

Dec 1, 2025

HP website basic check in

Invited Davy Villarreal Sonny Jensen Brian Hanson Dayna Gottberg Brian Haugen Anna Rahn

Attachments 📎 HP website basic check in

Meeting records 📋 Transcript 🎙️ Recording

Summary

Brian Hanson provided a progress update on the Home Pro site, which is 85% complete, and demonstrated key features, including the property listings page, map view, customizable WordPress elements, and hero sections. Dayna Gottberg, Sonny Jensen, and Brian Haugen provided feedback, emphasizing the critical need for robust MLS integration to populate listings and for the contact form to automatically include non-editable property information, while Dayna Gottberg confirmed she will work with Sonny Jensen, Davey Villarreal, and Anna to gather required legal content for disclosures. Brian Haugen, supported by Sonny Jensen, stressed that the overriding strategic vision is to perfect real estate auctions, which is why the team agreed to focus on Home Pros and Land Pros first, with the more complex auction functionality being integrated as a Phase Two priority, using an IDX feed as the primary source for listings and rescheduling the website review to Monday the 8th.

Details

Notes Length: Standard

- **Home Pro Site Progress and Remaining Tasks** Brian Hanson presented the current state of the Home Pro site, noting it is about 85% complete. They outlined a short list of remaining tasks, including dealing with SEO, reCAPTCHA, contact

form email functionality, mobile optimization, MLS integration, video on listings pages, and ensuring all page elements are customizable in the WordPress admin. Brian Hanson shared the front-page design, detailing the left sidebar and its responsiveness across different views, including mobile ([00:01:06](#)).

- **Property Listing Features and Interactivity** Brian Hanson demonstrated the property listings section, which includes a map view similar to the Robert Half page ([00:02:03](#)). They showed how clicking a dot on the map highlights the corresponding property below, and conversely, hovering over a property listing highlights its location on the map. The feature for selecting a community filters properties and updates the map accordingly, with listings also having a photo gallery with pause/play functionality ([00:02:59](#)).
- **WordPress Customization and Agent Pages** The site structure, including the about page and "meet our team" section, is fully customizable within the WordPress dashboard ([00:03:49](#)). Brian Hanson showed the WordPress backend features for managing properties, agents, and their respective details, confirming agents each have their own customizable page ([00:04:43](#)). Features like a resources page, a mortgage calculator, and a contact page with Google Maps integration were also integrated ([00:05:34](#)).
- **Hero Sections and Required Disclosures** Brian Hanson mentioned that the "hero" areas at the top of each page, such as where it says "get in touch," are customizable with custom backgrounds. They noted that the site includes links for various required disclosures in the footer, such as the privacy policy and fair housing statement, but these pages need the proper content to be filled in ([00:06:21](#)) ([00:22:10](#)).
- **Initial Feedback and MLS Integration Expectations** Dayna Gottberg praised Brian Hanson for meeting expectations on the site's theme and WordPress customization, especially for the hero sections ([00:07:17](#)). Brian Hanson opened the floor for feedback and specifically requested clarification on the expectations for MLS integration ([00:06:21](#)). Sonny Jensen expressed satisfaction with the look of the site but emphasized the critical need for MLS integration to populate listings and avoid a sparse appearance ([00:11:09](#)).
- **Property Upload Feature Discussion** Dayna Gottberg brought up features initially planned for Auction Cast, such as allowing users to upload documents and assets (collateral) for their property listing, complete with a progress bar and back-end approval ([00:07:17](#)). Brian Hanson stated that a simplified, custom

version of this feature could be easily implemented on the Home Pro site, independent of Auction Cast or Land Pros ([00:09:18](#)).

- **MLS Listings Strategy and Buyer's Agent Role** The team agreed that the goal for MLS integration is to dramatically increase the number of available listings, with Home Pros' listings shown prominently ([00:12:01](#)). Dayna Gottberg highlighted that competitors like Robert Half manage to keep visitors on their site and capture leads for properties they do not represent by routing "contact" inquiries directly to their team, positioning them as the buyer's agent ([00:13:05](#)) ([00:14:56](#)). Sonny Jensen confirmed this strategy of becoming the buyer's agent for listings not owned by Home Pros ([00:14:03](#)).
- **Refining the Contact Form Functionality** Sonny Jensen requested that the property information in the "request info" contact form be automatically populated, stationary, and non-editable to prevent confusion if a user modifies the address, ensuring the correct property is identified ([00:15:45](#)) ([00:18:53](#)). Dayna Gottberg clarified that this non-editable information should be attached to the form entry, potentially hidden, while still allowing users to write a personalized message ([00:16:47](#)). Sonny Jensen also requested the inclusion of a link to the MLS listing and the MLS number in the email sent upon form submission ([00:17:46](#)).
- **Integrating IDX Feed and Featured Listings** Brian Haugen confirmed that using an IDX feed is standard practice for pulling MLS data, and that the "region" concept used by Brian Hanson would need to be replaced with a system based on zip codes or other IDX-compatible filters. Brian Haugen specified three spots where company listings must be featured: within the general gallery (company listings first), in a dedicated "featured properties" section, and on a separate "company listings" page ([00:18:53](#)). Brian Haugen also stressed that with the heavy IDX feed, sorting should prioritize active listings, with separate controls for pending or sold properties ([00:21:04](#)).
- **Mandatory Disclosures and Content Curation** Brian Haugen emphasized the necessity of including proper disclosures, such as those related to broker reciprocity, IDX, agency, and fair housing, especially on the contact forms ([00:22:10](#)). Brian Hanson confirmed that the site has editable pages for these disclosures, and the team needs to collect and provide the correct content ([00:23:06](#)). Dayna Gottberg confirmed that she will work with Sonny Jensen, Davey Villarreal, and Anna to curate the necessary legal documentation ([00:22:10](#)).

