



INTEGRITY
WEB CREATIONS

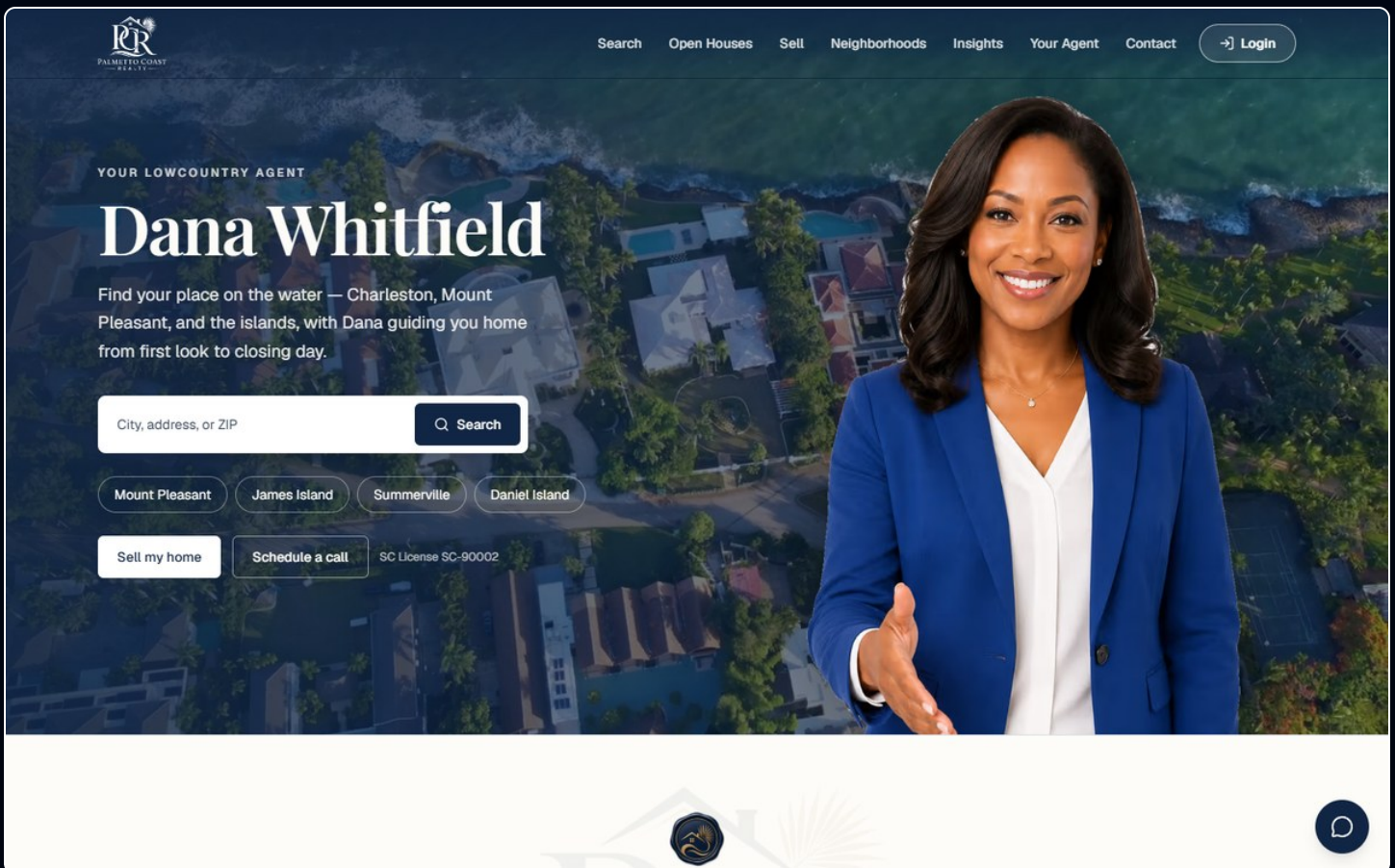
UNIQUE BY DESIGN.

— BEAUFORT, SC —

THE IWC AGENT PLATFORM

Your own real estate platform. Your face on the door.

The complete guide — what the platform does, what it costs, and how to drive every feature. Sales pitch, pricing, and the full user manual in one document.



