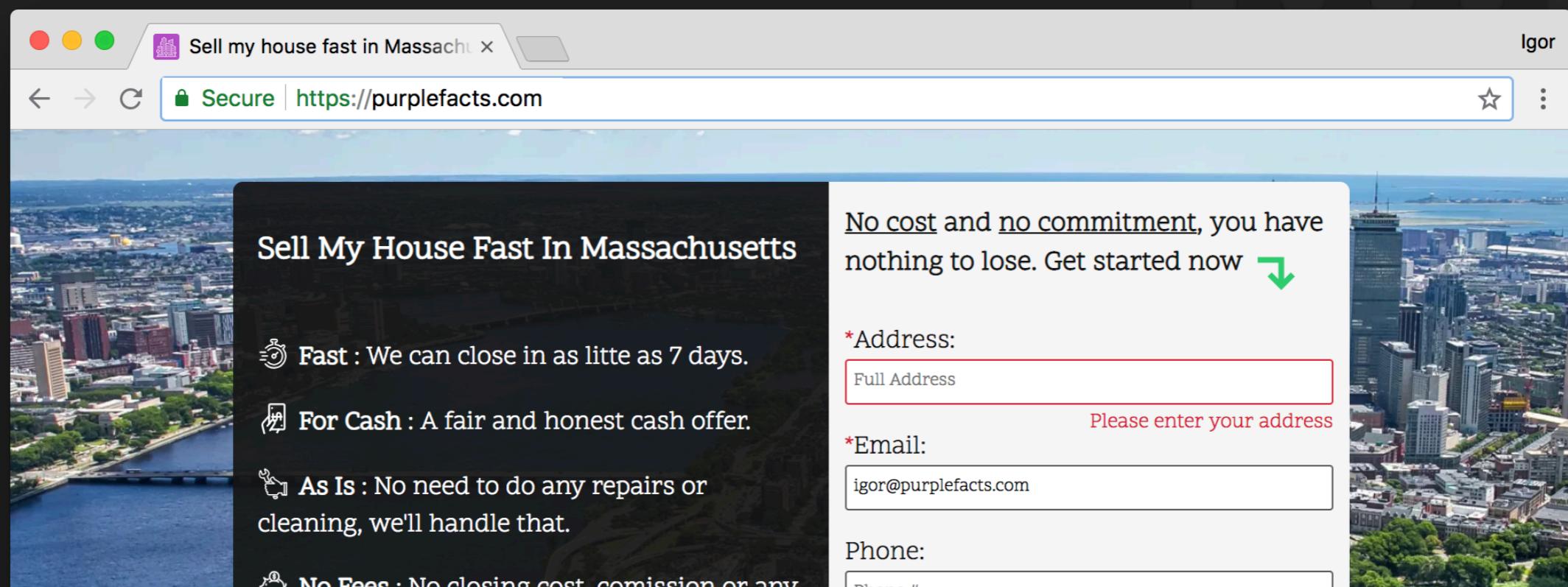
# Automatic Data Sync

## WHAT

- User forms are built to keep data sync'd with the database
- No need to hit submit and refresh the page to store data
- Smooth User Experience

## WHY

- Always capture data complete form fields whether the user submits the form or not
- User interaction on a form can trigger events
- Users can get instant feedback on their form inputs to correct mistakes if necessary



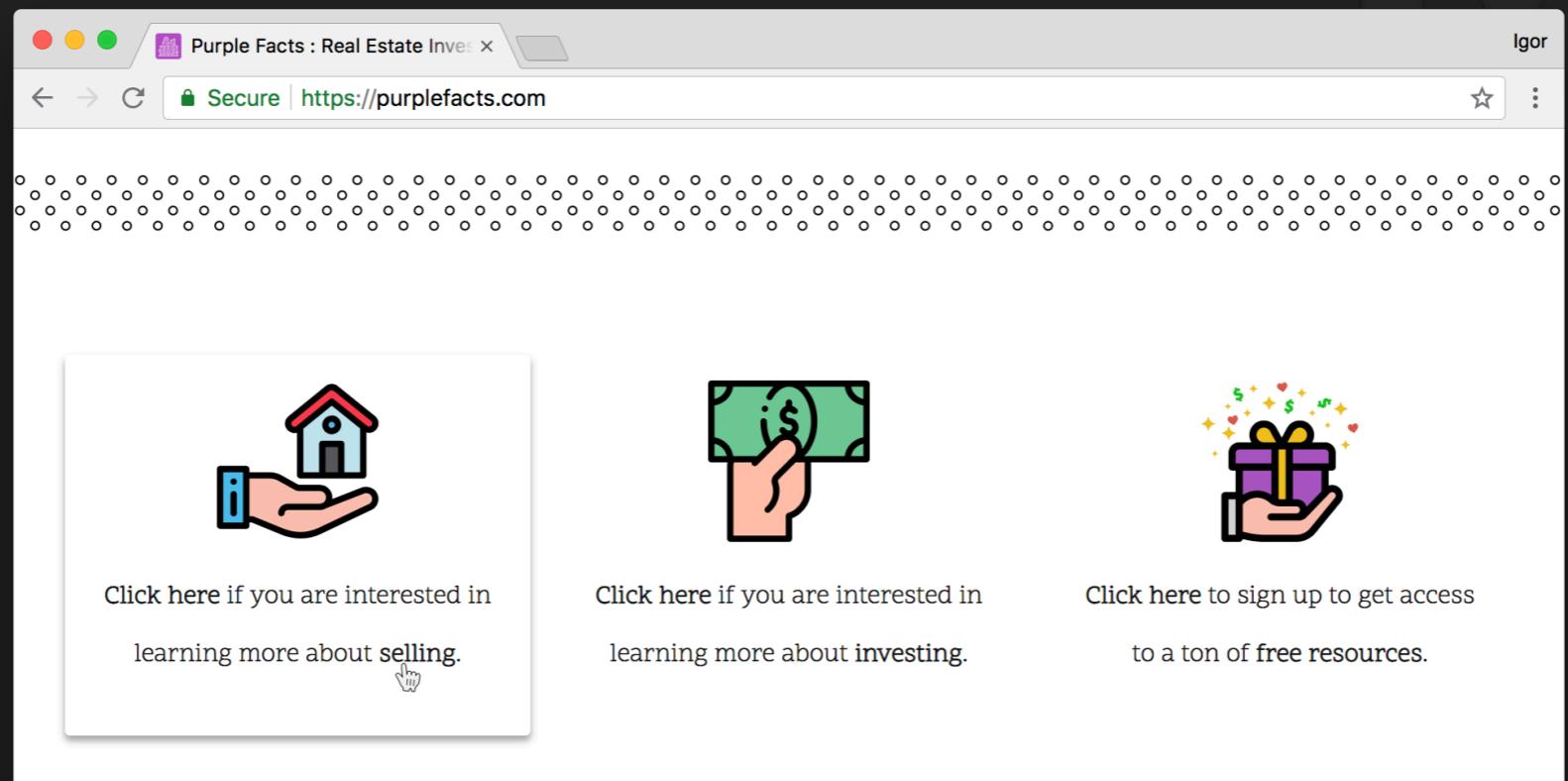
# Event Driven Design

## WHAT

- A software design pattern used to express that every user action carries an intent, and so every relevant intent should be emphasized by an event

