

# CribLink Agency Integration Proposal

## Why Add Real Estate Agencies to CribLink?

1. Multi-Agent Support: Agencies have multiple agents. Support for grouping agents under an agency is essential.
2. Agency Branding: Agencies need branded profiles, logos, and bios.
3. Lead Routing: Agencies can assign incoming leads to their agents.
4. Subscription Tiers: Monetize agencies via premium features.
5. Audit & Oversight: Agency admins can oversee agent activities.
6. White-Label Potential: Offer agencies custom-branded versions.

## Suggested Database Tables

### 1. agencies

- agency\_id (PK)
- name
- email
- phone
- website
- logo\_url
- logo\_public\_id
- description
- created\_at
- updated\_at

### 2. agency\_members

- agency\_id (FK to agencies.agency\_id)
- agent\_id (FK to users.user\_id)
- role ('admin', 'agent')

## **CribLink Agency Integration Proposal**

- joined\_at
- PRIMARY KEY (agency\_id, agent\_id)

### **Frontend & Backend Changes**

Frontend:

- Create agency dashboard
- Display agency listings and agents
- Agency profile pages with branding

Backend:

- Create /agencies routes for CRUD operations
- Middleware to restrict access to agency admins
- Update listings and inquiries to optionally link to agencies

### **Benefits to CribLink**

- Expands target users from individuals to real estate firms.
- Creates strong B2B revenue stream.
- Enables lead assignment automation and performance tracking at scale.
- Strengthens platform credibility and professionalism.