Commercial Real Estate Website

1. Introduction

- This site will showcase commercial properties within the DMV area. It could potentially have an investor/realtor aspect where both parties can show properties set to hit the market, current projects, properties under contract, their calendars, etc. It will also show which realtors are connected to it to encourage direct sale, show the reviews of that investor/realtor and give an overview of their portfolio. The goal is to allow investors a larger pool of realtors to select from, while allowing realtors to get exposure.

- Changes the real estate sphere of commercial and off-market properties from being solely based on "who you know," and networking, but can allow upcoming real estate professionals the ability to expand their portfolio by finding properties or buyers; then, they can use the site to contact them directly.

2. Expected List of Features

- Navigation, About Us, Contact Us, Social Media Links, Gallery Page, Individual biographies for each person/organization.

- Navigation: Allows users to access the major aspects of the homepage.

- About Us: States the mission/purpose for the site.

- Contact Us: Contact individual parties/orgs and contact to be added to the site.

- Social Media Links: Allows parties to research more to figure out social presence/connect further.

- Gallery Page: Clickable pictures of properties so the parties have the option of choosing properties based on the picture vs scrolling through lists (like currently on MLS)

- Individual Pages: Introduction to the realtor/investor along with a list of their portfolio (includes their calendar, services, upcoming, current, and past properties sold)

3. Market Survey

- Similarities:
    - Landing page with gallery links of properties/realtors
    - About information for individual realtors
    - Contact information
    - Navigation bar
- Differences:
    - Was unable to find potential investors (goal is to bridge the gap between who knows who).
    - Other sites include a map to hone in the location.
    - Sites give information on realtors or property, but not all include information on who they are, what projects they've worked with AND reviews of other working professionals/clients.
    - Can view contact information on some, but not their social media links.
    - Doesn't include calendars.

4. References

- https://www.brightmls.com/
- https://www.crexi.com/properties
- https://www.loopnet.com/commercial-real-estate-brokers/dc/
- https://thebrokerlist.com/directory/dc-commercial-real-estate-brokers
- https://www.propertyshark.com/cre/commercial-real-estate/us/dc/washington/