## WHY

- A better understanding of users' intent through events translates to optimizing the site quicker and responding in a more personal way
- The Client Management Platform is built around this concept and offers a lot of insight on each and every user



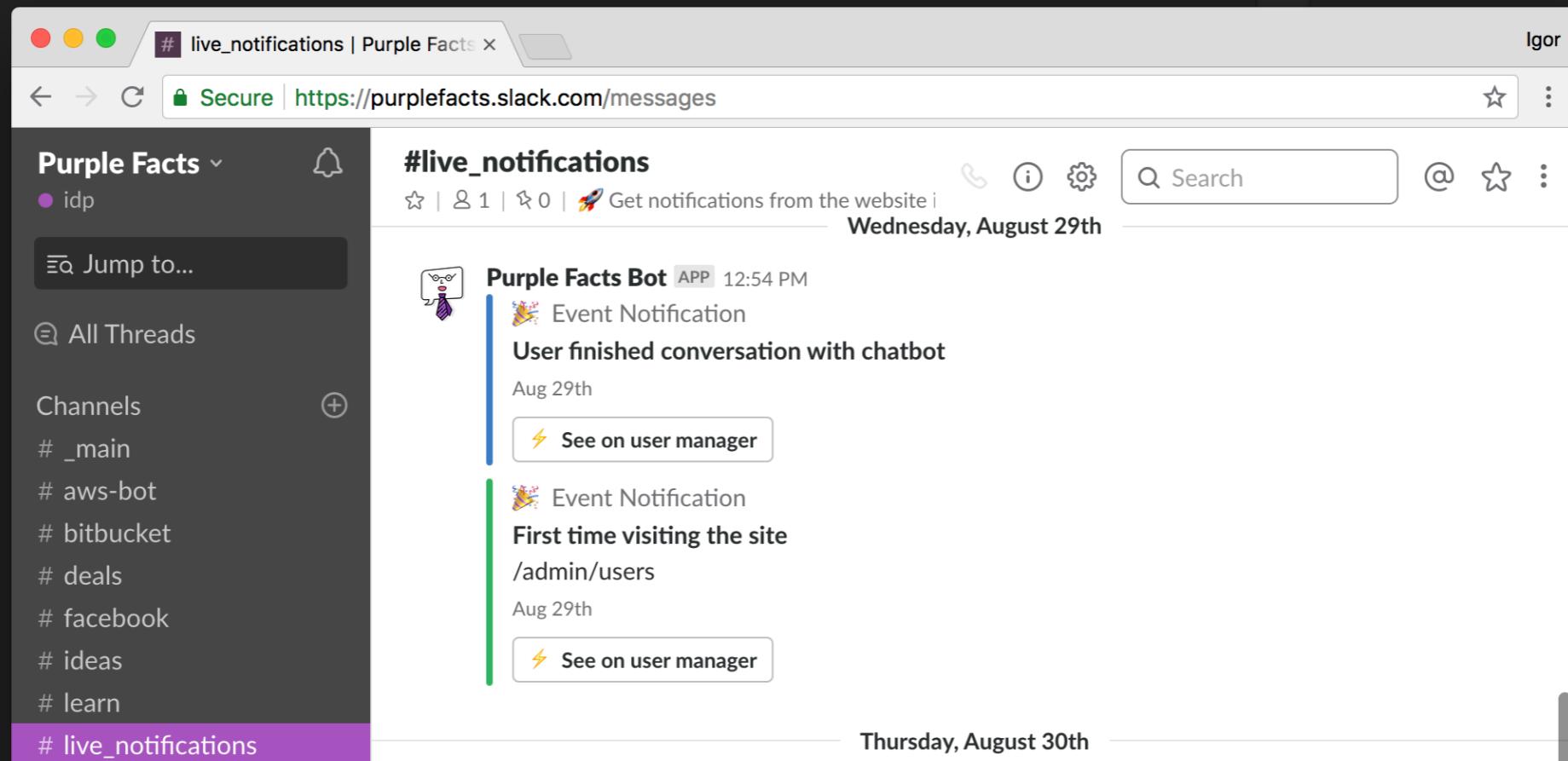
# Customizable Slack Integration

## WHAT

- You can receive notifications on Slack based on certain events on the site
- Customization includes emojis, notification text and color and triggering events

## WHY

- Keep your team organized around client events by starting threads and linking docs
- Have a timely response to user actions that require your attention
- Get a real time insight into when and how often users engage with your site



