

Website Audit Report

Keller Williams Realty Smart

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Executive Summary

This audit identified compliance risks and performance issues on <https://locations.kw.com/location/376>. Critical findings require immediate attention to avoid potential legal liability.

Audit Findings

Area	Status	Finding
Legal Compliance	CRITICAL	No TCPA checkbox on contact forms.
Mobile Speed	WARNING	PageSpeed Score: 74/100
Lead Capture	OPPORTUNITY	24/7 AI Receptionist – capture buyer/seller leads

■ Critical Finding: Legal Compliance

- No TCPA checkbox on contact forms.
- Manual phone intake without consent capture.

Risk: TCPA violations carry fines of \$500-\$1,500 per incident. Recent case: Optum RX settled for \$23.5M in class action over consent violations.

■ Performance Issues

- PageSpeed 74 – room for improvement.
- Agent inquiry forms missing privacy link.

■ Growth Opportunities

- 24/7 AI Receptionist – capture buyer/seller leads
- Newsletter drip campaigns – nurture listings
- Smart Social Reply – instant response on Facebook

Available Services

- ■ AI Receptionist – 24/7 call answering & appointment booking
- ■ Newsletter Automation – Customer nurturing campaigns
- ■ Smart Social Reply – Facebook/Instagram AI response
- ■ Visionary Ads – AI-powered ad creative
- ■ Review Management – Automated review requests
- ■■ Compliance Package – Terms/Privacy/TCPA compliance

Contact us for custom pricing based on your needs.

■ Free Offer (No Strings Attached)

1. **Free TCPA/Compliance Fix** – We'll add proper consent checkboxes and Terms/Privacy pages at zero cost.
2. **14-Day AI Receptionist Trial** – Test our 24/7 call answering system with no commitment.

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