RE/MAX RESULTS | REAL ESTATE BROTHERS

Rollout Blueprint

REBA - the AI home-search assistant

Version 2 - October 8, 2026

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Prepared by Business Hub OS

What's new in v2

This version supersedes the October 6 blueprint. Two changes:

- CORRECTED DATA ROUTE. The October 6 draft described the listing feed going through Trestle. NorthstarMLS directs new vendors through the MLS Grid Web API instead. Every section below reflects the reconciled route: NorthstarMLS -> MLS Grid under Broker Reciprocity. Cost and timeline figures are now labeled as estimates, and a written current quote is required before any commitment.
- NEW SECTION 2: REBA on Kenny's current websites. The fastest path to live leads does not wait for the MLS connection. REBA embeds on Kenny's existing sites today as a chat assistant - what it does, what it needs, and what unlocks later are spelled out in full.

Planning document. Estimates are estimates; policy summaries are not legal advice. Counsel reviews final consent flows and Minnesota calling rules before launch.

1. Data foundation: MLS feed & brokerage authorization

The reconciled route

Live property listings originate from NorthstarMLS (Regional Multiple Listing Service of Minnesota, Inc.), serving 21,700+ agents across Minnesota and western Wisconsin. NorthstarMLS operates its IDX program under the name Broker Reciprocity. New vendors connect through the MLS Grid Web API - not Trestle.

Data path: NorthstarMLS -> MLS Grid Web API -> vendor application -> Kenny's pilot page. Every party that touches the data accepts the applicable MLS Grid license terms, and MLS Grid publishes an AI Use Addendum covering conversational-AI uses like REBA's.

Brokerage authorization chain

IDX is an exclusive brokerage-level right. An individual agent cannot authorize a feed on his own authority.

- Confirm whether Kenny is the RE/MAX Results broker of record / NorthstarMLS Participant. If someone else holds it, that person signs.
- The signing broker executes the NorthstarMLS Broker Reciprocity data agreement and the MLS Grid license acceptance.
- NorthstarMLS ties data-access paperwork to the display URL - the exact pilot page URL must be declared.
- Verify Kenny's existing Ylopo subscription and hosted IDX agreement before opening a second vendor path. No supported public Ylopo listing-query API has been found; that is an unresolved capability, not proof none exists. A hosted Ylopo IDX right does not transfer to an external REBA service.

Cost & timeline (estimates only)

- Previously quoted figures (roughly $9.95 MLS-billed plus ~$5 pass-through per month) are estimates / current datapoints only. A written current quote for the exact vendor arrangement and conversational-AI use case is required. Do not present historical direct-feed or Trestle pricing as current; NorthstarMLS direct/wholesale fees are not published publicly.
- Planning estimate from no access to live listings: 3-6 weeks. This is an estimate, not a commitment.

REBA uses live per-session listing queries only. Listings are never imported into persistent AI memory and MLS data is never used to train models.

2. REBA on Kenny's current websites

The fastest path to live leads does not wait for the MLS connection. REBA embeds on Kenny's existing websites today as a chat assistant that talks to visitors, qualifies them, and routes them into his CRM.

What it is

The CRM's own website chat widget, branded as REBA - installed with a small embed code (a script paste) on kenny.results.net, brothers.results.net, and jerrylewandowski.results.net. No rebuild. No DNS changes. Nothing moves.

What it does right now

- Greets every visitor and holds a real conversation - buyer vs. seller qualification, motivation, timeline, area.
- Captures name, phone, and email mid-conversation and writes every lead straight into the Re/Max Results CRM subaccount, routed through the 7-stage pipeline (New Lead -> Engaged -> Qualified -> Appointment Booked -> Showing Completed -> Closed Won/Lost).
- Missed-call text-back and AI inbound replies keep working alongside it; nothing sends outbound without consent.

What it needs

- Admin access to the TRIBUS site builder - or an introduction to whoever manages the three sites - so the embed code can be pasted into the page templates. That is the entire technical requirement.
- REBA's knowledge grows through the shared Drive folder: Kenny drops in FAQs, price sheets, neighborhood notes, and team bios; each batch is folded into REBA's training. The folder is already shared with him as an editor.