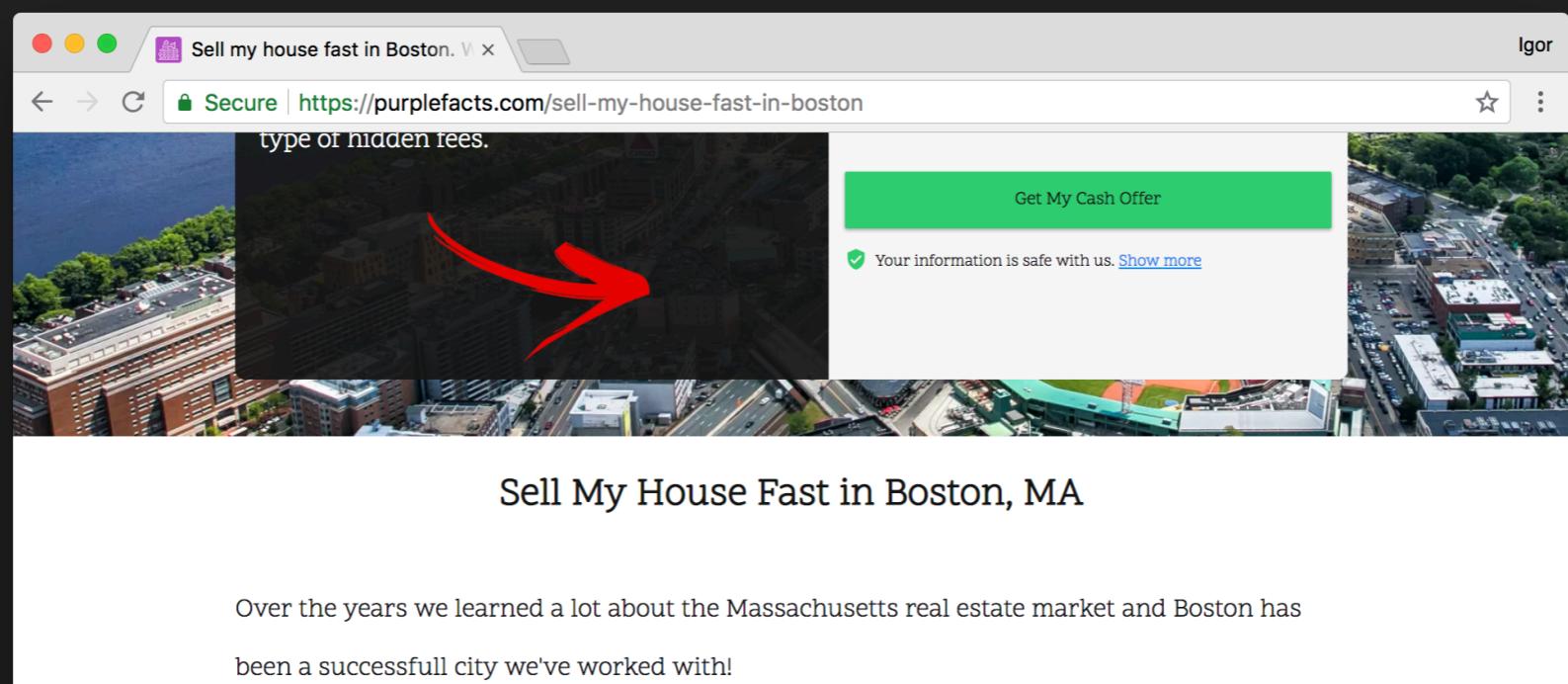
# Localization Service

## WHAT

- We automatically localize the user based one their IP address
- Template your landing pages to be used for many locations
- Ability to list your state's cities for easy user access and search engine crawling

## WHY

- A key element element to build trust is to claim a city, region or state
- Majority of “sell my house” online searches are followed by a city, your landing page must reflect that expectation
- Thanks to the IP data collection you always have some insight into who is visiting your page



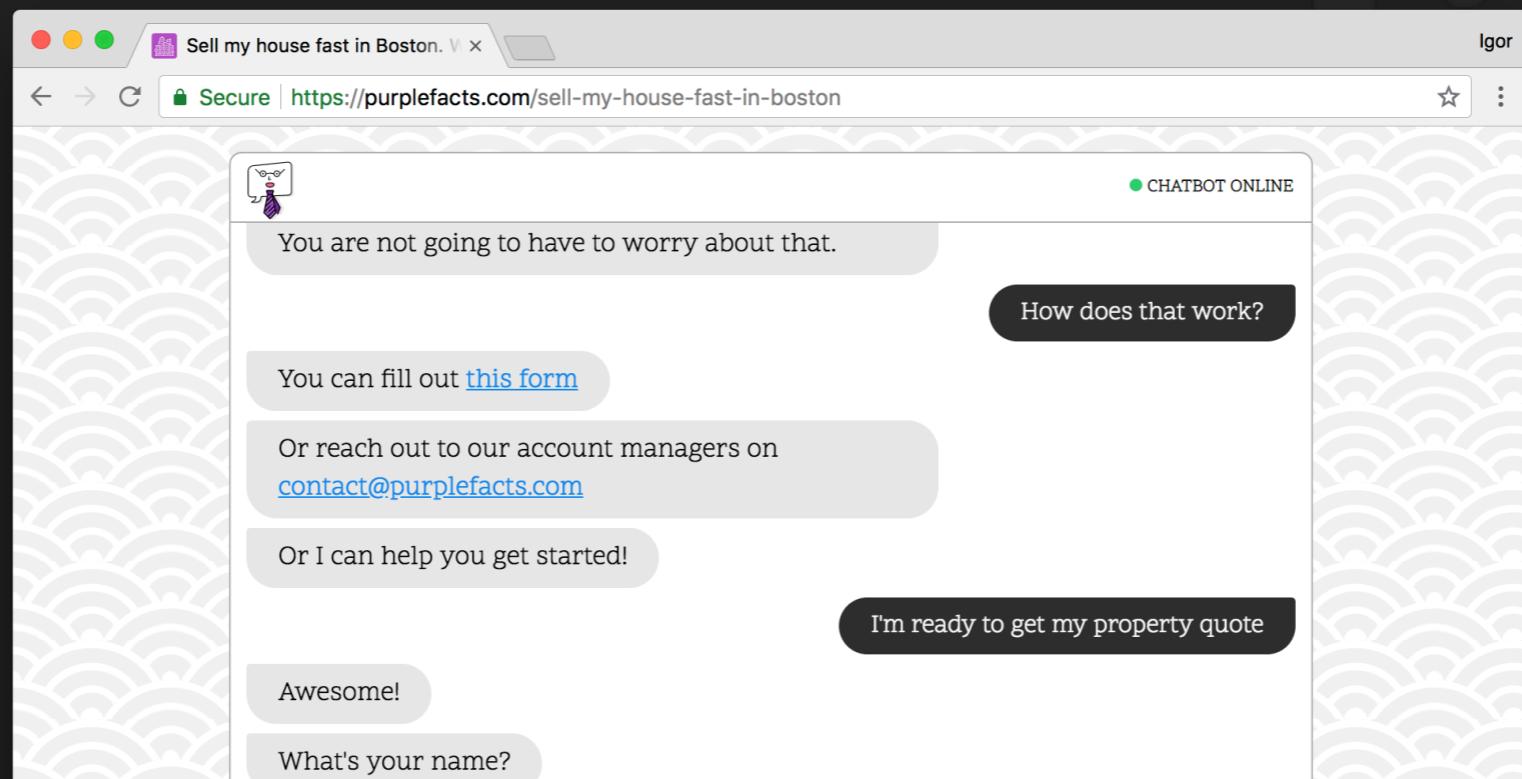
# Chatbot : Conversational Form

## WHAT

- A fully customizable conversational form packaged as a chatbot
- Guide the users through a conversation and capture data throughout

## WHY

- Conversational forms are proven to increase engagement and it allows empower users to ask for what they want instead of looking for it
- Giving users a familiar engagement area makes it easier to collect data and increase trust
- The customizable nature allows you to test different conversation flows and trigger different events and slack notifications



