

■ FOR A REAL ESTATE BROKERAGE

A few things we think could help your brokerage, and an invitation.

You run a brokerage every day, so you know the friction better than I do. At YYZdata we have started building tools for brokerages, and before we take this wider I want to test the ideas with people whose judgment I trust. This is not a pitch. It is an invitation: we are looking for one brokerage to build this with as a pilot partner.

IDEA 01

Listings and documents that manage themselves

One place that pulls every listing together and keeps it current, with the document load, disclosures, contracts, addenda, read, checked and organised for you.

Hours back on every transaction, and nothing slips through a crack.

IDEA 02

Follow-up that never drops

The lead and client follow-up that depends on someone remembering, handled automatically, so no warm lead goes cold and every past client stays yours.

The deals you already earned, saved from quietly falling through.

IDEA 03

The office running on numbers

One clear view of the pipeline, the agents and the money, instead of five tools and a gut feel.

Decisions made on numbers, not the loudest problem.

What a pilot or build partner gets

We build one of these for your brokerage, shaped around how you work, to see if it helps. You get first access and a direct line to the people building it. In return, you tell us the truth about what is useful and what is noise.

Our whole outlook is simple: find the problem worth solving, then solve it. The questions on page two help us find yours.

Be our pilot on this · ranj@yyzdata.com

STILL SHAPING THIS OFFERING · WE REFINE IT WITH THE OPERATORS WE SHOW IT TO

A few questions, so we build the right thing.

No wrong answers, a rough guess beats a blank, and please add your own.

Name

Brokerage

Email

1 What you run today (check what applies)

CRM (Command, BoldTrail, Follow Up Boss)

E-signature (DocuSign)

CMA / pricing

Marketing / social

Transaction mgmt (Dotloop, SkySlope)

MLS + listing syndication

Lead gen / portals (Zillow, Realtor.com)

Other:

2 What eats the most time (check the top few)

Listing prep and syndication

Lead follow-up

CMAs and pricing

Switching screens

Document and compliance

Transaction coordination

Recruiting or keeping agents

Other:

3 If we could build one thing for you

Dream big. If you want one engine that consolidates every listing with live updates, say exactly that.

4 What must stay exactly as-is

Command or a franchise-required system, a contract, or a tool you love.

5 Open to a pilot?

Yes, gladly

Maybe, show me

Not right now

First thing you would want us to try, and what would make it a clear win: