**HOLLY LAKE RANCH REAL ESTATE ADVISORY**

**MASTER WEBSITE BUILD SPECIFICATION**

Build a professional, modern, mobile-first website called:

**Holly Lake Ranch Real Estate Advisory**

This website is intended to become a comprehensive online resource for **living, buying, selling and finding services at Holly Lake Ranch, Texas**.

The site should be a **community resource first and a real estate website second**. It should naturally create opportunities for local Realtor® Advisory Members to connect with buyers and sellers without making every page feel like a real estate advertisement.

The overall feeling should be:

**Local. Welcoming. Trustworthy. Informative. Professional. Community-oriented.**

Use attractive East Texas and Holly Lake Ranch-style imagery featuring pine trees, lakes, wildlife, homes, golf, recreation and community lifestyle.

**IMPORTANT ADMINISTRATIVE GOAL**

The website must be designed so a nontechnical administrator can manage normal website operations without coding.

The administrator should be able to manage:

- Properties
- Realtors/Advisory Members
- Business directory entries
- Directory categories
- Applications
- Leads
- Page text
- Photographs
- Videos
- Other routine content

The guiding principle is:

**MANAGE THE WEBSITE — DON’T PROGRAM THE WEBSITE.**

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**1. PRIMARY NAVIGATION**

Create a clean primary navigation:

**HOME | PROPERTIES | HOLLY LAKE RANCH | LIVING HERE | RESOURCE DIRECTORY | ABOUT US | CONTACT**

Also provide a prominent:

**SEARCH PROPERTIES**

button or link.

Include a less prominent:

**MEMBER LOGIN**

for Advisory Members.

On mobile, use a clean hamburger menu while keeping important calls to action easy to access.

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**2. HOME PAGE**

The homepage should immediately communicate the Holly Lake Ranch lifestyle and the site’s local expertise.

**HERO SECTION**

Use a large administrator-changeable Holly Lake Ranch image or short video.

Headline:

**Discover Holly Lake Ranch**

Subheadline:

**Local Knowledge. Local Realtors. A Community We Call Home.**

Primary buttons:

**VIEW PROPERTIES**

**EXPLORE HOLLY LAKE RANCH**

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**FEATURED PROPERTIES**

Automatically display selected, featured or recently added properties from the property database.

Each property card should include:

- Primary photograph
- Price
- Address
- Bedrooms
- Bathrooms
- Square footage
- Property type
- Short description
- View Property button

Do not require the administrator to manually recreate property cards on the homepage.

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**WHY HOLLY LAKE RANCH?**

Create a visually appealing lifestyle section featuring interchangeable photographs or short videos.

Content may include:

- Lakes
- Golf
- Recreation

- Nature
- Wildlife
- Amenities
- Community
- East Texas lifestyle

Include a link to learn more about Holly Lake Ranch.

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**MEET THE ADVISORY**

Automatically display several active Advisory Member Realtors with professional photographs.

Include:

**MEET OUR ADVISORY MEMBERS**

This information should come directly from the Advisory Member database rather than being manually recreated.

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**COMMUNITY RESOURCE DIRECTORY**

Promote the Resource Directory.

Suggested copy:

**Looking for a contractor, restaurant, service provider, local attraction or business? Find resources serving Holly Lake Ranch and the surrounding area.**

Button:

**EXPLORE THE RESOURCE DIRECTORY**

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**SELLER CALL TO ACTION**

Include:

**Thinking About Selling Your Holly Lake Ranch Home?**

Suggested copy:

**Get local insight from Realtors who don't just work in Holly Lake Ranch—they're part of the community.**

Button:

**CONNECT WITH A LOCAL ADVISORY MEMBER**

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**3. PROPERTY DATABASE**

Properties should be maintained as structured database/content records rather than individually created static webpages.

Each property should support fields for:

- Address
- City
- State
- ZIP
- List Price
- MLS Number
- Property Type
- Bedrooms
- Bathrooms
- Square Footage
- Acreage
- Year Built
- Property Description
- Features
- Primary Image
- Photo Gallery
- Video Link or Video
- Virtual Tour Link
- Map/Location
- Listing Status
- Listing Realtor
- Date Added
- Date Updated

Allow additional custom fields to be added later.

