MGX Platform Build Specification

Overview:
The current website has a strong demo foundation with both a customer-facing side (Zillow-style) and a broker-facing side (CREXi/CoStar-style). The following specification outlines additional integrations, features, and workflows required to turn the static demo into a fully functional, all-in-one real estate platform.

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1. Customer Side (Front-End, Zillow-style)
- Search Properties: Add interactive map search where customers can draw boundaries, search by counties, or neighborhoods.
- Advanced Filters: Add filters for cap rate, ROI, property condition, zoning, school districts, etc.
- Listings: Display a rich detail page with sections for:
• Quick at a Glance summary
• Listing Contacts
• Details (beds, baths, sqft, lot size, year built, etc.)
• About Property (agent/owner notes)
• Map with boundary drawing & neighborhood layers
• Climate Risk analysis
• Property History (sales, tax history, ownership records)
• Valuation Calculator (like Zestimate / CMA-driven)
• Demographics (local population, age, income, etc.)
• Location Insights (walkability, amenities nearby, etc.)
• Similar Properties carousel
- Saved Properties: Keep existing feature for customers to favorite and revisit listings.
- Submitting Offers:
• Restrict submitting offers to verified investors only.
• Regular customers can view agent details but not submit offers.
- Landing Page: Design a branded landing page with messaging like "Find your next Hatch."

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2. Broker Side (Back-Office, CREXi-style)
- Broker Subscription & Payments:
• Implement tiered payment plans for brokerages:
– Tier 1: Up to 25 agents
– Tier 2: Up to 50 agents
– Tier 3: Up to 100 agents
– Tier 4: Custom Quote for larger firms
• Payment gateway integration (Stripe, PayPal, or similar).
• Primary broker can invite agents into the system.
• Permissions management: Primary broker can decide what each agent can see or interact with.
- CRM Expansion:
• Expand CRM into a Salesforce-style system with:
– Contact and lead tracking
– Lead scoring (hot, warm, cold)
– Email/SMS integration
– Activity tracking
– Sales pipeline visualization
• Add Calendar functionality:

– Create and color-code events with titles & descriptions
– Assign events to agents (or keep personal)
– Sync with Google Calendar/Outlook
- Transactions:
• Keep compliance tracking, DocuSign integration, and progress bars.
• Expand with reminders for deadlines (inspection, financing, appraisal).
- Property Management:
• Multi-step add property form remains.
• Expand fields with tax info, valuation, demographics, ROI, CMA integration.
- Analytics & Market Insights:
• Real-time analytics dashboards stay, add forecasting tools.
• Include CMA engine that generates reports similar to Zestimate.

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3. Cross-System Tools
- CMA & Valuation:
• CMA system that allows brokers to run Comparative Market Analyses.
• Zestimate-style automated valuation visible to customers and brokers.
- ROI Calculator:
• Allow investors to input desired ROI and required rent.
• Connect ROI to CMA and property details for feasibility analysis.
- Investor Verification System:
• Require ID and accreditation verification before allowing offers to be made.
- Additional Modules (Optional):
• Education & Training: Keep training and webinar features.
• Compliance Reporting: Auto-generate compliance reports for brokerages.
• Team Performance Dashboard: Already present, expand with agent KPIs.

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4. Technical Integrations Needed
- MLS / IDX / VOW feed integration for real-time listings.
- Stripe (or other gateway) for payments and subscriptions.
- Map provider with drawing tools (Mapbox, Google Maps API).
- Third-party APIs for:
• Climate risk (e.g., ClimateCheck)
• Demographics (e.g., US Census API)
• ROI / rental estimates (e.g., Rentometer, Zillow API if possible)
- Secure document storage for compliance documents (AWS S3, Firebase, etc.).
- Notifications: Email and in-app notifications for leads, offers, events.

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5. Summary
This specification outlines how to expand the demo platform into a working, full-fledged real estate system. The goals are:
- Customers get Zillow-level search + CREXi-level data on one screen.
- Brokers get a Salesforce-style CRM, CMA tools, and transaction tracking.
- Payments and tiered pricing make the platform a SaaS product.
- Verification ensures professional investors can transact.
- Expandability with analytics, ROI calculators, compliance, and training.

Deliverables for MGX:
- Keep all current UI and features (do not remove demo functionality).
- Integrate APIs to connect static data to live systems.
- Add subscription/payment functionality with agent tiers.
- Expand property detail pages with requested sections.
- Add CRM, CMA, ROI, and verification logic.
- Ensure both Customer View and Broker View stay separate but connected.