**Requirements Documents**

**Project Title:** Real Estate Education and Marketing Package on Elder Community Needs

**Project Sponsor:** Tayla Andre

Website: <https://www.taylaandre.com>

**Introduction**

This Requirements Document outlines the key business, stakeholder, functional, and non-functional requirements for the development of a real estate education and marketing package focused on the unique needs of the elder community. The project aims to empower families and individuals across generations with knowledge and tools to make informed real estate decisions related to aging and housing transitions.

**Business Requirements**

* Create educational content to address real estate needs of elder clients.
* Develop a marketing strategy that segments audiences by age group
* Design a scalable program for phased implementation across Massachusetts, Rhode Island, and Georgia.
* Position Tayla Andre as a market leader in elder real estate education

**Stakeholder Requirements**

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| **Stakeholder** | **Requirement** |
| Tayla Andre | Approval of all deliverables, alignment with brand & strategic input. |
| Elder Clients and Families | Easy-to-understand materials; resources on downsizing, fraud prevention |
| Younger and Middle-aged Adults | Supportive tools to assist elder relatives; accessible formats. |
| Elder-focused Community Organizations | Collaboration opportunities; co-branded outreach possibilities. |

**Functional Requirements**

* Conduct secondary research on elder housing and real estate challenges.
* Develop sample webinars, brochures, and educational guides.
* Create a marketing segmentation strategy based on age demographics.
* Propose a phased expansion strategy for three states.
* Recommend potential strategic partnerships.

**Non-Functional Requirements**

* Materials must be visually accessible and age-appropriate.
* Language used should be inclusive, empathetic, and clear.
* Content should be optimized for both digital and print distribution.
* All materials must align with Tayla Andre's brand and mission.

**Assumptions**

* Diverse educational needs exist across all generational groups.
* Age groups use different platforms (e.g., print for seniors, social media for younger adults).
* Tayla Andre will be available to review and approve deliverables.

**Constraints**

* Limited to academic planning phase; no implementation or campaign execution.
* No healthcare, financial, or legal services will be included.
* Resources and timelines are bounded by academic semester constraints.

**Success Criteria**

* Production of high-quality educational and marketing content.
* Positive feedback from sponsor and selected stakeholders.

**Approval**  
 This document serves as a foundational agreement of the requirements and will guide project execution within the planning phase. Final approval and feedback will be provided by the project sponsor.

Prepared by: Team 2

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Institution: Northeastern University