See it live

iwc-realtor-platform.vercel.app

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1 Why agents choose this platform

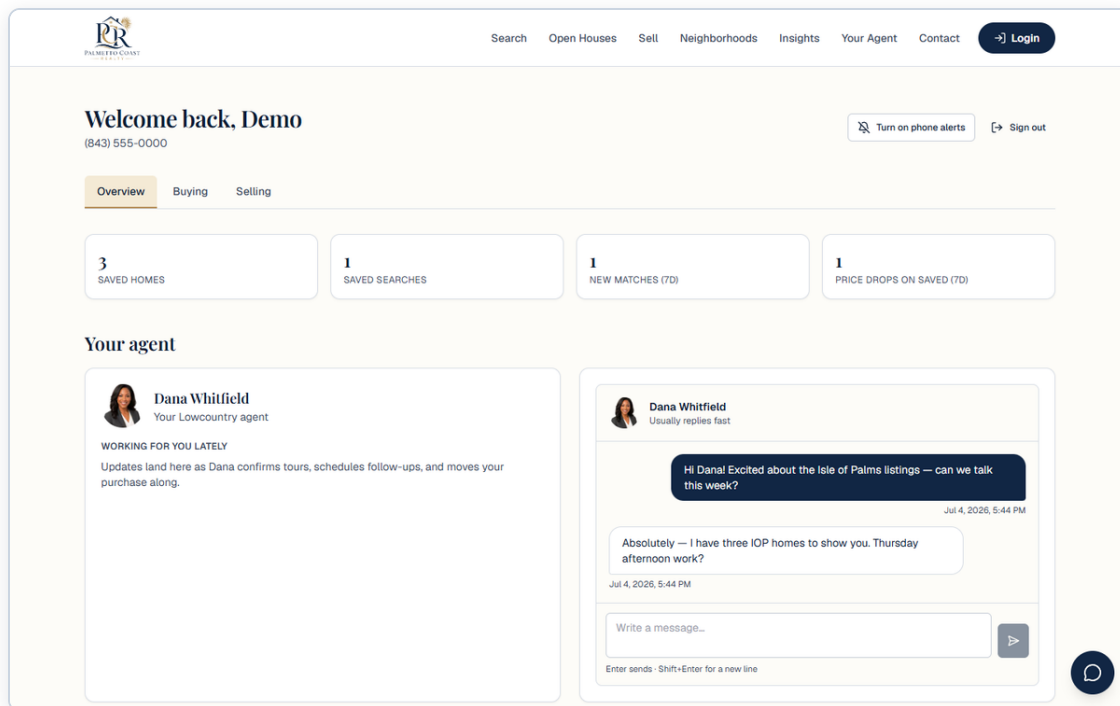
The pitch, then every feature on the next two pages

THE PROBLEM WITH PORTALS

Zillow makes buyers loyal to Zillow.
Your platform makes them loyal to you.

Your portrait greets every visitor. Your name is on every listing, alert, message, and lead. Every hour a client spends here is an hour spent with **your** brand.

This is not an "IDX template site." It is a complete, custom-branded real estate platform — live MLS search, buyer and seller accounts, two-way client messaging, a marketing studio, and a private back office with a 28-tool kit — built and managed for one agent: you. **A note on the demo:** the coastal South Carolina brand, the three-market picker, the listings and imagery are demonstration data. Your deployment is themed to your brand, your market, and your inventory.



A client's account: your face, your updates, and a live message thread with you — not a portal's call center.

Your own web designer, on retainer

Here is the part no portal or template can match: **the platform evolves around your business.** Every feature in this guide exists because a working agent needed it. When you need something new — a tool, a page, a report, a campaign — you ask, and it gets built. Improvements that benefit every agent ship as platform updates included in your plan; work that is unique to your business is scoped and quoted flat, up front. You effectively have your own web designer for your business.



FEATURE LIST

What your clients get

Every item below is live on the demo right now — nothing on this list is a mock-up or a "coming soon."

Search & discovery

- Full MLS search — map, filters, keyword, saved searches
- Plain-English search — "3 beds under \$500k with a pool" becomes filters
- Draw-an-area map search — drawn boundaries feed saved-search alerts
- Lifestyle chips tuned to your market — waterfront, golf, acreage... hand-picked by you
- Listing pages: photo galleries, price history, similar homes
- Climate & flood-risk panel — plain-English zones, live FEMA data, shareable flood pages
- Calculators + true all-in monthly cost on every listing
- One-agent promise badge & listing-agent transparency
- Open-houses page · price-drop deals page, refreshed live
- Market pulse — inventory, medians, \$/sqft, live
- Neighborhood guides with head-to-head comparison

Guided journeys

- Buyer intake wizard — five questions to a tailored search
- Buyer School — 7-lesson email-drip course, themed to your market
- Buyer & seller guides + 100-question FAQ at /guides and /faq
- Living-cost twin — their rent vs. the home they love
- Home-value studio — honest confidence range, rent-vs-buy, equity over time
- Trusted-vendor directory published under your brand

