



EXECUTIVE BRIEF / REAL ESTATE

Attract interest. Build trust.
Create sales opportunities.

Build a stronger path from interest to a sale.

An investment in attracting inquiries, earning appointments, and helping your agents win business.

KEEP WHAT WORKS. CONNECT WHAT IS MISSING.

Improve an existing site, plan a controlled transfer, or build around your team. Invest in a clearer path from the first inquiry to a productive sales conversation - not a redesign for its own sake.

INSIDE THIS BRIEF

The client journey / Existing-site options / Investment
Practical assistant examples / Launch plan / Buying safeguards

Website and customer-management work can be scoped now. The TIERS Intelligence Platform is planned and not a publicly available production feature. No increase in leads, sales, or revenue is guaranteed.

Discuss your website and follow-up process
tiersgroup.com / info@tiersgroup.com / (540) 296-4530

01 / THE BUSINESS CASE

An investment in the sales process.

The goal is not more software. It is to attract the right inquiries, help agents respond effectively, and turn more of those conversations into appointments and opportunities to win business.

01

HELP INTEREST BECOME AN INQUIRY

Focused pages and clear buyer/seller offers give visitors a reason to contact you. Capture the request, timing, and contact preferences. Traffic still depends on referrals, search visibility, and marketing; a website does not create demand by itself.

02

GIVE EACH OPPORTUNITY AN OWNER

Agreed assignment rules and a tested customer-management connection help the right person act. Check duplicates, missing owners, and failed delivery so useful inquiries do not disappear between tools.

03

SUPPORT THE NEXT SALES CONVERSATION

Record a next action and due date. Approved reminders and escalation rules support follow-up while agents are busy. A showing request or listing question needs a personal response, not just an automatic receipt.

04

LEARN WHICH ACTIVITY SUPPORTS SALES

Review response time, useful inquiries, appointments held, and completed transactions by source. Use your own results to guide improvements and marketing decisions. More traffic is not the same as more business.

ILLUSTRATIVE WORKFLOW / PROTECT THE OPPORTUNITY

An agent is showing homes when a new website inquiry arrives. In a configured workflow, the request is recorded with an owner and follow-up task. If it stays unassigned or a delivery fails, an agreed escalation path flags it for review.

For the client: a clear expectation for the next contact.

For the business: a better chance to pursue the opportunity rather than lose it to a missed handoff. The agent still earns the appointment and the sale.

02 / ALREADY HAVE A WEBSITE?

You do not have to start over.

First review what you own, what the platform allows, and where inquiries are being lost. Choose one route below; these are alternatives, not automatic add-on fees.

KEEP AND CONNECT

Best fit: your site looks right, but the tools do not work together.

Keep your website and hosting. Scope supported forms, customer management, reporting, and follow-up. Assess a future assistant connection where supported.

TRANSFER TO TIERS

Best fit: you want one team to manage an eligible, portable site.

Review export rights, code, plugins, licenses, and ongoing costs before moving into agreed TIERS-managed hosting or support. A domain transfer and an email move are separate decisions.

REFRESH OR REBUILD

Best fit: the current site gets in the way of a useful inquiry.

Keep strong content and branding. Repair weak pages or rebuild when quality, portability, or integration limits justify it. Preserve important URLs or map redirects.

CONNECT THE ASSISTANT WHEN THE SITE IS READY

An eligible site can be assessed without a full redesign. Moving a website does not include or activate the TIERS Intelligence Platform. Compatibility, security/privacy review, integrations, pricing, and explicit release approval must be agreed first.

Transfer pricing: assessment-led quote, not a fixed transfer fee. Restricted hosted platforms may not export a working site. Retain the existing service until the replacement passes testing and the owner approves cutover.

Choose the right level of help.

Planning ranges for TIERS services, not binding quotes. Third-party subscriptions and advertising are separate. Existing-site projects are quoted after review, not charged automatically as a new build.

AGENT LAUNCH

\$3,500-\$6,500

ONE-TIME SETUP

Optional support: \$250-\$495/month

Proposed limited-scope entry option: existing platform, one CRM, agreed page and workflow limits, and handoff training. No bespoke AI development. Delivery capacity and final scope confirmed before quoting.

AGENT FOUNDATION

\$6,500-\$12,000

ONE-TIME SETUP

Optional management: \$595-\$1,195/month

A focused custom site or rebuild, inquiry capture, approved property tools, CRM routing, and launch testing. Agreed maintenance and inquiry-path checks; larger changes scoped separately.

TEAM GROWTH

\$15,000-\$28,000

ONE-TIME SETUP

Optional management: \$1,495-\$2,995/month

Team routing, buyer/seller follow-up, reporting, and training. Agreed monthly review and improvements. The TIERS Intelligence Platform needs separate approval and pricing; it is not an included live feature.

BROKERAGE CUSTOM

Discovery-led quote

Build and management priced separately

Multi-team or multi-market needs, permitted data migration, custom connections, roles, and training. Prior planning envelope: \$30,000-\$60,000+ setup and \$3,000-\$6,500+/month; scope determines price.

Define the monthly work: every proposal specifies included change hours, monitoring/check cadence, reporting, support hours, response targets, exclusions, and cancellation/handoff terms. Basic support is not a managed advertising program or unlimited development.

04 / THE TIERS INTELLIGENCE PLATFORM

Useful context. Human judgment.

The planned website assistant uses artificial intelligence to explain approved information and organize requests. It is not a publicly available production feature. These are illustrative scenarios, not customer results or live demonstrations.

BUYER EXAMPLE / A SHOWING REQUEST AT 9:30 P.M.

The visitor: "We are in town Saturday. Can we see the home I found on your site? Please email me tomorrow."

