

Real Estate Marketplace MVP

Comparable to: Zillow / Redfin

A lean property-search marketplace inspired by Zillow and Redfin. Buyers browse homes, inspect listings, save favorites, and submit inquiries.

Estimated MVP cost

\$14,600

Estimated effort

258 hours

Key Features

- Import and display US property listings from a licensed MLS or IDX feed.
- Property search, filters, browse results, and interactive map view.
- Listing detail pages with property information and media.
- Buyer accounts, saved favorite listings, and inquiry lead capture.
- Email delivery of each inquiry to the relevant listing agent or seller.

Out of Scope for This MVP

- US market, licensed listing-data access, and applicable IDX or MLS display requirements.
- Privacy-compliant data handling, including in-app account deletion.
- Free MVP with no payments or monetization at launch.
- Platform administrators oversee the marketplace and listing-feed operations.
- Lead delivery uses the listing contact provided by the licensed feed where available.

Full Cost Breakdown

Item	Hours	Cost
The system shall ingest and synchronize US property listings from one licensed MLS or IDX feed.	23	\$1,270
The system shall display available property listings in English through a responsive web interface.	5	\$280
The system shall allow visitors to search and filter listings by available feed attributes, including location, price, and property characteristics.	9	\$500
The system shall display listing search results on an interactive map with corresponding property locations.	9	\$500
The system shall provide a listing details view containing permitted property information, images, and other available media.	7	\$390
The system shall allow visitors to register, onboard, authenticate, and manage a standard home-buyer account.	10	\$550
The system shall allow authenticated home buyers to save and remove favorite listings associated with their account.	7	\$390
The system shall allow authenticated home buyers to submit inquiries about individual listings.	7	\$390
The system shall email each submitted inquiry to the relevant listing agent or seiler contact when an email address is provided by the feed.	9	\$500

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The system shall allow authenticated home buyers to delete their account and remove or anonymize associated personal information as required.	10	\$550
The system shall provide platform administrators with basic tools to monitor listing-feed operations and marketplace processes.	15	\$830
Planning	28	\$1,540
Project Management	22	\$1,210
Testing	14	\$770
DevOps	11	\$610
Design & Frontend Build	34	\$1,870
AI Tokens	0	\$370
Security	14	\$770
Risk (10% Contingency)	24	\$1,320
Total	258	\$14,600

Estimate Assumptions

- Estimates cover base development only and exclude NFR overhead, project management, design discovery, legal review, and third-party fees.
- One MLS or IDX provider exposes documented APIs or feeds with stable credentials, permitted fields, media, and listing-contact data.
- Feed synchronization runs through scheduled backend jobs or Edge Functions with provider-compatible rate limits.
- Search uses normalized PostgreSQL listing fields; advanced full-text search, ranking, and analytics are excluded.
- Account deletion follows an agreed retention and anonymization policy before implementation.
- Administrator access uses the platform administrator role defined in the approved technical specification.

Risks That Could Change This

- MLS or IDX provider restrictions, undocumented behavior, rate limits, or approval delays may increase feed integration effort.
- Listing schemas, media permissions, attribution rules, and contact availability may vary by provider.
- Map and email provider quotas, delivery failures, or configuration requirements may affect implementation and testing.
- Privacy and retention obligations may require additional deletion, audit, consent, or compliance workflows.
- Large listing volumes or demanding search latency targets may require indexing, caching, or architectural changes.

User Stories

US-1 - Visitor

As a visitor, I want to browse available US property listings so that I can discover homes that may meet my needs.

US-2 - Visitor

As a visitor, I want to search and filter property listings so that I can narrow results to relevant homes.

US-3 - Visitor

As a visitor, I want to view property search results on an interactive map so that I can understand where homes are located.

US-4 - Visitor

As a visitor, I want to view a property listing's details and media so that I can evaluate whether the home interests me.

US-5 - Visitor

As a visitor, I want to create an account so that I can save properties and submit inquiries.

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US-6 - Logged In Home Buyer

As a logged-in home buyer, I want to save and remove favorite listings so that I can return to properties I am considering.

US-7 - Logged In Home Buyer

As a logged-in home buyer, I want to submit an inquiry about a listing so that I can request more information from the relevant contact.

US-8 - Listing Agent or Seller

As a listing agent or seller, I want to receive buyer inquiries for my listings so that I can follow up with interested prospects.

US-9 - Logged In Home Buyer

As a logged-in home buyer, I want to delete my account so that I can remove my personal information from the marketplace.

US-10 - Platform Administrator

As a platform administrator, I want to oversee listing-feed operations so that property data remains available and marketplace processes can be monitored.

Requirements

FR-1 - Listing Feed Integration

The system shall ingest and synchronize US property listings from one licensed MLS or IDX feed.

FR-2 - Listing Discovery

The system shall display available property listings in English through a responsive web interface.

FR-3 - Search and Filtering

The system shall allow visitors to search and filter listings by available feed attributes, including location, price, and property characteristics.

FR-4 - Map Search

The system shall display listing search results on an interactive map with corresponding property locations.

FR-5 - Listing Details

The system shall provide a listing details view containing permitted property information, images, and other available media.

FR-6 - Account Management

The system shall allow visitors to register, onboard, authenticate, and manage a standard home-buyer account.

FR-7 - Favorites

The system shall allow authenticated home buyers to save and remove favorite listings associated with their account.

FR-8 - Buyer Inquiries

The system shall allow authenticated home buyers to submit inquiries about individual listings.

FR-9 - Inquiry Delivery

The system shall email each submitted inquiry to the relevant listing agent or seller contact when an email address is provided by the feed.

FR-10 - Privacy and Account Deletion

The system shall allow authenticated home buyers to delete their account and remove or anonymize associated personal information as required.