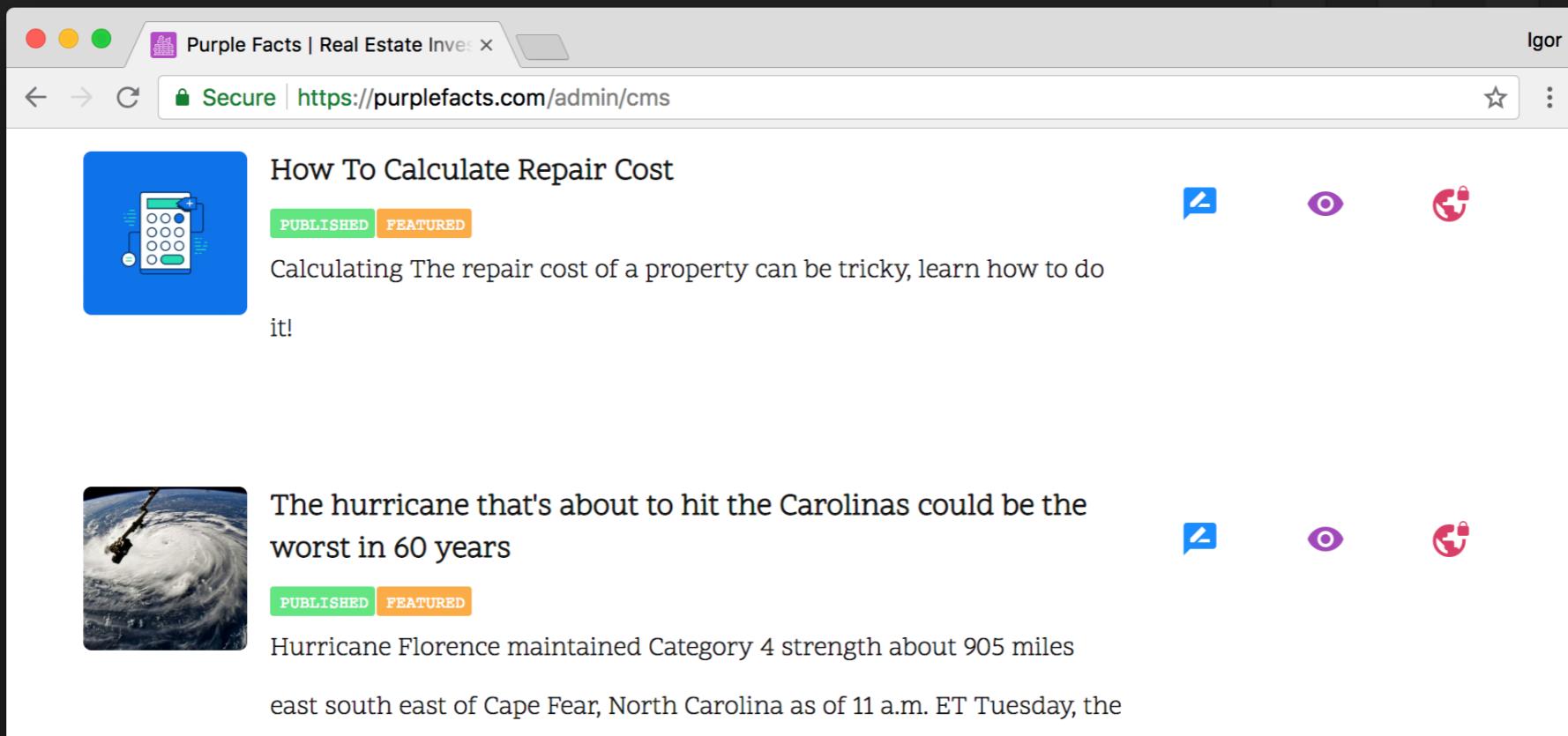
# Content Management System

## WHAT

- Empowers site admins to write, manage and publish blog posts
- Built with flexibility in mind, so you can embed images and interactive content

## WHY

- User engagement is crucial for SEO and site quality score and so it's essential to have a reliable and comfortable platform to create your content.



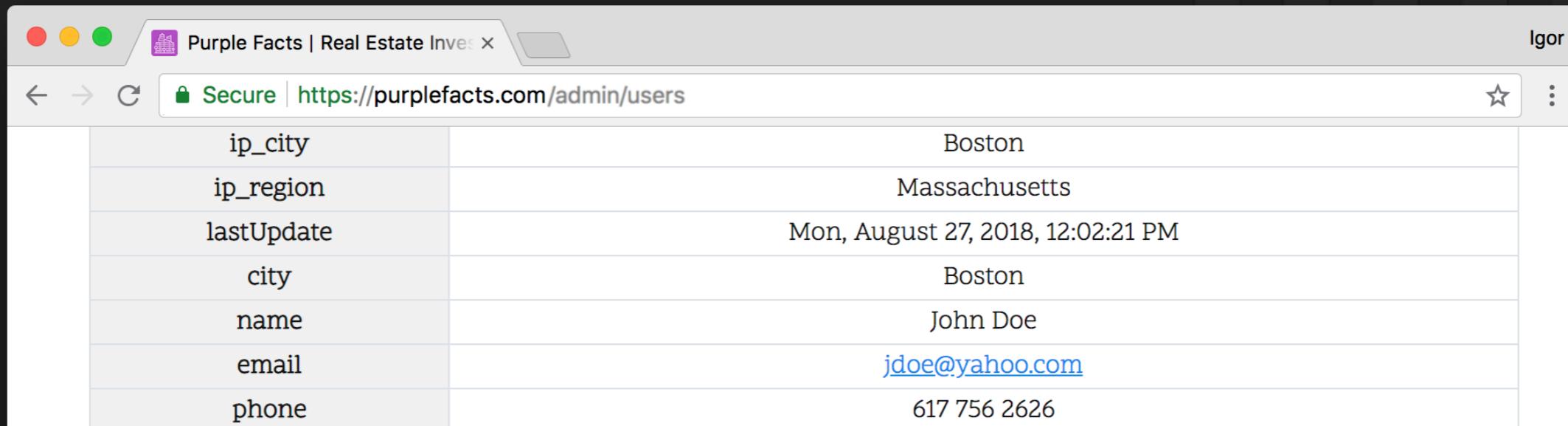
# Client Management Platform

## WHAT

- It's the place that centralizes all users and their data and events

## WHY

- It's important to be able to get to your clients data quickly and have presented in a clean and consistent fashion.
- Keep a streaming feed of users events to understand the site usage in real time



The screenshot shows a web browser window with the title 'Purple Facts | Real Estate Invest' and the URL 'https://purplefacts.com/admin/users'. The page displays a table with the following data:

ip_city	Boston
ip_region	Massachusetts
lastUpdate	Mon, August 27, 2018, 12:02:21 PM
city	Boston
name	John Doe
email	<a href="mailto:jdoe@yahoo.com">jdoe@yahoo.com</a>
phone	617 756 2626