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**4. PROPERTY SEARCH AND FILTERING**

Visitors should be able to browse and search properties easily.

Provide filtering by appropriate fields including:

- Price
- Bedrooms
- Bathrooms
- Property Type
- Acreage
- Listing Status

Design the architecture so additional filters can be added later.

Property search must work especially well on smartphones and tablets.

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**5. INDIVIDUAL PROPERTY PAGE**

Every property should receive its own attractive, shareable detail page.

Display prominently:

- Property photo gallery
- Price
- Address
- Bedrooms
- Bathrooms
- Square footage
- Acreage
- Property description
- Features
- Video or virtual tour if available
- Map/location
- Listing Realtor

Use a reusable property template so all listings maintain a professional and consistent appearance.

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**6. REALTOR ASSOCIATION WITH PROPERTY LISTINGS**

Every property must be associated with an Advisory Member Realtor.

When an Advisory Member creates a property listing, automatically associate that property with their member account/profile.

Automatically display on the property page:

- Realtor Headshot
- Realtor Name
- Brokerage/Company
- Phone
- Email

Include a prominent call to action:

**CONTACT [REALTOR NAME] ABOUT THIS PROPERTY**

The inquiry form should automatically know which property and Realtor generated the inquiry.

Do not require the Realtor to repeatedly enter their personal information for every listing.

If the Realtor changes their phone number, photograph, email, brokerage or other profile information, the updated information should automatically appear across all of their property listings.

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**7. ADVISORY MEMBER PROFILE SYSTEM**

Create one central database for Advisory Members.

Each member profile should support:

- Name

- Professional Headshot
- Brokerage/Company
- Phone
- Email
- Short Bio
- Full Bio
- Website — optional
- Professional/License Information — optional
- Active/Inactive Status

This single profile should supply Realtor information everywhere it is needed throughout the website.

Do not create separate duplicate Realtor records for property listings and the About Us page.

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**8. ADVISORY MEMBER LOGIN AND PERMISSIONS**

Approved Advisory Members should receive login credentials.

An approved member should be able to:

- Create their own property listings
- Edit their own listings
- Upload property photographs
- Add or change descriptions
- Add video/virtual tour links
- Update listing information
- Change property status
- Maintain administrator-approved portions of their personal profile

Members must NOT be able to:

- Edit another Realtor’s listings
- Access another Realtor’s private information
- Change general website settings
- Approve directory businesses
- Approve other members
- Access administrator-only functions

The administrator must be able to override property ownership and reassign

listings when necessary.

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**9. ADVISORY MEMBER APPLICATION AND APPROVAL**

Create a membership application/approval workflow.

Use:

**APPLICATION → PENDING → ADMINISTRATOR REVIEW → APPROVED → ACTIVE**

Only approved Advisory Members receive listing privileges.

The administrator should be able to:

- Approve
- Reject
- Activate
- Deactivate
- Suspend
- Reactivate

Do not require deleting historical information simply because a member becomes inactive.

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**10. ABOUT US PAGE**

Create an About Us page explaining the purpose of the Holly Lake Ranch Real Estate Advisory.

Emphasize local knowledge, community involvement and the fact that Advisory Members are local real estate professionals familiar with Holly Lake Ranch.

Create:

**Our Advisory Members**

Automatically display all Active Advisory Members from the central member database.

Each member card should display:

- Photograph
- Name
- Brokerage/Company
- Phone
- Email
- Short Bio

Clicking the member should open their complete profile.

Include:

**VIEW MY LISTINGS**

This should automatically display properties associated with that Realtor.

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**11. HOLLY LAKE RANCH RESOURCE DIRECTORY**

Create a major database-driven:

**Holly Lake Ranch Resource Directory**

This should be designed as a useful long-term community resource for both current and prospective residents.

The administrator must be able to create, edit, rename, reorder and deactivate categories without programming.