Branding: the same REBA everywhere

The embedded widget carries the exact REBA identity from the voice demo: the approved avatar, the REBA name, brand colors, and the same greeting style. On the template sites it appears as a chat widget overlay rather than a full page section, but it is unmistakably the same assistant.

What unlocks later

- Live listing search arrives with the MLS Grid approval (Section 1). The pilot page becomes the conversational search experience - 'find me a 4-bed near Bunker Hills under $450K' - and the on-site widget is upgraded to match.
- The voice demo at kenny-remax-voice-demo.vercel.app remains a separate build (voice backend restoration in progress) and is not part of the embed scope.

Positioning rule: the embed is sold as what it is - a chat assistant that qualifies and captures today, with conversational listing search coming. Never promise live MLS search before the data agreement clears.

3. Platform architecture

The pilot runs as a dedicated experience for Kenny; the multi-tenant platform pattern (one codebase, per-agent configuration) is preserved for later scale to additional RE/MAX Results agents. Path-based routing keeps SEO authority consolidated; no per-agent DNS is required.

- Per-agent configuration: name, photo, license number, brokerage identity, office address, phone numbers, territory, and CRM subaccount ID travel with every deployment.
- Minnesota disclosures (license number, brokerage affiliation) are injected into headers, footers, and lead forms automatically; publication is blocked if compliance fields are missing.
- REBA runs one master conversational brain with per-session agent context injection - no separate model per agent, strict session isolation so brand contexts never leak between conversations.

4. CRM & lead isolation

Kenny's pilot uses the dedicated Re/Max Results subaccount. Leads generated on Kenny's properties are visible only there - absolute isolation is the rule as additional agents come on.

- One 7-stage pipeline: New Lead -> Engaged -> Qualified -> Appointment Booked -> Showing Completed -> Closed Won / Closed Lost.
- Custom fields: lead source, qualified date, showing date. Dashboard tracks totals, qualified, appointments, showings, closings, and conversion rates.
- Safety posture: all automations ship in draft (0 live, 0 runs) until explicitly approved. AI outbound calling stays off; review requests stay off until the Google review link is provided.

5. Compliance guardrails

IDX display rules

- Every listing shows the listing firm and agent contact at least as prominently as any lead form or button; brokerage branding stays equal to or more prominent than agent/team branding.
- Listing data stays in the display. Never exported, resold, or used to train models.
- Written broker approval covers the Kenny-branded pilot and REBA use, including the AI/data-use confirmation: live per-session queries only, no training, no persistent memory.

Calling & messaging (TCPA)

- AI voice calls and texts go out only with prior express written consent naming Kenny and RE/MAX Results specifically. Generic 'marketing partners' consent is invalid.
- Every outbound list is scrubbed against the National Do Not Call Registry; consent records kept per lead. Violations run $500-$1,500 each.
- Inbound interactions (a visitor clicking to chat with REBA) carry low regulatory risk; proactive outbound is where the strict rules bite.

6. Commercial model

AI voice and messaging carry usage-based costs (telephony, transcription, model inference, voice synthesis) on top of platform costs. Flat unlimited pricing breaks under heavy use; the sustainable structure is base-plus-metered.

- Base subscription per agent covers platform, CRM routing, listing-data access, and an included bucket

of voice minutes / message segments.

- Usage beyond the bucket bills per minute / per segment, aligning cost with actual use.
- One-time setup fee covers MLS paperwork administration, number provisioning, and configuration QA.

All figures in this section are structural, not quoted prices. Written quotes govern.

7. Phased rollout

Phase 1 - Kenny pilot (now)

- REBA chat embedded on Kenny's three current sites; leads flowing into the CRM pipeline.
- MLS checklist in motion: broker-of-record confirmation, Ylopo verification, pilot URL declaration, MLS Grid onboarding.
- Review engine armed once the Google review link lands; directory profiles claimed and polished.
- Smart pages (valuation, buyer roadmap, book-a-call) catching intent-stage traffic.

Phase 2 - IDX pilot page

- Conversational listing search goes live on the declared pilot URL once the data agreement clears.
- Paid traffic (iceberg creative) drives to the pilot; content engine publishes Andover market briefs built for AI citation.

Phase 3 - Scale pattern

- The per-agent configuration pattern repeats for additional RE/MAX Results agents; lead isolation and compliance templates carry over unchanged.