

The future of real estate isn't more leads. It's better prepared buyers.

An invitation to help shape a new kind of platform — built for the Realtors who believe relationships matter more than transactions.



Realtors should spend more time with people.

Today's Realtors spend too much time chasing documents, following up, waiting on loan updates, writing repetitive emails, coordinating transactions, and remembering who needs what.

Technology added software. It didn't remove work. ReadinessIQ was built to change that — so the hours Realtors spend at a keyboard return to the people they built this business to serve.

Your AI business operating partner.

RED helps you prepare buyers, coordinate transactions, and grow your business.

RED doesn't replace Realtors. RED removes the administrative work so Realtors can focus on the relationships that made them Realtors in the first place.

TUE · MAR 14

Good morning, Sarah.

R

PREPARE

2 buyers ready

Jordan & Alex
M. Nguyen

COORDINATE

3 items today

Rivera reply
Chen disclosures
Appraisal · Oak

GROW

1 nurture window

Past client anniv.

One AI. Every stage of your business.

PREPARE

Buyer readiness
Readiness Passport
Buyer education
Qualification
Content Studio

COORDINATE

Mailbox
Tasks
Transaction status
Daily briefing
End-of-day briefing

GROW

Marketing
Brand kit
Reverse referrals
Retention
Weekly review

• RED · CONNECTS ALL THREE

- START EVERY MORNING PREPARED

Instead of wondering where to begin, RED already knows.

A single briefing every morning. Priorities across prepare, coordinate, and grow — with the one thing RED thinks you should do first. An end-of-day recap. A weekly review that helps you see the whole business, not just the next transaction.

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TODAY

4 items · 2 need approval

- ☐ **Send Rivera inspection response**
Today · 4:00 pm

VIA RED



- ☐ **Follow up with Jordan on 2nd showing**
Tomorrow

VIA RED



- ☐ **Draft market update — Camelback**
Fri

VIA RED



- ☐ **Return call: L. Chen**
Today



RED doesn't just answer questions. RED helps move work forward.

Tasks appear the moment RED sees them coming — inspection responses, follow-ups, disclosures, past-client check-ins. Every task carries its own due date, the context you need, and a quiet 'via RED' tag so you always know where it came from.

- NEVER WONDER WHAT TO SAY

RED prepares. You approve.

Emails, market updates, listing flyers, and social posts drafted in your voice and your brand. Nothing sends without your approval. Content Studio gives you back the hours you used to spend staring at a blank page — without ever giving up the words that make you sound like you.

CONTENT STUDIO

Ready for your review

EMAIL

**Weekly market —
Arcadia**

Rates settled this week
and inventory grew for
the third week...

ApproveEdit

FLYER

**421 Oak — open
house**

A quiet street, a warm
kitchen, and a garden
that grows tomatoes.

ApproveEdit

TEXT

**Check-in —
Jordan & Alex**

Saw a listing on
Camelback that
matches your list.
Saturday?

ApproveEdit

- Drafted by RED — nothing sends without you.

Technology should strengthen relationships — not replace them.

Education before sales.

Trust before transactions.

Consumers stay in control.

Professionals earn introductions.

Technology serves the relationship.

Five apps became one. One workflow. One partner.

TRADITIONAL TECHNOLOGY

- CRM
- Marketing software
- Email platform
- Transaction software
- Task list

Five logins. Five bills. Nothing talks to anything else.

READINESSIQ

- **Prepare**
- **Coordinate**
- **Grow**

One workflow. RED connects everything.

We're not looking for hundreds of Realtors.

We're building a carefully selected network of professionals whose values align with ours.
This isn't about production numbers. It's about character.

We're looking for Realtors who believe:

Relationships matter more than transactions.

Communication builds trust.

Education comes before sales.

Great client experiences create long-term success.

Not a beta program. A partnership.



Early access

First to use everything we build — before anyone else sees it.



Product influence

Your feedback shapes the roadmap from the ground up.



Direct line to Brian

You'll know the founder personally, not through a support queue.



Exclusive network

A quiet room of high-integrity Realtors and loan officers.



Priority visibility

First in line for co-branded pages, city partnerships, and press.



Shape the future

Of what buyer readiness looks like in the next decade of real estate.



- WE'D LOVE TO MEET YOU

A conversation, not a pitch.

Brian isn't looking to give a sales presentation. He's looking for honest feedback from experienced Realtors who believe there's a better way to serve clients.

If our vision resonates with you, we'd love to schedule a private demonstration and hear your thoughts.

[Write to Brian >](#)

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