### USER EVENTS

- Returned to the site after first visit : Visit #4 on /sell-my-house-fast

Tue, September 11, 2018, 4:39:27 PM

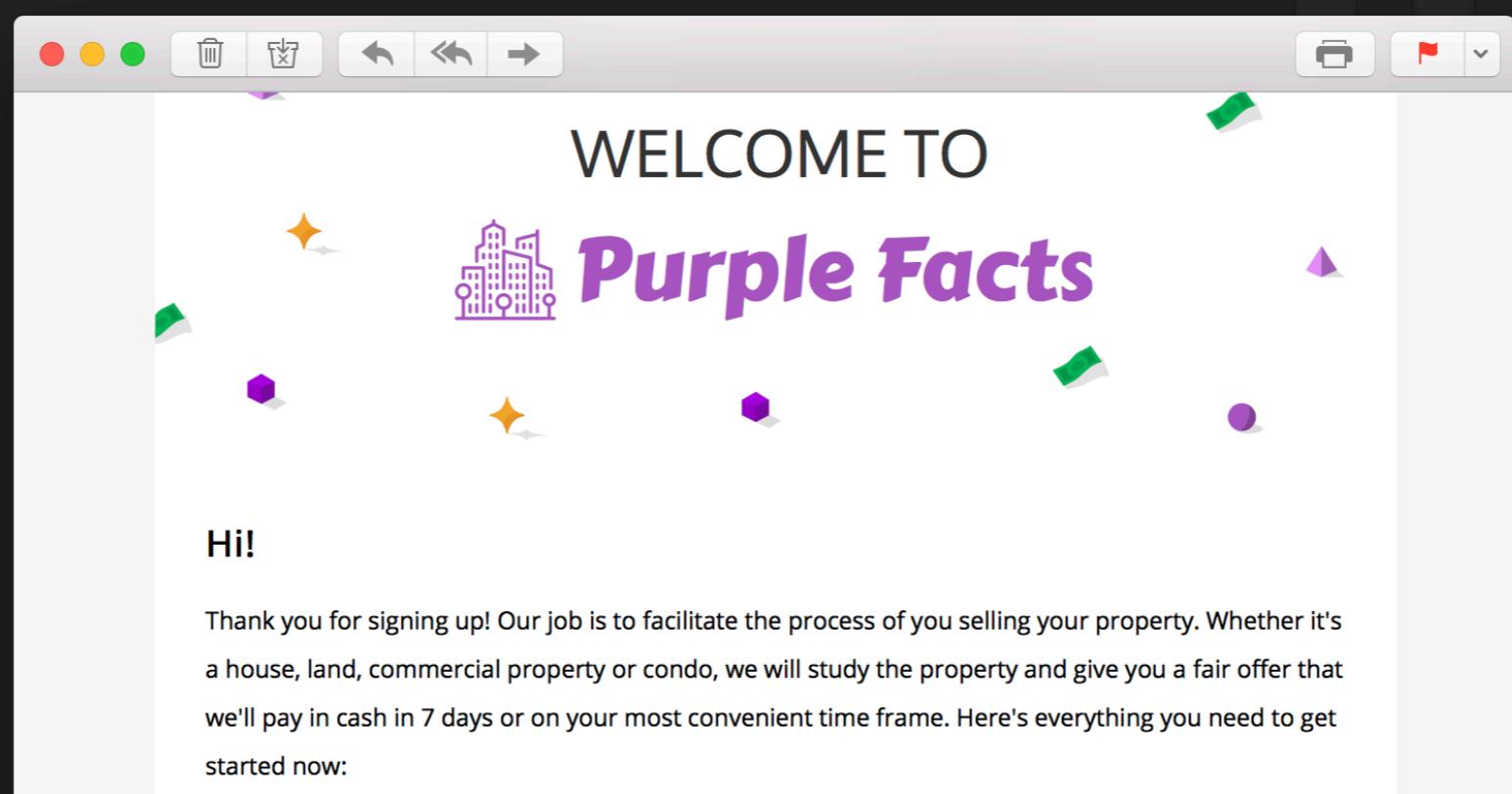
# Event Triggered Outcomes

## WHAT

- The ability to send marketing and personal emails as well as slack notifications upon an event being triggered by an user, such as the event 'submitted cash offer form'

## WHY

- You shouldn't have to jump in and take action every time something happens and with that in mind the event system was build to allow for different actions to be triggered based on how you'd like to customize your platform



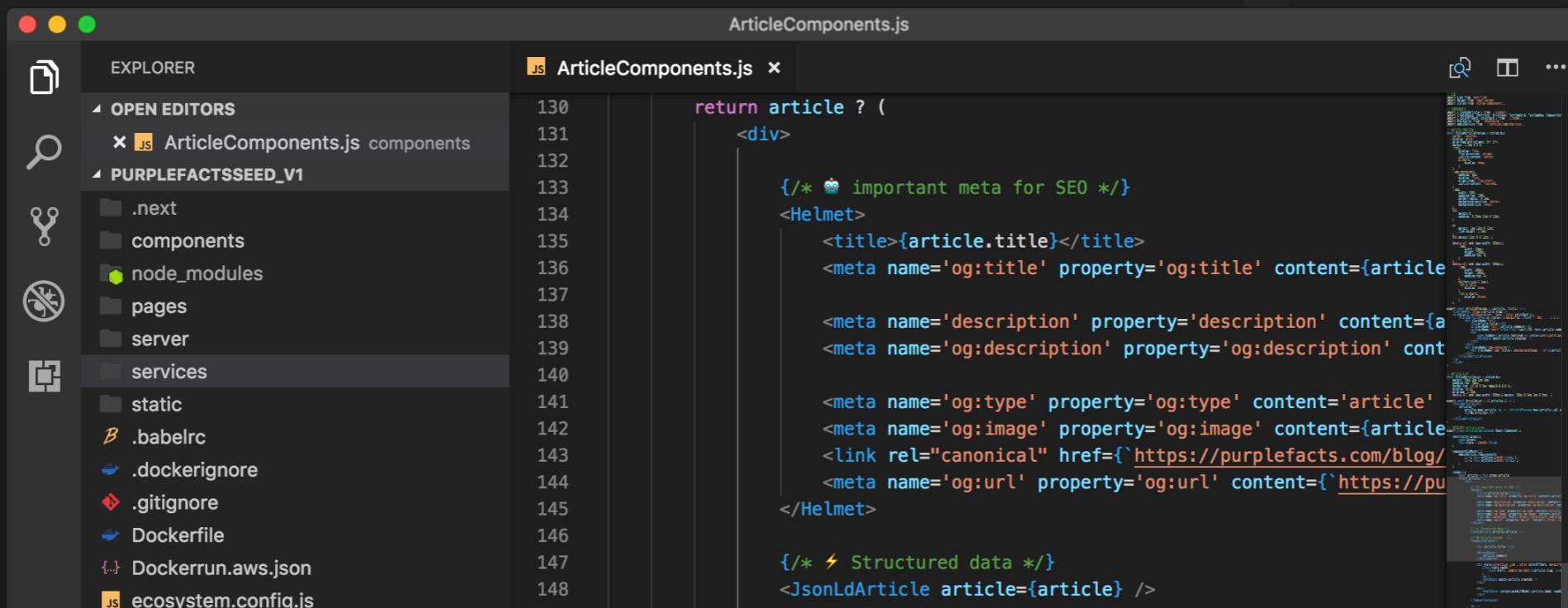
# SEO First Markup Design

## WHAT

- Implementation SEO best technical practices so you only have to worry about writing quality content

