

Real Estate Agent Partner Playbook

Welcome to ReadinessIQ. This playbook shows you how to onboard, use your agent portal, and use RED — your AI teammate — to show houses to verified buyers only and win listings with the Verified Readiness Passport.

1. Create your account

1. Go to readinessiq.ai/auth and select Sign up as an Agent.
2. Verify your email and enter your real estate license number and issuing state. We validate it against the state licensing database.
3. Complete your profile: headshot, brokerage, service area, direct dial, and booking link.
4. Connect with your preferred loan officer partner — enter their name or invite them if they're not on the platform. You'll appear on their partner roster and share co-branded passports.
5. Enable SMS notifications so every buyer scan and status change hits your phone instantly.

2. Your agent portal at a glance

- Verified buyer list — every buyer you've been introduced to, with live passport status, buying power, and program eligibility.
- Scan analytics — who scanned which passport, where, and when. Track open-house conversion by verified buyer traffic.
- Co-branded verify pages — every passport carries your headshot and brand next to your LO partner's.
- Instant scenario check — buyer wants to stretch to a higher price? Tap Re-qualify; RED runs it and messages your LO in one step.
- Offer packet builder — assemble passport + guarantee seal + cover letter into a listing-agent-ready packet in 30 seconds.
- Guarantee visibility — see which buyers carry the \$2,500 ReadinessIQ Guarantee — a decisive edge on multiple-offer listings.

3. Communication & sharing tools

- Passport QR code — print it, drop it in a showing folder, text it; one scan gives the listing agent verified proof of funds.
- One-tap listing-agent share — sends the /verify URL, guarantee seal, and your intro in a single SMS or email.
- Buyer chat — text your buyer through the portal; RED answers common questions when you're at a showing.
- LO handoff — one button pushes any question to your loan officer partner, with the passport context attached.
- Weekly market updates — RED drafts a personalized market-and-rate note for each active buyer; you approve, it sends.

4. What RED accomplishes for your business

- You only show houses to buyers who are already verified — no more wasted Saturdays.
- Your offers get accepted more often. A Verified Readiness Passport plus guarantee beats a plain pre-approval letter every time.
- Listing agents remember you as the agent whose buyers actually close.
- RED answers buyer questions 24/7 — price, program, closing costs, timeline — so you focus on the ones ready to write.
- Every scan of a passport you share is a trust signal traveling on your brand.
- Post-close retention runs automatically — anniversary notes, refi pings, past-client market updates — turning closings into referrals.

5. How the system works — the 30-second summary

1. Your LO partner (or you) invites the buyer. RED verifies income, employment, credit consent, and program fit.
2. A Verified Readiness Passport is issued — signed PDF, public /verify URL, QR code, and (when activated) a \$2,500 ReadinessIQ Guarantee seal.
3. You share the passport with listing agents at showings, in offer packets, or on your website.
4. Listing agents scan and see verified name, verified buying power, program, expiration, guarantee status, and the issuing LO's NMLS.
5. Your offer moves to the top of the pile. RED tracks every milestone from acceptance through close.

6. Best practices from top-producing agents

- Ask for a passport before the first showing. If a buyer won't verify, they aren't ready — protect your calendar.
- Print the QR code and drop it in every offer packet. Listing agents love a 3-second check.
- Push for guarantee activation on competitive offers. The \$2,500 backing is the tiebreaker.
- Pair with one primary LO on the platform. Co-branding compounds — buyers see you two as a team.
- Share your buyer's /verify link on Zillow / Realtor.com contact replies — instant credibility with the listing side.
- Let RED handle after-hours buyer questions. You wake up to only the ones that actually need you.

7. Getting help

Partner support: partners@readinessiq.ai · Compliance: compliance@readinessiq.ai · Security: security@readinessiq.ai. Live playbook: readinessiq.ai/partners/agent-guide.

Disclaimer

This playbook reflects portal capabilities in effect as of the generation date shown in the header. A Verified Readiness Passport is buyer-readiness verification only and is not a loan approval, commitment, or offer of credit. Guarantee terms are governed by the ReadinessIQ Guarantee program agreement.