The assistant could: collect the property link, preferred time, and contact preference; explain the approved request process; prepare a handoff.

The agent receives: "Showing request / Saturday / property link supplied / prefers email tomorrow." The agent checks availability and confirms the visit.

Why it helps: the buyer can explain the request after hours. The agent starts with useful details and a specific opportunity to earn a showing appointment.

SELLER EXAMPLE / PLANNING A MOVE IN THREE MONTHS

The visitor: "We may sell this fall. Should we make repairs before we list?"

The assistant could: share the brokerage's approved consultation steps, ask about timing and goals, and summarize questions for a listing appointment.

The agent receives: "Considering a sale in three months / wants a preparation plan / requests a listing consultation." The agent advises on repairs, pricing, and strategy after reviewing the home.

Why it helps: the seller knows what to discuss. The agent can prepare a relevant listing conversation and demonstrate the value of working with the team.

HELPFUL ASSISTANCE, NOT AN AUTONOMOUS AGENT

No automatic valuation, invented listing facts, protected-characteristic steering, or confirmed showing without agent approval. Do not collect sensitive documents in public chat. Connections, consent, privacy, and failed-delivery recovery need testing and explicit release approval. Keep ordinary phone and form options available.

05 / PLAN / TEST / RELEASE

A controlled move. A clear next step.

Bring your website URL, markets, team size, CRM name, and high-level goals. Do not send passwords or client records with the initial inquiry.

1 / REVIEW AND QUOTE

Agree scope, ownership, access, fees, and timing. Confirm website export rights, subscriptions, listing-feed permissions, and whether to keep, transfer, or rebuild.

2 / BACK UP AND TEST

Record a restorable backup and existing URLs. Work on staging; test desktop/mobile, forms, CRM handoffs, attribution, redirects, and recovery before any live switch.

3 / APPROVE THE CUTOVER

Require owner approval for the specific release. Preserve email/DNS settings unless separately authorized. Keep the old site and hosting available for the agreed rollback window.

Planning windows: Foundation 6-8 weeks; Team Growth 8-12 weeks; brokerage 12-20+ weeks. Entry/transfer dates follow assessment. Timing can change; the TIERS Intelligence Platform needs separate release approval.

After launch: the first 90 days cover baseline measurement, follow-up review, and agreed improvements - separate from implementation.

Ownership and exit: agree domain/content/account ownership, custom-work rights, license limits, cancellation terms, and export/handoff. Not every hosted platform is portable.

START WITH A WEBSITE AND LEAD-FLOW REVIEW

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Scope and fee agreed first. No obligation to rebuild.

06 / APPENDIX A / THE INVESTMENT

Evaluate the business case.

TIERS fees buy agreed implementation and ongoing services. Software licenses, usage, advertising, hosting, domains, content, and MLS charges are separate unless the proposal includes them.

IMPLEMENTATION + 12 MONTHS OF OPTIONAL MANAGEMENT

Agent Launch	\$6,500-\$12,440
Agent Foundation	\$13,640-\$26,340
Team Growth	\$32,940-\$63,940
Brokerage planning envelope	\$66,000-\$138,000+

TIERS-only range endpoints, not total operating cost or necessarily first-year cash flow. Confirm when monthly fees start, contract term, taxes, software, and scope. Transfer/connection work uses its own quote.

A BREAK-EVEN EXAMPLE - NOT A SALES FORECAST

Assume **\$24,000 total investment** and **\$6,000 contribution per additional closing**, after brokerage splits and transaction costs but before this investment.

\$24,000 / \$6,000 = 4 additional closings to cover the investment.
Illustrative inputs, not package prices or predicted results. Use your complete costs and contribution figures for the same period.

KNOW WHETHER THE INVESTMENT IS WORKING

Start with a baseline: inquiries, human response time, appointments held, and completed transactions. Track the same lead group; closings can take months.
Ask: Are more suitable people contacting us? Are agents reaching them? Are more conversations becoming appointments?
Compare: additional contribution against complete costs, not activity alone.

Count only business beyond a reasonable baseline; marketing, seasonality, and agent effort also affect results. Gross commission is not take-home pay or profit. Software, advertising, and TIERS Intelligence Platform pricing remain separate unless explicitly included in a quote.

07 / APPENDIX B / REFERENCE NOTES

Sources and buying safeguards.

Official sources checked September 6, 2026. Published software prices are not equivalent to TIERS custom implementation or managed services. Confirm current terms and account eligibility before purchase.

01 AgentFire / website pricing

Setup packages: \$800, \$2,750, or \$6,500; monthly plans: \$165 or \$215. Built-in IDX included; MLS pass-through fees extra.

02 Real Geeks / website and CRM

\$500 setup and \$399/month base platform for two users; IDX feeds listed at \$10/board/month. Additional users, upgrades, lead packages, and commitment terms affect cost.

03 Follow Up Boss / CRM pricing

Grow: \$69/user/month, optional calling \$39/user/month. Pro: \$499/month for 10 users. Taxes and plan terms apply; this is not a website build.

04 IDX Broker / plans and API limits

Core from \$60/month; Engage \$99/month. MLS charges may apply. The standard API is not a general MLS listing feed: developers.idxbroker.com/idx-broker-api/.

05 Follow Up Boss / property-search activity

Activity coverage depends on the website provider. Full browsing, property, and saved-search history is not automatic; validate the chosen integration.

06 Zillow Group / approved listing access

Listing access depends on the approved product, licensing, and vendor permissions. No Zillow scraping or unrestricted listing-data access is included.

Before activating outreach or assistance: obtain appropriate business, vendor, privacy, and legal review for housing advertising, consent, messaging, opt-outs, and human escalation. These are operational safeguards, not legal advice or a compliance certification.