## WHY

- Search engines are constantly evolving and getting smarter, so it's important to stay on top of industry standards to make it easier for bots to crawl and understand your content
- The use of meta tags and structured data is essential to help you rank and often overlooked by developers, these are uniquely built by default with every page on the site



The screenshot shows a code editor window with the file `ArticleComponents.js` open. The code contains logic to return an article component if provided, or a placeholder component if not. It includes a block of SEO meta tags using the `Helmet` library. The code editor has a dark theme with syntax highlighting for JavaScript and XML-like tags. The left sidebar shows a project structure with files like `.next`, `components`, `node_modules`, `pages`, `server`, `services`, `static`, and configuration files like `.babelrc`, `.dockerignore`, `.gitignore`, `Dockerfile`, and `Dockerrun.aws.json`.

```
return article ? (
  <div>
    /* 🌐 important meta for SEO */
    <Helmet>
      <title>{article.title}</title>
      <meta name='og:title' property='og:title' content={article.title}>
      <meta name='description' property='description' content={article.description}>
      <meta name='og:description' property='og:description' content={article.description}>
      <meta name='og:type' property='og:type' content='article'>
      <meta name='og:image' property='og:image' content={article.image}>
      <link rel="canonical" href={https://purplefacts.com/blog/{article.slug}}>
      <meta name='og:url' property='og:url' content={https://purplefacts.com/blog/{article.slug}}>
    </Helmet>
    /* 💡 Structured data */
    <JsonLdArticle article={article} />
  
```

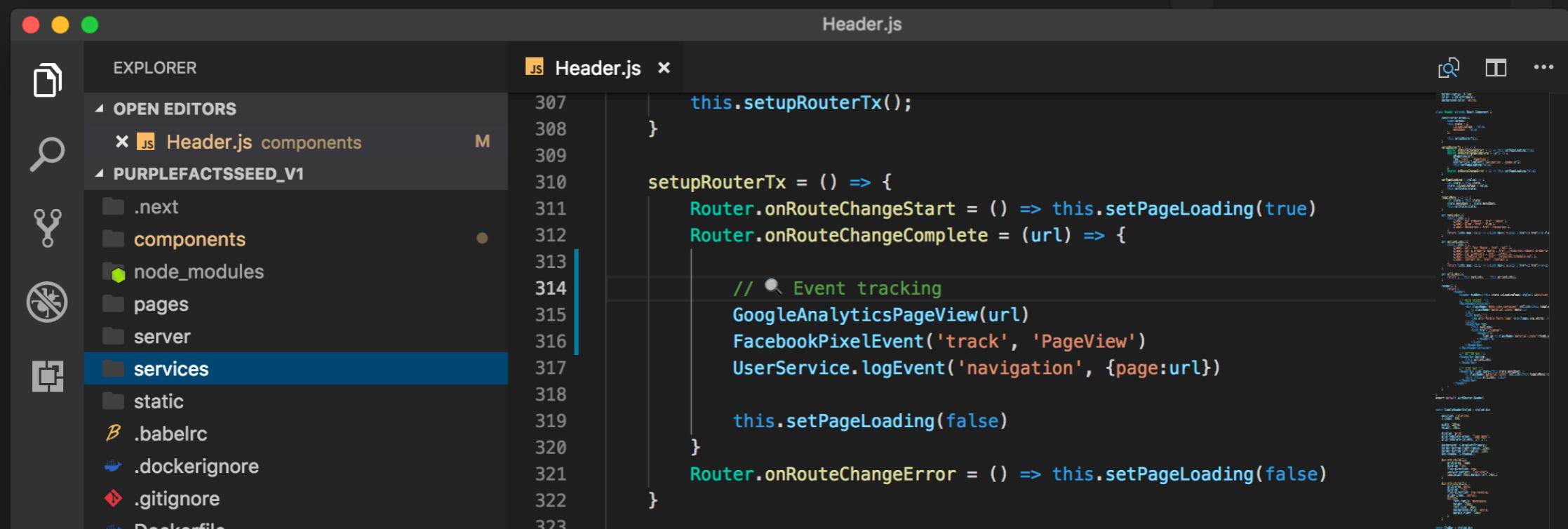
# Google Analytics and Facebook Pixel Ready

## WHAT

- The ability to capture analytics for google and facebook are built into the platform, not only highlighting visits but also relevant events

## WHY

- It is crucial to have analytics data to run any type of digital marketing campaign.
- This will give you a birds eye view of the data you can see in a user to user basis on the Client Management Platform



```
Header.js
this.setupRouterTx();
}

setupRouterTx = () => {
  Router.onRouteChangeStart = () => this.setPageLoading(true)
  Router.onRouteChangeComplete = (url) => {

    // Event tracking
    GoogleAnalyticsPageView(url)
    FacebookPixelEvent('track', 'PageView')
    UserService.logEvent('navigation', {page:url})

    this.setPageLoading(false)
  }
  Router.onRouteChangeError = () => this.setPageLoading(false)
}
```