Client accounts

- Phone + PIN sign-in — no passwords to forget
- Favorites with private notes & price-improved badges
- Saved-search alerts with pause, quiet hours & homes-per-digest caps
- Price-drop alerts on favorites — email and push
- New-for-you match feed from their saved searches
- Journey tracker — dreaming to keys, with tailored next steps
- Offer-readiness checklist
- Tour requests with preferred times + one-click confirmations
- Tour boards — note threads with you on any saved home
- Direct messaging with you, with email nudges
- Under-contract purchase tracker through closing day
- Seller workspace: value tracker, net-proceeds sheet, prep checklist, area snapshot

AI that stays honest

- Listing-copy studio in three voices — facts only, you approve every word
- CMA assistant grounded in real comparable data
- Concierge chat that only speaks from listing data
- Plain-English search — fair-housing-safe, keyword fallback if AI is unsure
- Fair-housing-safe guardrails built in everywhere



FEATURE LIST

What you get

The private back office: your leads, your marketing, your numbers — all in one place, all under your brand.

Back office & pipeline

- Morning briefing: follow-ups due, tours in motion, overnight leads
- Leads inbox — behavioral 0–100 scoring from real activity, in your email in under a second
- Drag-and-drop pipeline board with undo & keyboard control
- Lead drawer: timeline, notes, quick replies, propose tour times
- Focus mode — work the queue one lead at a time
- Command palette (Ctrl+K) — jump to any lead or page
- Two-way client messaging with unread badges
- Week-ahead calendar: tours, open houses, reminders
- Dashboard analytics: sources, funnel, speed-to-lead ring, GCI pipeline
- Signals: likely listers, 30-day benchmarks, brand-health audit
- Commission-value ledger — log showings, negotiations & paperwork per deal; buyers see the timeline
- Quick-reply templates, objection scripts, vacation mode, dark mode

Marketing studio

- Reel Studio — listing photos become branded social videos
- Single-property sites with QR, open-house kiosk & seller reports
- Print-exact just-listed / just-sold postcards
- Monthly newsletter drafted from live market data
- Social calendar — a month of post ideas from your inventory
- Market-minute script with teleprompter
- Seasonal campaign kits matched to your market's calendar
- Porch Report — branded one-page neighborhood snapshot
- Review social cards + embeddable review widget
- Branded email signature, one-click copy

The 28-tool kit

- **Win the deal** — offer strength meter, tour route planner, focus mode, living-cost twin, investor mode, tour boards
- **Win the listing** — farm areas, expired prospector, home-iversary report, open-house radar, showing log
- **Market the home** — listing story, photo shot list, postcards, sunset planner, lifestyle tags
- **Grow the sphere** — newsletter, social calendar, market minute, seasonal kits, Porch Report, review cards, neighborhood soundboard, client dates & gifts, referral tree
- **Close it clean** — walk-through recorder, personalized buyer/seller guides, vendor rolodex
- Plus a commission calculator on the hub — every tool detailed in Part 3

Foundations you never think about

- Sub-second lead delivery with durable retry — no lead is ever lost
- Bank-grade tenant isolation on every table (row-level security)
- Bot defense on every public form — no CAPTCHAs for real clients
- Rate limiting & input validation on every endpoint
- WCAG 2.2 AA accessibility — every client can use your site
- Fast everywhere — tested at phone, tablet & desktop sizes
- SEO done right: schema, sitemaps, social cards from day one
- Managed hosting, backups & updates — included



2 One monthly price. MLS data included.

No setup surprises · no add-on fees · no long contract required

SOLO

\$249

per month

SOLO PRO

\$349

per month

TEAM

\$599+

per month

	SOLO	SOLO PRO	TEAM
Complete platform & buyer accounts	Included	Included	Included
Live MLS data feed + IDX paperwork	Included	Included	Per-agent feeds
Reel Studio video maker	Included	Included	Included
Agent toolkit & client messaging	Included	Included	Included
Single-property websites	3 active	Unlimited + subdomains	Unlimited
AI concierge, copy studio & CMA	—	Included	Included
Design refresh	Annual	Quarterly	Quarterly
Support	48-hour	Priority same-day	Priority + onboarding

Setup: \$750 one-time — **waived with a 12-month commitment**. Your MLS may bill a small IDX access fee directly (typically \$0–\$35/month by board) — we itemize it up front.

The data, done right. Your site displays MLS listings through **your own IDX rights as a member** — exactly the way your MLS intends. We register as your technology vendor, handle the paperwork with your board, and enforce every compliance detail (attribution, disclaimers, photo rules) automatically. Your data agreement. Your control. Your brand.