Possible categories might include:

- Restaurants
- Shopping
- Local Attractions
- Contractors
- Home Repair
- Lawn & Landscaping
- Plumbing
- Electrical
- HVAC

- Roofing
- Handyman Services
- Cleaning Services
- Medical & Health
- Dental
- Pet Services
- Automotive
- Professional Services
- Recreation
- Churches
- Community Organizations
- Real Estate Related Services
- Other Local Services

These are examples only.

The administrator controls the actual categories.

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**12. DIRECTORY BUSINESS/SERVICE RECORDS**

Each directory listing should support:

- Business Name
- Category
- Brief Description
- Phone Number
- Website URL
- Service Area
- Address — optional
- Logo/Image — optional
- Map Link — optional
- Active/Inactive Status

Phone numbers should be tap-to-call on mobile.

Website links should be clickable.

Visitors should be able to browse all entries or filter/search by category.

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## 13. LOCAL ATTRACTIONS AND AREA DIRECTORY INTEGRATION

The Resource Directory should also support places visitors may want to physically visit, including:

- Restaurants
- Shopping
- Grocery stores
- Medical facilities
- Pharmacies
- Entertainment
- Recreation
- Golf
- Parks
- Area attractions
- Other useful destinations

Where practical, do not require the Holly Lake Ranch Real Estate Advisory to manually maintain extensive information already maintained by the business or mapping provider.

Each destination can include:

- Name
- Category
- Brief description
- Phone
- Website
- Address
- Map/Directions link

Provide an easy:

**GET DIRECTIONS**

or:

**VIEW ON MAP**

function where technically practical.

This may open the destination in Google Maps, Apple Maps or another appropriate

mapping application/service.

If technically appropriate and legally/permitted by the provider, external information may be displayed or embedded while keeping the visitor's website experience convenient.

Do not scrape or copy third-party content in violation of provider terms.

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**14. SUBMIT YOUR BUSINESS**

Place a prominent:

**SUBMIT YOUR BUSINESS**

button on the Resource Directory.

Businesses should be able to request inclusion without being able to publish themselves directly.

Create an intake form requesting:

- Business Name
- Contact Person
- Phone
- Email
- Website
- Business Address — optional
- Requested Category
- Brief Business Description
- Services Offered
- Service Area

Require an answer to:

**How does your business serve Holly Lake Ranch residents?**

Also require confirmation that the company provides services within the Holly Lake Ranch area.

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**15. REQUIRED BUSINESS REFERENCE**

Every directory application must provide a reference.

Required fields:

- Reference Name
- Reference Phone Number
- Relationship to Business

Include confirmation that the reference has given permission to be contacted regarding the business.

A directory application should not be considered complete without this information.

The purpose is to provide the administrator with a reasonable vetting mechanism before recommending or displaying a business to the community.

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**16. DIRECTORY APPROVAL WORKFLOW**

Submitting a business application must NOT automatically publish the business.

Use:

**PENDING → UNDER REVIEW → APPROVED / CHANGES REQUESTED / REJECTED**

Only approved businesses appear publicly.

Administrator should be able to:

- Review
- Approve
- Request Changes
- Reject
- Edit
- Publish
- Unpublish
- Reactivate

- Delete

directory records.

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**17. HOLLY LAKE RANCH INFORMATION**

Create attractive, modular content covering Holly Lake Ranch.

The architecture should support information about:

- Lifestyle
- Lakes
- Golf
- Recreation
- Amenities
- Nature and Wildlife
- Community Information
- Area Attractions
- Shopping
- Restaurants
- Healthcare
- Frequently Asked Questions

These sections should be expandable over time.

Keep the content informative and community-focused rather than making every section a sales pitch.

Where appropriate, link into the Resource Directory rather than duplicating business information.

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**18. LIVING HERE**

Create a lifestyle-oriented:

**Living Here**

section.

This should help prospective residents understand what everyday life at Holly Lake Ranch is like.

Use attractive photography, short videos and easily readable content.

