

Dec 8, 2025

LP website start updates

Invited **Brian Hanson** **Dayna Gottberg**

Attachments 📎 LP website start updates

Meeting records 📄 Transcript

Summary

Brian Hanson and Dayna Gottberg agreed to host HomePros on the LandPros AWS accounts and aim for a Friday launch, with Brian Hanson using placeholders for MLS integration; Dayna Gottberg will initiate communication with MLS and share a HomePros review list. LandPros development updates discussed include significant ACE and WordPress modernization, prioritizing high-priority ACE features like the countdown clock and public screens, and addressing an inactive auctions bug and a faulty Windows server RAM stick. Dayna Gottberg raised concerns about the IT support structure, suggesting a local contractor for physical IT work with Brian Hanson providing technical oversight, while also confirming LandPros SEO will be a year-long endeavor focused on content and website theme updates.

Details

Notes Length: Standard

- **HomePros Development and MLS Integration** Brian Hanson is working on the HomePros website development, planning to use placeholders for the MLS (Multiple Listing Service) integration, as that process might take up to two weeks ([00:00:00](#)). Dayna Gottberg agreed with this approach, noting that MLS is an add-on feature that typically requires a fee and a key ([00:01:32](#)). They suggested Dayna Gottberg set up a call with MLS to handle the communication, which Brian Hanson agreed to ([00:02:28](#)).

- **HomePros Launch Timeline and Review** Brian Hanson is aiming for a Friday launch for HomePros, with all changes finalized by Thursday for review ([00:03:23](#)). Dayna Gottberg suggested scheduling a launch meeting on Friday to review the current status and get final approval from all interested parties ([00:04:07](#)). Brian Hanson confirmed the Friday meeting will be a launch meeting for a collective final blessing and agreement to launch ([00:05:08](#)).
- **HomePros Hosting Decision** The original plan was to move HomePros hosting to DreamHost and email to Gmail ([00:05:57](#)). However, after discussion, Brian Hanson and Dayna Gottberg agreed to host HomePros on the LandPros AWS accounts, primarily because HomePros is owned by LandPros, and having both sites on the same host simplifies billing and facilitates easier integration of future features like auctions ([00:07:04](#)) ([00:09:19](#)). Brian Hanson also noted that this decision provides an opportunity to begin the autoscaling setup process ([00:11:21](#)).
- **HomePros Review and Next Steps** Dayna Gottberg mentioned they would send a one-page bulleted list of tweaks to the original HomePros review, combining thoughts from Anna, Davey, and Sunny ([00:02:28](#)). Brian Hanson will complete the site work by the end of Tuesday, and they will hold a 15-minute check-in on Wednesday at 10:30 a.m. to decide whether to invite the rest of the group to the Friday meeting ([00:29:46](#)). The Friday meeting is intended to be a review for launch, with the decision to launch HomePros likely planned for the following week on LandPros AWS.
- **LandPros ACE and WordPress Updates** Brian Hanson confirmed they have updates to demonstrate for LandPros, including significant updates to ACE (Laravel 8 to a modern version) and WordPress-related components for security and modernization ([00:17:20](#)) ([00:47:18](#)). They also cleaned up JavaScript packages using Vites and decoupled communication between LandPros and ACE using APIs ([00:18:19](#)).
- **Prioritizing LandPros Development** Dayna Gottberg suggested holding off on any LandPros ACE demonstration this week to prioritize HomePros, rescheduling the LandPros review for the following week ([00:21:07](#)). Brian Hanson pushed to at least get the public screens and auctioneer screens finished and show them off on Friday, which Dayna Gottberg accepted, noting that these are high-priority items.