How it compares

Template IDX sites · \$50–\$200/mo

- Generic design, portal-style search
- No buyer accounts, video tools, or CRM
- You look like every other agent in town

Premium platforms · \$300–\$1,500/mo

- Beautiful — at three to six times the price
- Long contracts, add-on fees for everything
- Built for teams, priced for brokerages

And it keeps growing. Every plan includes the platform updates that ship as agents ask for new tools — the 28-tool kit in this guide grew exactly that way. Work that is unique to your business is quoted flat before we build it. Your platform a year from now will do more than it does today, at the same monthly price.



3 The user guide

Every feature, with screenshots and how-tos

WELCOME

This demo is your platform. Here's how to drive it.

Everything on the demo is what your clients would see on **your** site — your name, your photo, your listings. The coastal markets shown are demo data; your build is themed to your market. Sign in below and follow along.

DEMO ACCOUNTS — SIGN IN AT THE SITE FOOTER OR /LOGIN

AGENT (THE BACK OFFICE)

Dana Whitfield — demo agent

where Sign in → Agent tab
email demo@iwc.com
password iwc

BUYER (WHAT CLIENTS SEE)

Demo buyer — or create your own

where Sign in → Customer tab
phone (843) 555-0000
PIN 123456

Buyers sign up with a phone number and 6-digit PIN — the login page pre-fills both demo accounts.

The five-minute tour

- 1 Browse [Homes](#) — type "3 beds under \$500k with a pool", then try the map and **Draw an area**.
- 2 Open any listing — photos, price history, flood map, calculators, similar homes, tour request.
- 3 Sign in as the **buyer** — favorite a home with a note, save a search, message your agent.
- 4 Sign out, sign in as the **agent** — the portal greets you with your day already planned.
- 5 Open the [Toolkit](#) — 28 tools, then make a video in [Reel studio](#).

Presentation tip: the homepage greets each visitor with the featured agent. Add [?persona=1](#) (male) or [?persona=2](#) (female) to the homepage address to switch the featured agent during a walkthrough — on your own platform, this is simply always *you*.

Where everything lives

- [/portal](#) — dashboard, briefing & pipeline
- [/portal/messages](#) — client message threads
- [/portal/tools](#) — the 28-tool kit
- [/portal/calendar](#) — your week ahead
- [/portal/farm](#) — farm-area intelligence
- [/portal/reels](#) · [/portal/property-sites](#) — studio
- [/portal/open-houses](#) · [/portal/cma](#) · [/portal/reviews](#)
- [/account](#) — client workspace (Overview · Buying · Selling)
- [/homes](#) — search · [/deals](#) — price drops
- [/learn](#) — Buyer School · [/guides](#) · [/faq](#) — education library
- [/start](#) — buyer intake wizard
- [/market](#) — market pulse · [/insights](#) — your blog
- [/storm-ready](#) · [/compare-costs](#) — guides that win trust
- [/trust](#) · [/your-story](#) — privacy & testimonials



THE PUBLIC SITE

Search that keeps buyers coming back

Plain-English search, map, filters, lifestyle chips, and a drawing tool — every search keeps them on your site, and every action becomes a lead with your name on it.

/homes — lifestyle chips up top, full filters, live map with Draw an area.

Search the way buyers talk

- 1 Type "3 beds under \$500k with a pool" in the search bar — AI turns it into filters, fair-housing-safe, with a keyword fallback.
- 2 Or click **Draw an area** and drop points around the streets they want.
- 3 Save either search — drawn boundaries flow straight into saved-search alerts.

Every listing page answers the real questions

- Photo gallery, price history & similar homes
- Climate & flood-risk panel — plain-English zones, live FEMA lookup, shareable flood page
- True all-in monthly cost — taxes & insurance included
- One-agent promise badge & listing-agent transparency

Lifestyle chips — your curation

- 1 You tag listings in </portal/tools/tags> — waterfront, golf, acreage, whatever your buyers ask for.
- 2 Buyers tap a chip on </homes> and see only homes **you** hand-picked.
- 3 The results page says so: "tagged by your agent — hand-picked, not keyword-matched."