- Efficiency and Avoiding Dual Entry with MLS** Brian Haugen questioned the need for manual backend entry of property listings if an IDX feed can pull all necessary information from MLS, advocating for using MLS as the single source of truth to avoid double entry ([00:25:46](#)) ([00:27:44](#)). The team discussed that while MLS should cover most fields, manual entry might be needed for specific, non-MLS listings like commercial properties, or to add extra flair or marketing assets not supported by MLS ([00:26:51](#)) ([00:34:42](#)). Brian Hanson agreed to make MLS the primary source but leave options for customization or overriding certain details ([00:27:44](#)) ([00:35:41](#)).
- MLS Access and Website Review Timeline** Brian Hanson stated they need access to MLS to work on the integration, which requires coordination with Dayna Gottberg and other agents. Due to the need to integrate MLS and the additional features discussed, Brian Hanson proposed moving the website review from Friday to the following Monday, the 8th, to achieve a "feature complete" status by then, with a potential launch by the end of that week ([00:39:32](#)) ([00:41:17](#)). Dayna Gottberg confirmed they would reschedule the review to the 8th and arrange a separate meeting this week for Brian Hanson to gain MLS access ([00:41:17](#)).
- Feedback Collection Process** Brian Hanson requested that all feedback, notes, and suggested changes should be consolidated by the team and provided to them by Wednesday or Thursday to be incorporated before the next review ([00:42:44](#)). Dayna Gottberg will initiate a card per person to collect feedback and will circulate a demo link that Brian Hanson will provide ([00:24:49](#)) ([00:43:26](#)). Brian Haugen designated Anna to lead the process of obtaining the necessary MLS permissions and information, serving as the intermediary between Brian Haugen and Dayna Gottberg/Brian Hanson ([00:44:32](#)).
- Strategy for Residential Real Estate Auctions** Brian Haugen introduced the need to consider how to administer residential real estate auctions through Home Pros, suggesting integration with Auction Cast or using Home Pros as a prototype for this functionality ([00:45:59](#)). The team agreed this is a Phase Two priority, with Brian Haugen advising Brian Hanson to include the "conduit" or API integration capabilities for Auction Cast now, so that auction functionality can be added later ([00:48:02](#)). Brian Hanson estimated they could make auction functionality work on the site by February ([00:52:41](#)).
- Impact of Home Pros Work on Other Projects** Brian Hanson confirmed that the extra week requested for Home Pros would not delay the Land Pros work, as they

plan to be hands-off with Home Pros starting next week, pivoting to Land Pros tasks ([00:53:26](#)). The team agreed on the strategy: focus on Home Pros and Land Pros theme updates first, aiming for a January start on Auction Cast, which will hold the more complex individual upload and auction functionality ([00:49:00](#)).

- **Strategic Vision and Auction Focus** Sonny Jensen and Brian Haugen discussed the strategic vision, emphasizing the importance of everybody focusing on the same goal ([00:56:18](#)). Brian Haugen insisted that the core vision revolves around the integration and perfection of auctions for real estate, stating that if they are not sprinting towards being the "best auction house" with efficient technology for land, residential, and commercial properties, they are wasting time ([00:58:15](#)). Brian Haugen stressed that the ultimate goal is to integrate auctions to be number one, not merely to build a standard website for a real estate brokerage, which they could easily outsource ([00:59:07](#)).
- **Implementation of Auctions and Realtor Excitement** Sonny Jensen affirmed that the "auction casting" feature is going to be "really neat" and a valuable tool, noting that realtors they have spoken with are excited about the possibility of doing auctions through their platform. Brian Haugen highlighted that the company can do auctions better than anyone else, which is why external realtors are enthusiastic ([00:56:18](#)) ([00:58:15](#)). A key requirement for efficiency is a one-time load for property listings, and realtors must upload properties themselves according to the rules ([00:57:09](#)).
- **Leadership and Vision Implementation** Brian Haugen defined the top three jobs of a CEO as setting, carrying, and ensuring the realization of the vision, followed by affording the vision and hiring the right people ([01:00:17](#)). Sonny Jensen agreed with this definition, noting that very wealthy business people frequently emphasize having a vision, hiring people smarter than oneself, and not letting other issues interfere ([01:01:19](#)). Brian Haugen tasked Sonny Jensen with helping to carry the vision forward by reminding others about the critical focus on auctions and not allowing individuals to distract them from this goal ([00:59:07](#)) ([01:02:20](#)).
- **Technology Development and Project Timeline** Brian Haugen projected that the HomePro's website could be finished by mid-December, ideally by API-ing the system to something similar to Bid Wrangler for auction functionality. This approach means they will not need to build out the website with extensive tech like they did for Landros, as "Auctioncast" is the core tech they plan to plug into each website, with Landros having served as the guinea pig. Brian Haugen

warned that the commercial sector is already figuring out tech solutions for auctions, so residential and land must stay true to the vision to avoid being surpassed ([01:02:20](#)).

Suggested next steps

- ☐ Brian Hanson will send out a demo link to the website for everyone to review and make notes on by 5 PM after the meeting.
- ☐ Davy Villarreal will send his feedback and notes to Dayna Gottberg by Wednesday or Thursday.
- ☐ Dayna Gottberg will start a card per person to collect all feedback, additions, and changes to the site and share the demo link with the group.
- ☐ Dayna Gottberg will work with Brian Hanson to get him MLS access and support his efforts on the idx integration.
- ☐ Brian Hanson will make the property request form automatically populate with the address or a link to the MLS listing, which must not be editable by the user, and should be sent to an office email, while still allowing a personalized message.

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