FR-11 - Administration

The system shall provide platform administrators with basic tools to monitor listing-feed operations and marketplace processes.

NFR-1 - Performance

The system shall target API response times below 200 milliseconds for normal requests, excluding external provider latency.

NFR-2 - Responsive Web

The system shall provide a usable responsive experience across supported desktop, tablet, and mobile web browsers.

NFR-3 - Scalability

The system shall use a managed database architecture capable of scaling listing, account, favorite, and inquiry workloads.

NFR-4 - Security and Access Control

The system shall protect authentication data, personal information, inquiry data, and administrative functions using appropriate access controls and secure transport.

NFR-5 - Privacy and Data Governance

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The system shall support applicable privacy obligations for account data, inquiries, deletion requests, and licensed listing content.

NFR-6 - Reliability and Data Integrity

The system shall preserve listing synchronization integrity and prevent duplicate or lost inquiry submissions during normal operation.

NFR-7 - Observability

The system shall provide application performance and operational monitoring for critical user journeys and integrations.

NFR-8 - Usability and Accessibility

The system shall provide clear, consistent, English-only user flows for listing discovery, account management, favorites, inquiries, and deletion.

Requirements Assumptions

- The MVP is a responsive web application; native iOS and Android applications are out of scope.
- One licensed MLS or IDX feed is used initially, with no additional listing-data integrations unless separately approved.
- The feed supplies the listing fields, media, contact details, permissions, and attribution required for the MVP.
- Map functionality uses one third-party provider with basic markers, search-result synchronization, and standard quotas.
- Inquiry delivery uses one transactional email provider; SMS, chat, CRM, and automated lead nurturing are out of scope.
- Authentication uses standard email-based registration and login; social login and multi-factor authentication are not included unless approved.
- There is no listing submission, editing, paid promotion, payment, subscription, or monetization workflow in the MVP.
- The administrator experience is limited to feed status, synchronization monitoring, error review, and basic marketplace oversight.
- English is the only supported language for UI, system messages, onboarding, and inquiry flows.
- Supabase managed database and Firebase Performance Monitoring are acceptable baseline technology choices.
- Detailed service-level objectives, traffic volumes, retention rules, accessibility target, and supported browsers will be confirmed during solution design.

Technical Specification

TS-1 - Frontend Web and Admin UI

Build the responsive visitor, buyer, and administrator interfaces as a Next.js, React, and TypeScript web application using Tailwind CSS and shadcn/ui.

TS-2 - Authentication

Use Supabase Auth with email-based registration, login, session management, password recovery, and JWT-based authentication.

TS-3 - Authorization and RBAC

Implement server-enforced role-based access control for visitors, authenticated home buyers, listing contacts, and platform administrators.

TS-4 - Backend and API

Implement backend business logic through REST APIs and optional Supabase Edge Functions for feed synchronization, inquiry processing, account deletion, and administrative operations.

TS-5 - Data Storage

Use a Supabase-managed PostgreSQL database for normalized listings, feed synchronization state, user profiles, favorites, inquiries, delivery status, and audit information.

TS-6 - Listing Feed Integration

Create a scheduled and retryable integration with one licensed MLS or IDX feed to ingest, normalize, update, deactivate, and reconcile US property listings and permitted media.

TS-7 - Search and Map Experience

Provide listing search, feed-attribute filtering, property detail views, and synchronized interactive map results using a single third-party map provider.

TS-8 - Inquiry and Email Delivery

Process authenticated buyer inquiries through the backend and deliver them to the listing contact using a transactional email provider such as SendGrid.

TS-9 - Administration

Provide a protected Next.js administrator interface for feed health, synchronization status, errors, inquiry delivery review, and basic marketplace oversight.

TS-10 - Hosting and Environments

Host the web application and administrator interface on Vercel, use Supabase for managed backend services, and maintain separate development, staging, and production environments.

TS-11 - CI/CD and Testing

Use GitHub Actions for version control checks, automated builds, database migration validation, and deployment pipelines, with unit, integration, and end-to-end testing.

TS-12 - Security and Compliance

Enforce TLS 1.2 or higher, secure JWT validation, least-privilege access, encrypted secrets, protected personal data, input validation, and privacy-aware account deletion.

TS-13 - Observability and Logging

Implement structured application and integration logs, error tracking, feed synchronization metrics, inquiry delivery monitoring, and performance monitoring using Firebase Performance Monitoring as the baseline.

Technical Assumptions

- The MVP is a responsive web application built with Next.js, React, TypeScript, Tailwind CSS, and shadcn/ui; Flutter mobile applications are out of scope.
- Supabase provides managed PostgreSQL, authentication, and optional Edge Functions; the baseline authentication model is email and password with JWT sessions.
- Vercel hosts web and administrator applications, while GitHub Actions provides CI/CD automation.
- Separate development, staging, and production environments are maintained with isolated credentials, databases, and deployment configuration.
- One licensed MLS or IDX provider supplies listing fields, media, contact details, permissions, attribution, and synchronization access required for the MVP.
- One transactional email provider, assumed to be SendGrid, is used for inquiry delivery; SMS, chat, CRM, and automated lead nurturing are out of scope.
- One third-party map provider supports markers, basic geocoding, result synchronization, attribution, and standard usage quotas.
- The MVP supports English-only public, account, inquiry, administration, and system flows.
- No listing submission, editing, paid promotion, payment, subscription, or monetization workflow is included.
- Data residency, traffic volumes, service-level objectives, retention periods, accessibility conformance, and supported browser versions will be confirmed during solution design.
- Firebase Performance Monitoring is the baseline performance-monitoring choice; additional logging and error-monitoring services may be selected during implementation.
- Native mobile technology choices, in-app purchases, external payments, push notifications, analytics, and AI services from the reference stack are not required by the approved MVP scope.