

Purpose

The purpose of this document is to outline the product requirements for a Resource Repository for Real Estate Agents, specifically designed to support the leasing support for Pathway Homes. This resource requirements aims to streamline the leasing process, provide essential resources to agents, and enhance the overall efficiency of securing rent-to-own agreements.

At a high level, a successful implementation is an intuitive and well designed Webflow page that allows real estate agents (unauthenticated users) to easily navigate and discover resources aimed at enhancing their capacity to boost Pathway deal flow.

Users

Real Estate Agents: Primary users who will utilize the platform to manage rent-to-own listings and access resources.

Pathway Administrator: Users responsible for overseeing agent activity, managing permissions, and accessing reports.

Related Existing Infrastructure

Agent Portal: Authenticated agent portal for submitting leads and track commissions (Salesforce Experience Cloud)

Pathway Listing Marketing Website: Public facing website for marketing real estate listings and describing the website (Webflow)

Features

Document Repository: Upload Functionality for Administrator and Download Functionality for End-Users (Agents).

Suggested Implementation

Build a webflow landing page (resources) that is referenced from the Agent Portal

Sample Inspiration Pages

https://marketing.divvyhomes.com/agent_marketing_materials

<https://marketing.divvyhomes.com/agentresources>