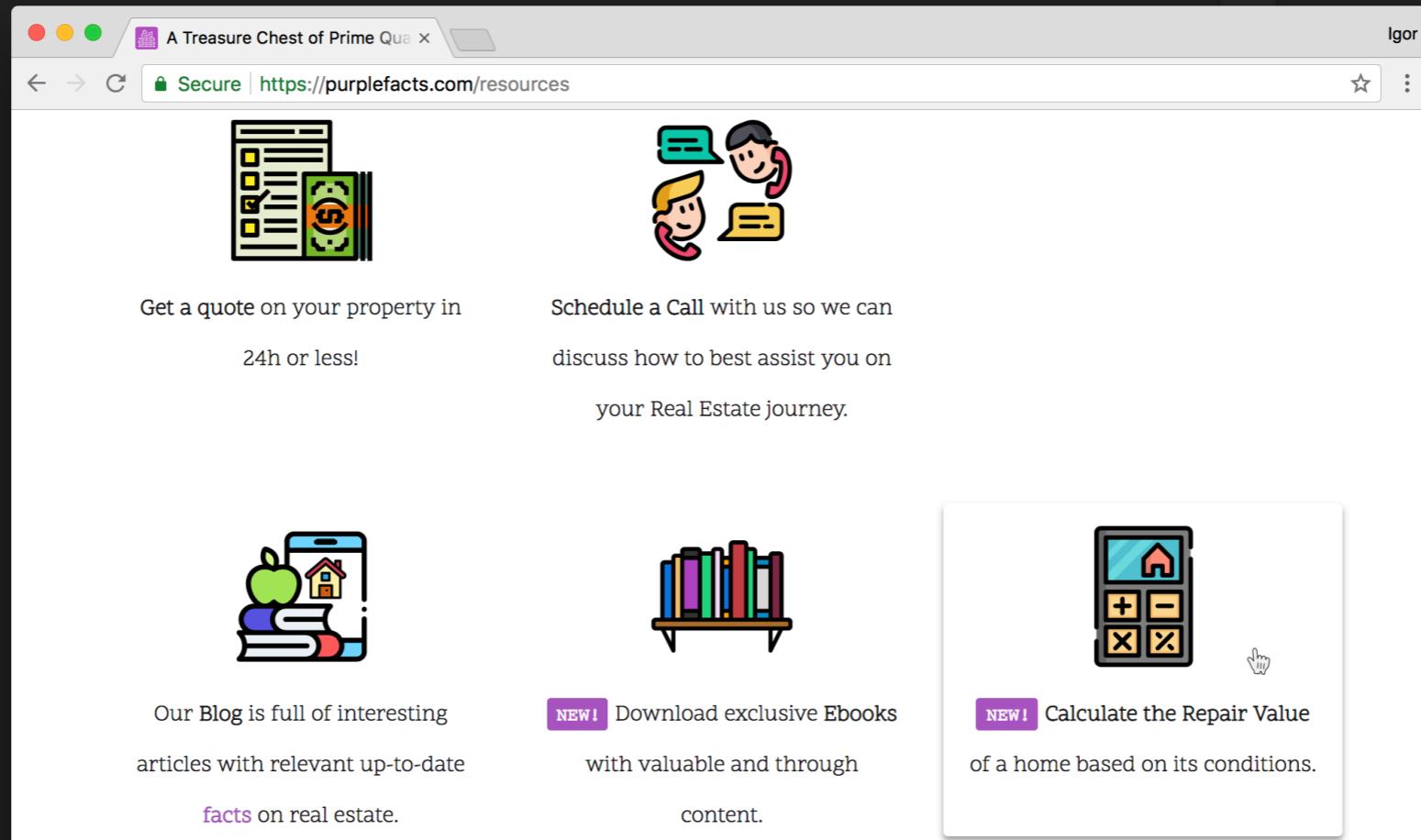
# Resources Center

## WHAT

- A place where users can be directed into comparing content and useful tools
- The default distribution is ready with a repair cost calculator, blog and library

## WHY

- In order to engage users it's essential to have helpful and useful content and tools on your site.
- This directly translates to increasing user trust and building your ranking on search engines



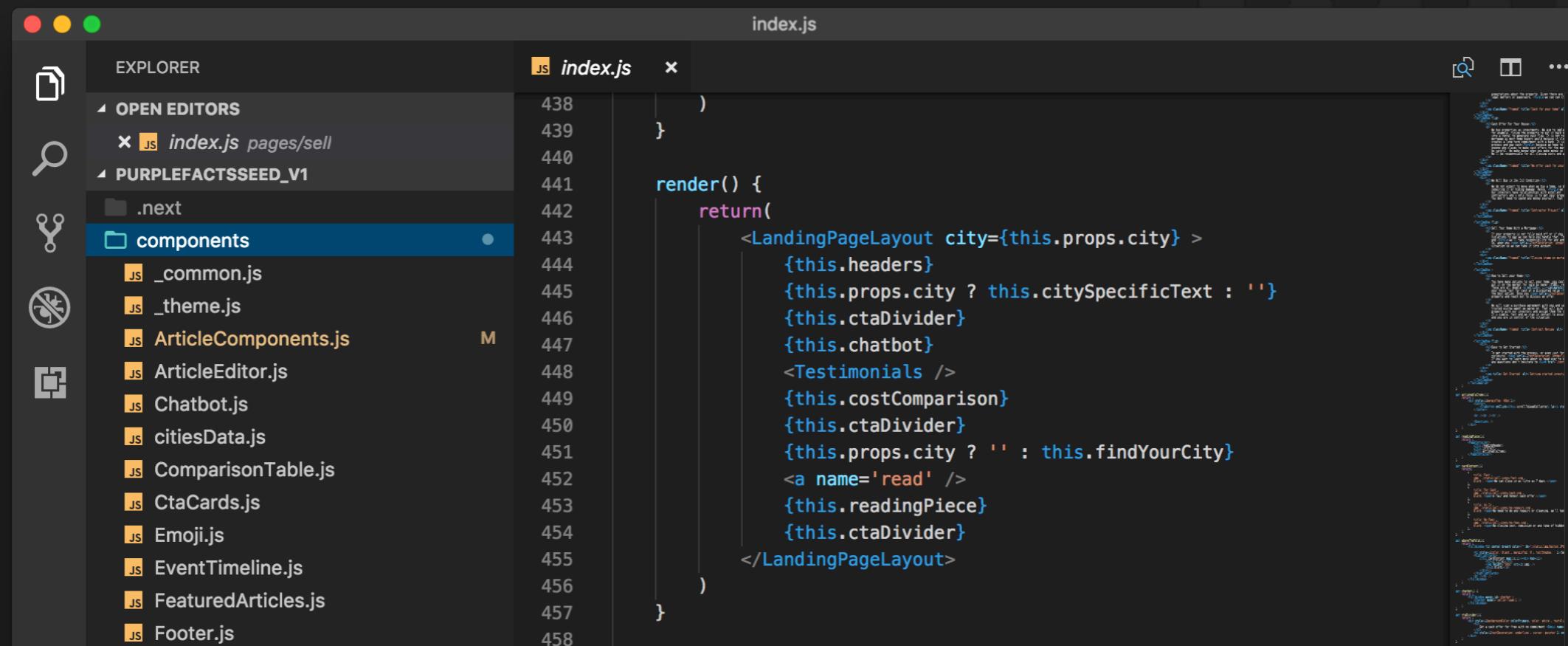
# Modular and Scalable Software Pattern

## WHAT

- The same component can be used in many places
- New components can be easily integrated into existing ones
- Components functionality is purposeful and siloed from each other

