

1. Identify a Problem

- a. Puerto Rico lacks an up-to-date real estate focused website that can showcase properties from multiple sources with as much information as possible, easy to navigate and secure.
- b. The current local platforms are insecure, not easy to navigate, not focused only on real estate, only provide properties manually inputted by real estate agents or FSBO.
- c. Platforms that have up-to-date technology, good UX/UI and are focused on Real Estate such as Zillow, Trulia and Redfin only work in the USA because the way they operate. Meaning they only accept listings from MLS's systems.

2. Set the Target

- a. To develop a "hybrid" up-to-date real estate focused platform that accepts listings from MLS's systems and manually inputted.

3. Analyze the Causes

- a. Most of the listings in Puerto Rico are **NOT** in MLS systems. That's why platforms like Zillow don't work well in Puerto Rico.
 - i. To syndicate your listings to these platforms Real Estate Agents, need to be a REALTOR (pay a membership) plus pay a fee to an MLS system. Most agents in Puerto Rico are NOT Realtors because the benefits of being a realtor here in Puerto Rico don't work.
- b. Most of the listings are in local platforms that are insecure, not focused on real estate, and don't get data from the MLS. Since they are the only option for Real Estate agents to promote their listings, they are obligated to use them no matter how bad it is for them.

4. Propose & Implement Countermeasures

- a. Design a reliable architecture that can handle heavy workloads while at the same time have conservative costs.
- b. Design a web application that showcase listings that are manually inputted and from data sources such as MLS's.
- c. Develop a web application with up-to-date technology that can make the process of searching for properties enjoyable
- d. Take security measures to avoid scam listings from FSBO or Real Estate Agents.

5. Check & Evaluate

- a. How can this business be sustainable and fix the problem at the same time?
- b. Is the application up to date with the latest technology?
- c. Is the platform taking the right counter measures to mitigate fraud?

6. Act & Standardize

- a. What type of information is crucial for a listing? (Ex: Beds, Baths, etc)