User Types

**Owners - want to improve the value of their property**

Buyers - want to find properties for investment

Buy/Sell Agents - want to pair buyers and sellers of properties

Leasing Agents - want to pair renters and landlords

Landlords - want to find tenants for their property

Property managers - want to find owners to work with

**Contractors - want to find contract jobs**

* Home renovation
* Large scale commercial / multi-family
* Subcontractors (glass, cabinets, floors, windows, doors, etc.)
* Home designers
* Interior decorators
* Solar installers
* Architects

Listing services - want to find agents / owners / PMCs who will list with them

Listing sites - want to use effective listings to attract buyers / renters

Product ideas

Top set

**SMB marketplace (focus on contractors)**

* Email alerts sent when transactions take place matching contractor criteria
* Filter and sort alerts by various criteria (need to define)
* Simple dashboard with job opportunities over time
* Help contractors make better connections (email templates, discount offers, etc.)

Where should I list my property? using vendors + listings data

* Listing vendors with low average times on market, high coverage in an area

Which agent should I use? using agents + listings data

* Evaluate performance of listing agents and match to property criteria
* Roll into SMB marketplace future expansion idea

Promotional services for neighborhood businesses

* When someone moves in / buys a property, provide discounts and deals
* Roll into SMB marketplace future expansion idea

MLS dataset

Vendors: summary stats of a dataset by vendor (listing service)

[Listings](https://rets.ly/docs/retsly/index.html#listings): set of listings that match criteria

[Agents](https://rets.ly/docs/retsly/index.html#agents): set of agents that match criteria

[Offices](https://rets.ly/docs/retsly/index.html#offices): set of offices (group of agents, PMC) that match criteria

[Media](https://rets.ly/docs/retsly/index.html#media): single media object (looks like images and listings)

Summary: summary stats of a query: total, avg yr built, avg sqft, avg price, min price, max price

Public dataset

[Parcels](https://rets.ly/docs/retsly/index.html#parcels): current state of properties in the US (not historical)

[Assessments](https://rets.ly/docs/retsly/index.html#assessments): updated annually, includes historical

[Transactions](https://rets.ly/docs/retsly/index.html#transactions): updated weekly, includes historical

API deets

Public records data is typically ~$1 per property

Focus on Austin, Arizona markets

Address is the best way to match information

<http://propertymap.sfplanning.org/>

<http://deed.co.travis.tx.us/ords/f?p=105:5:0::NO:::#results>

<http://propaccess.traviscad.org/clientdb/PropertySearch.aspx?cid=1>