## WHY

- Faster Development in an easily scalable and maintainable code base
- Easier to quickly identify and correct issues, which means: efficient tech support
- New features can be requested



The screenshot shows a code editor interface with a dark theme. On the left is the Explorer sidebar, which lists open editors and a folder named 'PURPLEFACTSSEED\_V1' containing '.next' and 'components'. Inside 'components', there are several files: '\_common.js', '\_theme.js', 'ArticleComponents.js', 'ArticleEditor.js', 'Chatbot.js', 'citiesData.js', 'ComparisonTable.js', 'CtaCards.js', 'Emoji.js', 'EventTimeline.js', 'FeaturedArticles.js', and 'Footer.js'. The main editor area displays a file named 'index.js'. The code in 'index.js' is as follows:

```
438 )
439 }
440
441 render() {
442   return(
443     <LandingPageLayout city={this.props.city} >
444       {this.headers}
445       {this.props.city ? this.citySpecificText : ''}
446       {this.ctaDivider}
447       {this.chatbot}
448       <Testimonials />
449       {this.costComparison}
450       {this.ctaDivider}
451       {this.props.city ? '' : this.findYourCity}
452       <a name='read' />
453       {this.readingPiece}
454       {this.ctaDivider}
455     </LandingPageLayout>
456   )
457 }
458 }
```

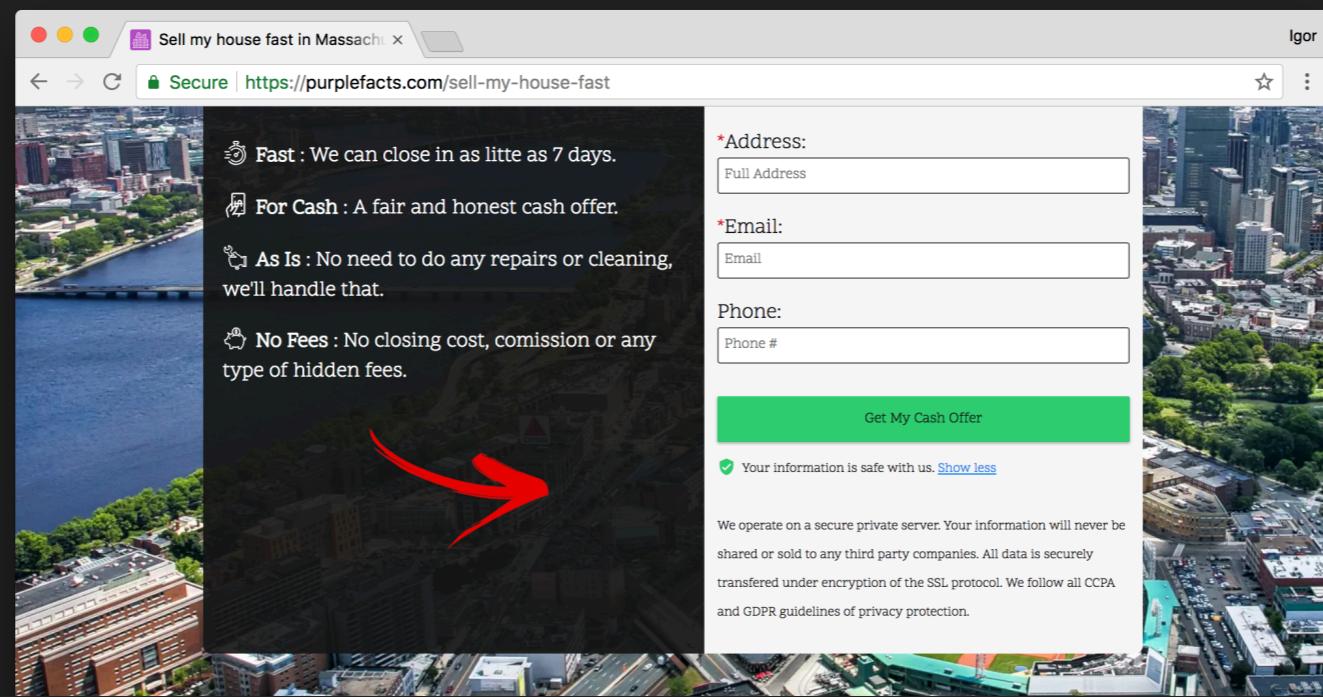
# GDPR and CCPA compliant

## WHAT

- GDPR and CCPA are two of the most regulation for user data privacy standards
- This translates to a secure technical infrastructure and responsible use of data
- User data trust notice on relevant forms
- The inclusion of Terms of Use and Privacy Policy on the site

## WHY

- It's necessary by law to follow certain data privacy requirements and these two regulation mandates are the industry standard
- Users want to feel safe and know their data is in good hands: in a secure technical environment free of third party abuse



# Pricing

# The Starter Plan

## Features

- Partial page load
- Auto data sync
- Client Management platform
- SEO Markup design
- Resource center
- Google Analytics + Facebook pixel
- GDPR + CCPA

Engineering Time

**2 hours**

**\$ 99 / month**

# The Standard Plan

## Features

- Partial page load
- Auto data sync
- Client Management platform
- SEO Markup design
- Slack integration
- Event tracking
- Resource center
- Google Analytics + Facebook pixel
- GDPR + CCPA
- CMS
- Localization Service

**Engineering Time**

**4 hours**

**\$ 199 / month**

# The Pro Plan

## Features

- Partial page load
- Auto data sync
- Client Management platform
- SEO Markup design
- Slack integration
- Event tracking
- Event triggered outcomes
- Resource center
- Google Analytics + Facebook pixel
- GDPR + CCPA
- CMS
- Localization Service
- Chatbot

Engineering Time

16 hours

\$ 499 / month

# On boarding

# On boarding overview

Getting started on our system is as simple as 3 steps:

- Short introductory call
- Training Session
- Platform Review

The introductory call lets us **gather information about your expectations and needs**. From there we setup your Purple Facts environment. With the environment setup we'll schedule a training session to **walk you through all admin features and how to best take advantage of the platform**. After the training session we'll work together to **move forward with client specific setup and customization**, which we'll be assed on the platform review.

Every one of our customers are treated like an enterprise client. To us that means that you always get white glove customer care and we work to address your specific needs and concerns.

# How to start

Here's some helpful links to get started:

- [Schedule a Q&A call here](#)
- [Get started with the introductory call here](#)

Always feel free to shoot us an email at [igor@purplefacts.com](mailto:igor@purplefacts.com)

We are happy to respond to your questions at any time and we find that emails are a great way to share rich information to be able to address your concerns as promptly and thoroughly as possible.