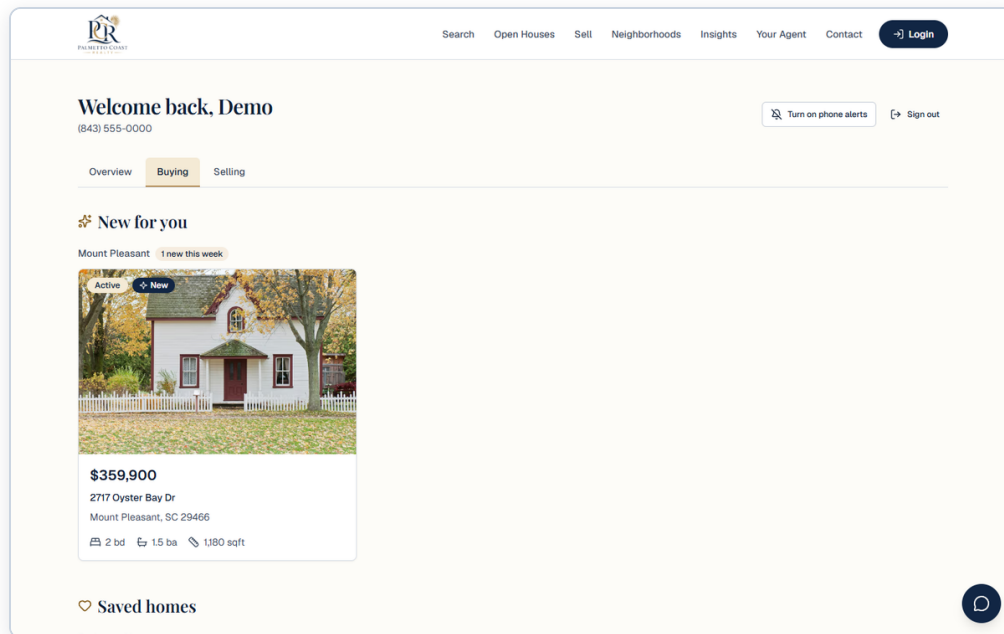
- Tour request with preferred time slots
- Questions land in your inbox with listing context
- Anonymous visitors hit a soft gate after browsing
- Concierge chat answers from listing data — and captures the lead



CLIENT ACCOUNTS

A workspace for buyers and sellers

Three tabs — Overview, Buying, Selling — as useful to your clients as it is to you, because everything they do here becomes signal in your portal.



/account → Buying — the match feed, favorites explorer, and tour-day builder.

Overview — the relationship

- "Your agent" panel: your photo, plus a "what your agent has done" timeline of the showings, negotiations & paperwork you log
- Live message thread with you, right on the page
- Journey tracker: dreaming → touring → offers → keys
- Purchase tracker with a keys-day countdown once under contract

Selling — the other half

- Home-value studio — honest confidence range, rent-vs-buy, equity over time
- Net-proceeds worksheet they can play with

Buying — the hunt

- New-for-you match feed from their saved searches
- Favorites with notes, price-improved badges & monthly-cost sort
- Tour-day request builder — pick homes, pick times, send
- Alert controls that respect them — pause, quiet hours, homes-per-digest cap
- Share-my-shortlist link for spouses & co-buyers

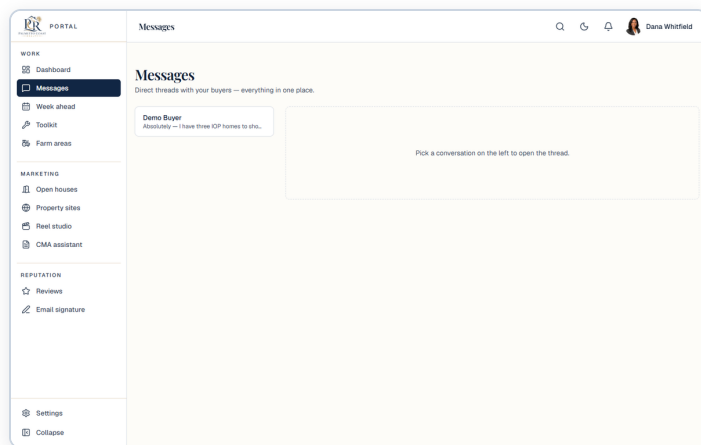
Every seller tool funnels to a valuation conversation with you — and your "Agent's take" (your corrected range and reasoning, recorded at [/portal/cma](#)) publishes right beside the model's estimate.



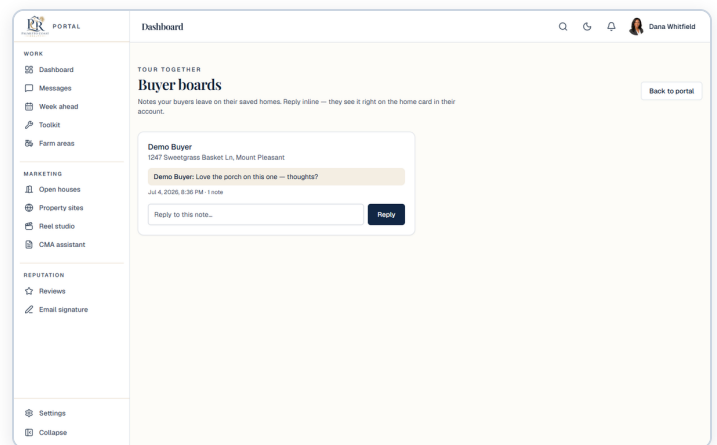
THE CONNECTION LAYER

You and your client, always in sync

The platform's real job: keeping the agent and the client connected. Progress flows both directions automatically; conversation lives where the homes are.



