

Sep 19, 2025

HomeProz Website MEET

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

Attachments 📎 HomeProz Website MEET

Meeting records 📄 Transcript

Summary

Dayna Gottberg initiated the meeting to introduce Anna Rahn and Davy Villarreal from Home Pros to Brian Hansen, focusing on their website hosting and initial build-out needs. Davy Villarreal and Anna Rahn expressed challenges with their current GoDaddy-hosted website and desired a WordPress site similar to Lampros but without its complexity. Brian Hansen proposed moving Home Pros's email to Gmail and suggested using DreamHost for hosting, while also recommending building the website with WordPress for easy content management and efficient development within 10-15 hours. The main talking points included discussions around website hosting and email solutions, WordPress development for property and agent management, and the potential for future MLS integration and automation.

Details

- **Meeting Introductions and Purpose** Dayna Gottberg opened the meeting, introducing Anna Rahn and Davy Villarreal from Home Pros to Brian Hansen, as they had not previously met. The primary purpose of the meeting was to discuss the Home Pros website hosting and initial build-out ([00:03:55](#)). Davy Villarreal later provided background, explaining that Home Pros initially considered using Lampros.com but ultimately decided against intermingling properties, leading them to create a low-functioning website through GoDaddy for their domain and email addresses ([00:04:46](#)).

- Website Challenges and Desired Capabilities** Davy Villarreal outlined the current challenges with their GoDaddy-hosted website, including constant upcharges and difficulty in getting support for issues. They expressed a desire for a website similar to Lampros, capable of uploading properties and agent profiles from the backend, but without the extreme complexity of Lampros due to their smaller current scale ([00:05:52](#)). Brian Hansen acknowledged these concerns, suggesting a more flexible approach for Home Pros compared to Lampros's heavy-lifting auction needs ([00:06:45](#)).
- Proposed Hosting and Email Solutions** Brian Hansen proposed moving Home Pros's email to Gmail, as Lampros already uses it, which would significantly improve their email experience, and he offered his assistance with the transition. For hosting, he suggested using a lightweight provider like DreamHost, which is affordable and provides necessary functionality without the constant upcharges associated with GoDaddy ([00:07:32](#)). Brian emphasized that he could host for them but preferred helping them set up their own account for portability and control, simplifying future transitions if they chose to work with someone else ([00:08:30](#)).
- WordPress Website Development** Brian Hansen recommended building the Home Pros website using WordPress, explaining that it would allow for easy content management through an admin panel ([00:09:13](#)). He detailed how he could create custom types within WordPress for properties and agents, enabling users to easily add and manage listings and profiles, similar to the functionality he implemented for the Park Dental website ([00:10:08](#)). Brian highlighted that this approach, combined with AI tools, would allow for quick development, estimating the entire build could take only 10 to 15 hours ([00:11:51](#)).
- Client Feedback and Design Philosophy** Davy Villarreal and Anna Rahn both expressed approval for Brian Hansen's proposals, particularly the use of Gmail for email and the WordPress approach, agreeing that the website did not need the complexity of Lampros's auction features ([00:12:42](#)). Brian clarified his role as more of a mechanical engineer than an artistic designer, aiming for a functionally nice, modern, and professional utilitarian look initially, rather than something super flashy ([00:15:09](#)). Davy confirmed that a functional and operational site was their current priority given their small scale, with more advanced design potentially being a future consideration ([00:16:46](#)).
- MLS Integration and Automation** Davy Villarreal inquired about IDX and MLS integration, to which Brian Hansen responded that listing on and pulling

information from MLS onto the website is feasible ([00:16:46](#)). Brian also mentioned the possibility of automating the pushing of content to MLS ([00:17:31](#)). Dayna Gottberg raised questions about regional MLS information and the implications of linking back to MLS from their site, noting concerns about users leaving the Home Pros website ([00:18:21](#)). Brian assured them that such decisions don't need to be made immediately, as the process would involve phases of development and feedback, allowing for these advanced automations to be implemented later ([00:19:09](#)).

- **Project Timeline and Next Steps** Brian Hansen outlined his plan to start with a manual property entry page in WordPress, with MLS integration and automation being subsequent steps ([00:19:50](#)). He emphasized that there are no limits to the automations they could eventually implement, drawing on his extensive experience ([00:20:41](#)). Dayna Gottberg requested Brian to provide a scope document, expecting it within about a week, with the project likely starting in approximately three weeks and taking about two weeks to complete ([00:21:36](#)). Davy Villarreal confirmed their excitement to proceed, with Dayna noting that she had already informed them of the October start timeframe ([00:21:36](#)).

Suggested next steps

- ☐ Brian Hanson will send out a scope for the project within a week.
- ☐ Brian Hanson will create a document with the hosting timeline and the 10-20 hour build estimate, then send it over for sign-off.
- ☐ The group will grab some screenshots of preferred website themes.

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