### **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**

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| --- | --- | --- | --- |
| **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**

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| --- | --- |
| **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 |  |  |  |