Your side: `/portal/messages` — threads with unread badges and journey stage.



`/portal/boards` — buyers leave notes on saved homes; you reply inline.

Messaging

- Buyers message you from their account — no app to install
- You answer from `/portal/messages`; unread counts sit in your sidebar
- Each side gets an email nudge when the other writes
- Read receipts & journey stage at a glance

Progress flows both ways

- Client saves, searches & tour asks become signals in your portal
- You confirm a tour or move a purchase stage — they see it instantly
- Commission-value ledger — showings, negotiations & paperwork you log become their "what your agent has done" timeline
- Tour proposals: send times from a lead card; one click confirms

The purchase tracker — under contract to keys

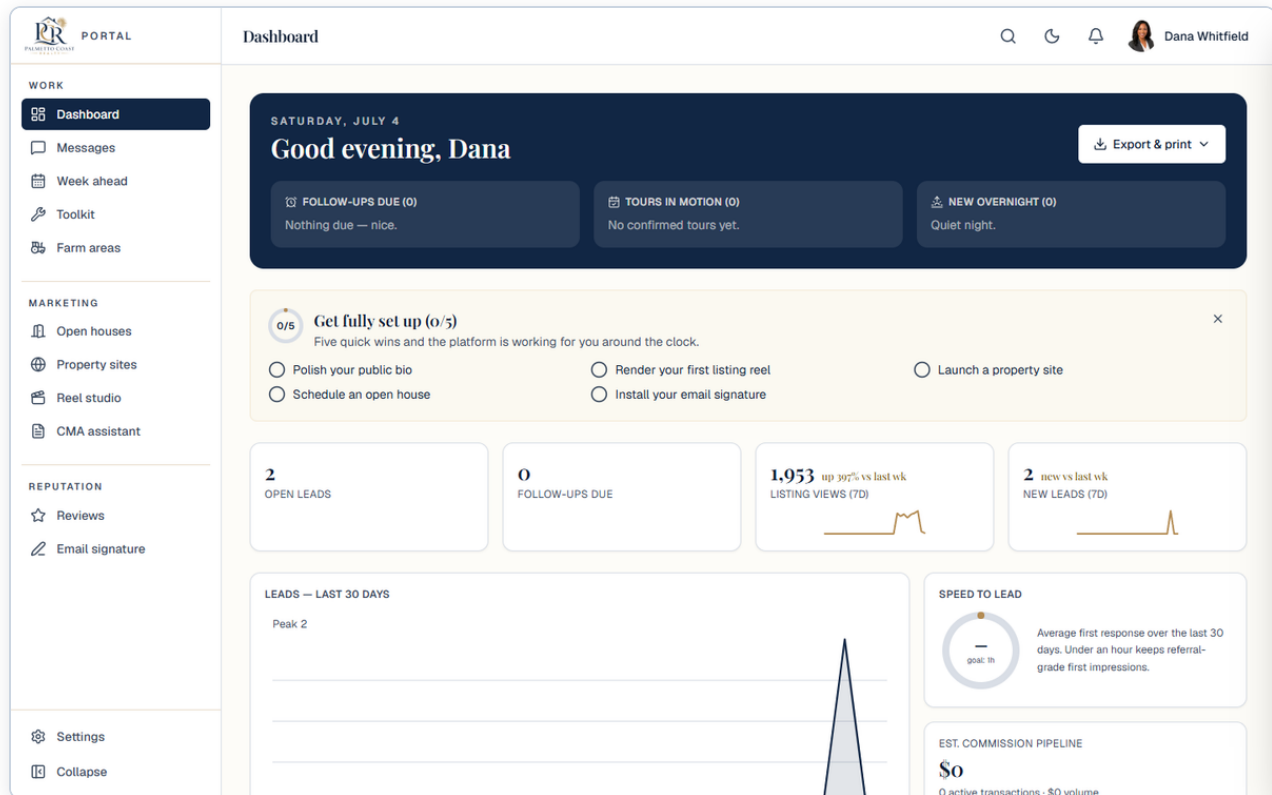
- 1 On a lead card, press **Start purchase tracker** once they're under contract.
- 2 Move stages as the deal advances: offer accepted → inspection → appraisal → financing → clear to close → closed.
- 3 Tick the document checklist per stage; set the close date for a keys-day countdown.
- 4 Your buyer sees every step in their account — fewer "any update?" calls, more trust.



THE PORTAL

Your day, already planned

Sign in and the briefing tells you what matters: follow-ups due, tours in motion, what came in overnight — then a 10-minute plan to clear it.



/portal — the briefing, live stats with sparklines, speed-to-lead ring and GCI pipeline.

