

Business Requirements Document (BRD)

Project Title: Real Estate Broker Landing Page Website

1. Project Overview

This document outlines the business requirements for developing a Real Estate Broker Landing Page Website. The purpose of the website is to serve as an online presence for a real estate broker, providing potential clients with relevant information about available properties, services, and the broker's expertise.

The website will serve as a marketing tool, offering a clean, professional, and user-friendly interface. It will include contact information, property listings, and a brief introduction to the broker's services.

2. Business Objectives

- **Increase Client Engagement:** Provide a platform where prospective buyers, sellers, and investors can learn more about the broker's services and browse available properties.
- **Enhance Lead Generation:** Facilitate easy communication between potential clients and the broker through forms and direct contact options.
- **Showcase Properties:** List properties for sale or rent with detailed descriptions, images, and pricing.
- **Build Brand Awareness:** Present the broker's expertise and credibility in the real estate market.
- **SEO Optimized:** Ensure the site is optimized for search engines to attract organic traffic.

3. Scope of the Website

3.1 Features

1. Landing Page:

- A visually appealing and professional homepage introducing the real estate broker, with key information and navigation.
- Hero section with a compelling call-to-action (CTA) to encourage visitors to get in touch or view listings.

1. Property Listings:

- A section dedicated to displaying available properties for sale or rent.
- Filters for searching properties by location, price, type, and other key criteria.
- Detailed property pages with high-quality images, descriptions, pricing, and contact information for inquiries.

1. About Us Section:

- A section to introduce the broker's background, expertise, and team, including a brief history of the company.
- Testimonials from past clients to establish trust and credibility.

1. **Contact Form:**
 - A simple form for potential clients to get in touch with the broker.
 - Fields to include name, email, phone number, message, and property interest (optional).
 - Include a Google Map showing the broker's office location.
1. **Call-to-Action Buttons:**
 - Prominent buttons across the site for visitors to inquire about properties, schedule a viewing, or request more information.
1. **Mobile-Friendly:**
 - Ensure the website is responsive and works well across mobile devices and desktops.
1. **SEO Optimization:**
 - Implement basic SEO strategies, including meta tags, keywords, and descriptions for each page to improve search rankings.
1. **Social Media Integration:**
 - Links to the broker's social media profiles (e.g., Facebook, Instagram, LinkedIn) for easy follow-up and engagement.
1. **Blog Section (Optional):**
 - Provide valuable content about real estate trends, tips, and industry news.
 - Allow the broker to post articles that may attract organic traffic.

3.2 Exclusions

- Payment processing or integration for transactions (this will be handled separately if needed).
- Multi-language support (for now, the site will be in one language).
- Backend integration with property management systems (if applicable).
- In-depth analytics or tracking setup beyond basic Google Analytics.

4. Target Audience

- **Home Buyers:** Individuals or families looking to purchase homes.
- **Sellers:** People looking to sell their properties and need the services of a broker.
- **Real Estate Investors:** Investors seeking properties for potential rental income or capital appreciation.
- **Renters:** Individuals seeking rental properties.

5. User Stories

1. **As a prospective homebuyer,** I want to view properties that meet my criteria (location, price range, etc.) so that I can make an informed decision about buying a property.
2. **As a property seller,** I want to learn about the broker's services and get in touch to list my property.
3. **As an investor,** I want to find high-quality properties in my desired location and contact the broker for more information.

4. **As a visitor**, I want to easily navigate the website and contact the broker if I am interested in a property.

6. *Functional Requirements*

1. **Homepage Design**: The homepage should feature a clean, visually appealing layout with a CTA button encouraging visitors to explore available properties or contact the broker.
2. **Property Listings**: A dynamic listing section with clear categories and filter options to help users narrow down their search.
3. **Property Details**: Each property listing should include high-resolution images, detailed descriptions, pricing, and contact options.
4. **Contact Form**: Include an easy-to-fill form on the contact page for inquiries, with form validation to ensure data accuracy.
5. **Responsive Design**: Ensure the website looks good and functions well on various devices (desktop, tablet, and mobile).
6. **SEO Features**: Meta tags and descriptions to enhance the searchability of the website.
7. **Social Media Links**: Easily accessible social media icons at the top or bottom of the site for better user engagement.
8. **Security**: SSL certificates for secure data transmission (especially for the contact form).

7. *Non-Functional Requirements*

- **Performance**: The website should load quickly (under 3 seconds).
- **Usability**: The website should be user-friendly, ensuring an intuitive user experience.
- **Scalability**: The website should be scalable to accommodate additional features (like property management or blog integration).
- **Accessibility**: The website should follow WCAG guidelines to ensure it is accessible to all users.

8. *Technical Requirements*

- **Platform**: WordPress, or a custom-built website using technologies like Next.js, React, or a static site generator.
- **Hosting**: The website will be hosted on a secure, reliable hosting platform (e.g., AWS, Netlify, or a similar service).
- **Domain**: A custom domain name for the broker's website.
- **CMS**: A content management system to easily update property listings and website content.

9. *Success Metrics*

- **Website Traffic**: Monitor visitor traffic and page views through Google Analytics.
- **Lead Generation**: Track the number of inquiries received via the contact form.
- **Conversion Rate**: Measure the percentage of visitors who take action (e.g., scheduling a viewing or contacting the broker).

- **SEO Ranking:** Track the ranking of the website on search engines for targeted keywords.

10. Timeline

Phase	Duration	Start Date	End Date
Project Planning	1 week	May 1, 2025	May 7, 2025
Design & UI/UX Development	2 weeks	May 8, 2025	May 21, 2025
Backend Development	3 weeks	May 22, 2025	June 11, 2025
Testing & QA	1 week	June 12, 2025	June 18, 2025
Launch & Go Live	1 week	June 19, 2025	June 25, 2025

11. Budget Estimate

Item	Cost Estimate
Website Design	\$3,000
Development (Backend + Frontend)	\$5,000
Hosting & Domain	\$500/year
Marketing & SEO	\$1,000
Miscellaneous	\$500
Total Estimated Cost	\$9,000

12. Approval

Role	Name	Signature	Date
Project Manager			
Developer			
Designer			
Client Representative			