

9 STEPS

2 AGENT

7 ADMIN

4 TOOLS

6 PAIN POINTS

TRIGGER

Agent signs a contract

Frequency: Variable based on number of appointments

1 AGENT

15 min

Scan contract & upload to Salesforce

Contracts are 40+ pages long
Salesforce

HANDOFF

2 ADMIN

Receive auto-notification from Salesforce

Salesforce

3 ADMIN

REWORK LOOP

Download contract & manually enter data into Salesforce

Time consuming
Gaps/issues require agent correction
Salesforce

4 ADMIN

Days

Contact agent via Front to remedy gaps or issues

Agent response delays (can take days)
Front

5 ADMIN

1-7 days

Schedule photography with outside firm & coordinate with customer

Scheduling tool Email

HANDOFF

6 AGENT

Fill out 9-page MLS form & email to admin team

Front

HANDOFF

7

ADMIN

REWORK LOOP

Manually enter MLS form data into MLS system(s)

- Missing information → email agent again
- Some states require entry into 2 MLS systems

8

ADMIN

Send draft listing to agent & customer for review

Front

9

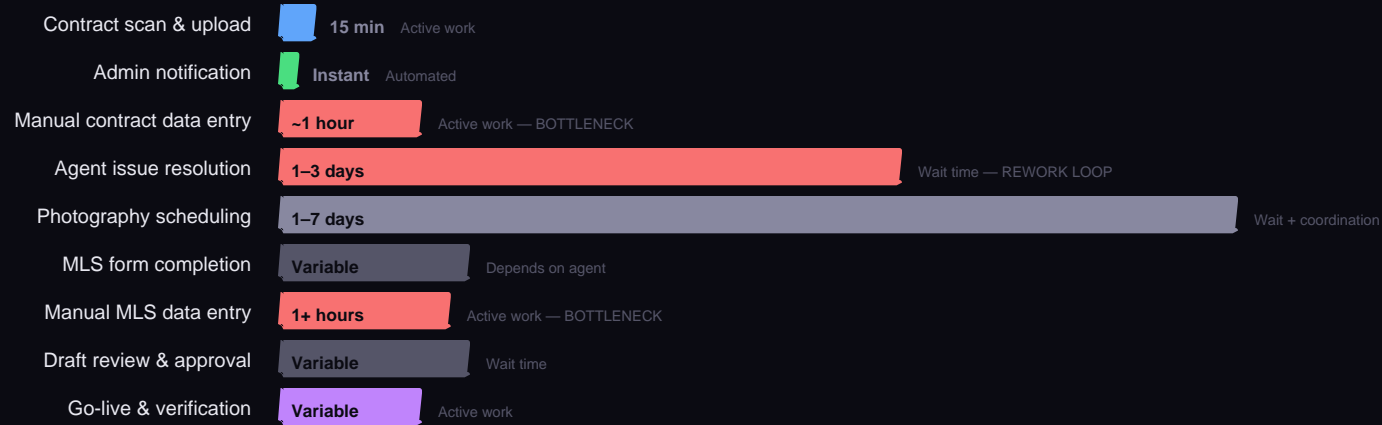
ADMIN

Set listing live & verify data across 4 MLS sites

MLS systems

TIME ANALYSIS

Relative scale — bars represent approximate duration



◆ Estimated ~2-3 hours of active work spread across 3-14+ calendar days due to wait times and rework loops

KEY FINDINGS

■ 2+ hours of manual data entry per listing

Contract data entered into Salesforce (~1 hr) + MLS form entered into MLS (1+ hr). Same underlying data, different systems, all manual.

■ Two rework loops cause multi-day delays

Admin emails agent via Front when contract has gaps (Step 3→4) and when MLS info is missing (Step 7). Agent response can take days each time

■ Dual MLS entry required in some states

Some states require entering the same 9-page form into two separate MLS systems, effectively doubling the manual entry work.

◆ 4-site verification is fully manual

After going live, admin must visually check 4 different MLS sites to confirm data accuracy. No automated validation exists.

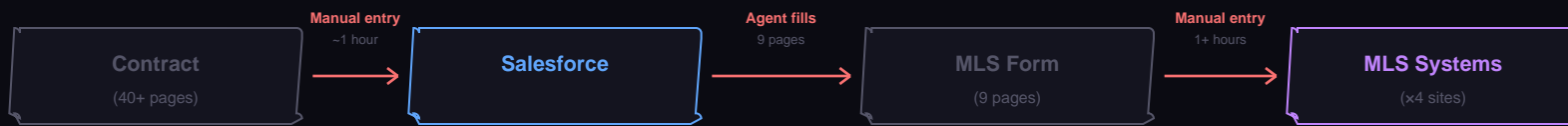
◆ Agent-to-admin handoffs rely entirely on email

Multiple handoff points depend on email responsiveness via Front. No SLA or escalation path for agent delays.

TOOL INVENTORY



DATA FLOW



AUTOMATION OPPORTUNITIES

Ranked by estimated impact

- 1 OCR / AI Contract Extraction**
Auto-extract data from 40+ page contracts instead of manual entry. Could eliminate ~1 hour of admin work per listing.
- 2 Salesforce → MLS Auto-Population**
Push structured data from Salesforce directly into MLS, eliminating the second round of manual entry (1+ hours).
- 3 Validation at Upload**
Catch gaps and missing fields at contract upload time, before admin begins processing. Eliminates the first rework loop.
- 4 Agent Response SLA + Escalation**
Set time-based escalation rules in Front to reduce multi-day agent response delays. Alert manager after 24 hours.

BOTTOM LINE

This workflow has ~2–3 hours of manual data entry per listing that could be largely automated.
The biggest wins: AI contract extraction and Salesforce-to-MLS data push would eliminate the two heaviest manual steps.