Leads inbox & pipeline

- Behavioral scoring, 0–100 — views, favorites, return visits & tours, with plain-English reasons on each card
- Smart tabs: all · hot · due · new · win-back
- One-tap call, text, or email with listing context pre-filled
- Slide-over drawer: timeline, notes, templates, tour proposals
- Drag-and-drop board with 8-second undo

Work faster

- **Focus mode** — one lead at a time, due follow-ups first
- **Ctrl+K palette** — jump to any lead or page by name
- **Week ahead** — tours, open houses & reminders in one calendar
- **Signals** — likely listers & a brand-health audit on the dashboard
- **Morning agenda email** — your day in your inbox, including client dates
- **Dark mode** — for evening lead-checking

Speed wins deals: new leads hit your email in under a second, with durable retry behind the scenes so nothing is ever lost — and the dashboard's speed-to-lead ring keeps your average first response honest.



MARKETING

A media team in your sidebar

Videos, single-property sites, postcards, newsletters and social posts — generated from your listings, branded to you, ready in minutes.

Reel Studio — video in a minute

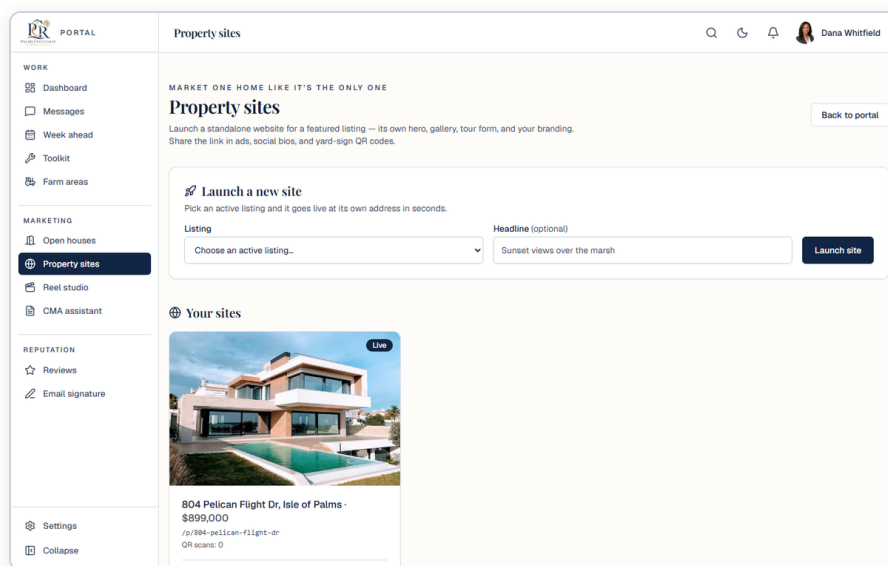
- 1 Open </portal/reels>, pick a listing, press Load.
- 2 Choose photos — the numbers show play order.
- 3 Pick a format: Reel 9:16, square, or widescreen.
- 4 Pick a badge (Just Listed, Open House...) and pace.
- 5 Preview, then Render — an MP4 drops, ready to post.

Renders happen in your browser — nothing uploads anywhere. The outro adds a scannable QR to the listing, and 3 ready-to-paste captions sit below the download.

Property sites, QR & kiosk

- 1 From </portal/property-sites>, pick a listing, add a headline, Launch.
- 2 Copy the link or download the QR code for yard signs & ads.
- 3 Open **Open-house kiosk** on an iPad at the door — each guest becomes a lead + auto thank-you.
- 4 Hit **Seller report** for a print-ready performance update — or send the seller a live no-login pulse link that updates itself.

Live example: </p/804-pelican-flight-dr>



</portal/property-sites> — every listing gets its own site, QR code, kiosk and seller report.

The always-on channels

- **Newsletter builder** — a market letter drafted from live data; edit, copy, send
- **Social calendar** — a month of post ideas from your actual inventory
- **Market minute** — a 60-second script with teleprompter
- **Postcards** — print-exact just-listed / just-sold cards
- **Review cards & widget** — turn reviews into social posts and an embed
- **Seasonal kits** — campaigns matched to your market's calendar



THE TOOLKIT

28 tools other platforms don't have

Everything computed from live platform data, nothing to configure. Five groups, one hub: </portal/tools>.

PORTAL

Toolkit

Purpose-built tools for coastal deals — everything computed from live platform data, nothing to configure.

WIN THE DEAL

- Offer strength meter** → Gauge an offer against recent local closings — with a client-ready breakdown.
- Tour route planner** → Order a showing day by distance, then print or export the itinerary.
- Focus mode** → Work the queue one lead at a time — due follow-ups first.
- Living-cost twin** → Side-by-side monthly cost of their current home vs the one they love.
- Investor mode** → Yield and cash-flow planning from the buyer's own rent assumption, plus the 1031 clock.
- Tour boards** → Talk through saved homes with your buyers, note by note, right on the listing.