- LandPros ACE Feature Updates** Dayna Gottberg outlined high-priority ACE items including the countdown clock, ability to change formats, public and auctioneer screens, sealed bid features to allow for "pending approval" status, and the ability to disable notifications during auction pauses ([00:19:09](#)) ([00:22:01](#)). Brian Hanson confirmed that addressing 80% of these tasks by Friday would show good progress ([00:21:07](#)). Additionally, Dayna Gottberg mentioned updating permissions for leads and reports ([00:22:57](#)).
- Inactive Auctions Bug** Brian Hanson identified a bug where inactive auctions appear on the calendar feed. Dayna Gottberg confirmed the auction 2864 was inactive due to a canceled contract ([00:26:44](#)). Dayna Gottberg created a task on the LandPros Trello board to resolve this issue ([00:28:55](#)).
- Windows Server RAM Issue** Brian Hanson noted an alert detected by Lion's monitoring indicating that one of the two sticks of server RAM in the Albert Lee office is reaching its maximum acceptable error correction threshold, suggesting the RAM is likely broken ([00:32:04](#)). The server is still working and should continue to work on one stick of RAM if the faulty one is removed ([00:34:07](#)) ([00:44:25](#)). Brian Hanson recommended addressing this issue within a month ([00:45:23](#)).
- IT Support Structure and Delegation** Dayna Gottberg expressed concern over the IT support structure, noting that Adam Maloney, who manages switches and performs maintenance checks, has become hands-off regarding office IT support and monitoring for the Windows server, an area that was mostly delegated to Brian Hanson ([00:35:11](#)) ([00:41:11](#)). Brian Hanson agreed that some in-house physical IT work is better suited for a local contractor with a lower rate than their own, proposing they could provide the technical oversight while a local person handles the manual labor, such as removing the broken RAM stick ([00:36:06](#)) ([00:43:24](#)).
- LandPros Website Theme Updates** Dayna Gottberg confirmed that the SEO work for the LandPros website will be a year-long endeavor rather than a one-time task, focusing on audits and content creation ([00:48:17](#)). For the immediate theme update, the priority is to make the header all black and update the map search to resemble Highpointlandcompany.com ([00:50:57](#)). The map should be transparent green across all states, becoming a brighter green upon mouse-over, regardless of listing presence in those states ([00:54:58](#)). The plan to incorporate elements of a previously-rejected theme is paused, potentially to be revisited in January ([00:54:10](#)).

- **Development Capacity and Focus** Brian Hanson confirmed they have about five hours for HomePros-related work and about 15 hours for LandPros-related work this week ([00:13:29](#)). Dayna Gottberg acknowledged the high workload and constraint, focusing on setting clear direction and priorities for the HomePros launch and LandPros updates ([00:46:21](#)).
- **Content Publication and AI Limitations** Dayna Gottberg noted that publishing content requires working with media outlets and simply regurgitating AI-generated content will not get crawled and rewarded the same way. Brian Hanson agreed, emphasizing that content needs to have "a little bit of soul to it" which AI cannot provide ([00:56:49](#)).
- **December Workload and Timeline** Brian Hanson outlined the realistic timeline for the rest of December, estimating only about two weeks of productive work due to Christmas-related activities. Brian Hanson also mentioned that themselves is managing tasks for Craig's Ascent company, specifically working on a CRM, in addition to the work discussed in the meeting ([00:56:49](#)).
- **Immediate Next Steps and Board Status** Dayna Gottberg agreed to check in on Wednesday and informed Brian Hanson that they could expect an MLS call and the Home Pros checklist items for the website before then. Dayna Gottberg confirmed that the HomePros board, website dev, and ACE 1.5 boards are "current and correct," and Brian Hanson affirmed their understanding of the next steps ([00:56:49](#)).

Suggested next steps

- ☐ Dayna Gottberg will set up a call with MLS to discuss the process and add Brian Hanson to the invite.
- ☐ Dayna Gottberg will send Brian Hanson the summary notes with little tweaks to the original review of Home Pros, which includes the combined thoughts of Anna, Davey, and Sunny.
- ☐ Brian Hanson will set up the Home Pros website on the Lampros AWS account.
- ☐ Dayna Gottberg will create a task in the Lampros Trello board to prevent inactive auctions from showing up on the calendar feed.
- ☐ Brian Hanson will update the Lampros website header to black, make the map look like highpointlandcompany.com, and incorporate a new drone video provided by Dayna Gottberg.

- ☐ Dayna Gottberg will reach out to a contractor for on-call physical office IT support, including looking at the Windows server and removing the broken RAM.
- ☐ Dayna Gottberg will send an MLS call and the Home Pros checklist items for the website to Brian Hanson before Wednesday.

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