WIN THE LISTING

- Farm areas** → Turnover, absorption, and heat by ZIP — from live platform data.
- Expired prospector** → Withdrawn and expired listings with an outreach letter ready to send.
- Home-iversary report** → A yearly market check-in for past clients — the softest listing ask there is.
- Open-house radar** →
- Showing log** →

WIN THE CLEAN

The Toolkit hub — five groups, from winning the deal to closing it clean.

Win the deal

- **Offer strength meter** — gauge an offer against recent local closings, client-ready breakdown
- **Tour route planner** — order a showing day by distance; print or export the itinerary
- **Focus mode** — the queue, one lead at a time
- **Living-cost twin** — current home vs. the one they love, side by side
- **Investor mode** — yield & cash-flow from the buyer's own rent assumption, plus the 1031 clock
- **Tour boards** — talk through saved homes note by note

Win the listing

- **Farm areas** — turnover, absorption & heat by ZIP from live data
- **Expired prospector** — withdrawn & expired listings with an outreach letter ready to send
- **Home-iversary report** — a yearly market check-in for past clients; the softest listing ask there is
- **Open-house radar** — everything opening this weekend, mapped for caravan planning
- **Showing log** — every showing with feedback; feeds seller reports and your mileage CSV



Market the home

- **Listing story** — narrative remarks in three voices, built only from the listing's facts
- **Photo shot list** — a room-by-room photography checklist per listing
- **Postcards** — print-ready, branded and sized
- **Sunset planner** — golden-hour windows per listing for photos & evening showings
- **Lifestyle tags** — tag whatever your buyers ask for — waterfront, golf, acreage; they filter by it instantly

Close it clean

- **Walk-through recorder** — final walk-through checklist with photo notes & a printable report
- **Personalized guides** — the /guides library with your name, photo and contact baked in
- **Vendor rolodex** — your lender-to-landscaper list, published as a branded public page

Spotlight: the tag loop

- 1 Open </portal/tools/tags> and toggle "Private dock" on a listing.
- 2 Visit </homes> — the chip now returns your hand-picked homes.
- 3 Buyers see "tagged by your agent" — curation no portal can copy.

Grow the sphere

- **Newsletter builder** — monthly market letter from live data
- **Social calendar** — a month of posts from your inventory
- **Market minute** — 60-second script + teleprompter
- **Seasonal kits** — ready-to-send campaigns
- **Porch Report** — one-page neighborhood snapshot for your farm
- **Review cards** — published reviews become social cards + an embeddable widget
- **Neighborhood soundboard** — the local intel only you know, published where buyers look
- **Client dates & gifts** — birthdays & closing anniversaries surface in your morning agenda
- **Referral tree** — who sends you business: chains, counts & champions

Spotlight: never miss a date

- 1 Add a birthday or closing date in </portal/tools/gifts>.
- 2 It recurs yearly and rides your 7 a.m. agenda email when it's near.
- 3 Gift ideas sit next to each date — thoughtful in thirty seconds.

Spotlight: taxes, done

- 1 Log showings as you go in </portal/tools/showings>.
- 2 Mileage is computed per day, automatically.
- 3 Export the IRS-ready CSV at tax time. That's it.



THE LONG GAME

Clients you keep for decades

Education and trust features turn one transaction into a client for life — and every one of them carries your name.

Buyer School — themed to your market

- A 7-lesson course at [/learn](#) — on the demo it covers coastal topics; yours covers what your buyers ask
- Clients enroll in one click; lessons arrive as a gentle 2-day email drip
- Their progress shows in their account — and in your portal
- You become the agent who taught them the market

Security your clients never have to think about

- Row-level security isolates every tenant's data at the database
- Every endpoint rate-limited and input-validated
- Bot defense on all public forms — no CAPTCHAs needed

Published under your brand

- [/guides](#) + [/faq](#) — buyer & seller guides and a 100-question FAQ, accurate to today's rules and figures
- [/vendors](#) — your trusted local pros, one branded page
- [/storm-ready](#) — the seasonal-risk guide, tuned to your market's weather
- Neighborhood soundboard intel on every area page

- No client passwords to breach — phone + PIN accounts
- WCAG 2.2 AA accessibility, verified with automated gates
- Privacy policy & data controls at [/trust](#)

Questions during your tour? Call or text Aaron Smalls at (843) 263-0072, or email asmalls@integritywebcreations.com. Want the demo re-branded with your name, headshot, and market before you decide? That takes us one day.

SEE IT LIVE, BUILT AROUND YOU

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