Potential topics include:

- Community lifestyle
- Recreation
- Nature
- Lakes
- Golf
- Clubs and activities
- Nearby shopping
- Dining
- Healthcare
- Area attractions
- Frequently used local services

The administrator should be able to add additional Living Here content over time.

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**19. THINKING ABOUT SELLING?**

Create a significant seller lead-generation pathway.

Headline:

**Thinking About Selling Your Holly Lake Ranch Home?**

Suggested copy:

**Get local insight from Realtors who don’t just work in Holly Lake Ranch—they’re part of the community.**

Button:

**CONNECT WITH A LOCAL ADVISORY MEMBER**

Create a seller inquiry form containing:

- Name
- Phone
- Email
- Property Address
- Approximate Selling Timeline
- Message

Include an option:

**I'd like information about the current value of my home / a market analysis.**

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**20. SELLER LEAD ROUTING**

Do not permanently hard-code all seller leads to one Realtor.

The administrator should control lead assignment.

Design the architecture to potentially support:

- Manual Assignment
- Round-Robin Realtor Rotation
- Property/Area Expertise
- Other Administrator-Defined Assignment

For the initial build, manual administrator assignment is acceptable if automated routing is not supported.

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**21. SELLER CTA THROUGHOUT WEBSITE**

Tastefully include the **Thinking About Selling?** call to action on appropriate pages, particularly:

- Home
- Properties
- Holly Lake Ranch
- About Us

Do not overuse it.

The overall website should remain community-oriented rather than feeling like an aggressive lead-generation website.

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**22. EDITABLE PAGE IMAGES AND VIDEO**

This is an important administrator requirement.

Images should not be permanently embedded in page designs in a way that requires redesigning the page to replace them.

Administrator should be able to select a page image and:

- Replace Image
- Upload New Image
- Select Existing Image
- Save

Where designated, a media panel should support either:

**IMAGE**

or:

**SHORT VIDEO**

The administrator should be able to change between the two.

For example, the homepage hero could initially use a photograph and later be changed to a short Holly Lake Ranch video without rebuilding the page.

Optimize images and videos for fast web/mobile performance.

If video autoplays, use appropriate web practices such as muted playback and avoid unexpected audio.

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**23. CONTACT AND LEAD MANAGEMENT**

Contact forms should identify where the inquiry originated.

Examples:

- General Website Inquiry
- Property Inquiry
- Realtor Inquiry
- Seller Inquiry
- Directory Inquiry

A property inquiry should automatically contain:

- Property
- Listing Realtor

Do not require visitors to reenter information the system already knows.

Appropriate property inquiries should be capable of routing to the associated Realtor while allowing administrator oversight.

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**24. ADMINISTRATOR DASHBOARD**

Provide a simple central management area for:

- Property Listings
- Advisory Members
- Member Applications
- Resource Directory
- Directory Applications
- Directory Categories
- Holly Lake Ranch Content
- Living Here Content
- Page Content
- Images
- Videos
- Leads/Inquiries

The interface should be understandable to a nontechnical administrator.

Again, the goal is:

**MANAGE THE WEBSITE — DON’T PROGRAM THE WEBSITE.**

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**25. PROPERTY PUBLISHING AND MODERATION**

Allow the administrator to control whether Advisory Member property listings:

**PUBLISH IMMEDIATELY**

or:

**REQUIRE ADMINISTRATOR APPROVAL**

This makes it possible to use stricter moderation initially and potentially provide greater publishing freedom to trusted members later.

Maintain timestamps and statuses for important records.

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**26. MOBILE-FIRST DESIGN**

Design the website mobile-first rather than merely shrinking desktop pages.

Important mobile functionality includes:

- Tap-to-call Realtor
- Tap-to-email
- Property search
- Property galleries
- Directory category selection
- Directory search
- Tap-to-call businesses
- Website links
- Map/directions links
- Simple forms
- Large touch targets
- Fast page loading
- Readable text

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**27. DATABASE / CONTENT ARCHITECTURE**

At minimum, create reusable structured content/data types for:

**PROPERTY**

**ADVISORY MEMBER**

**DIRECTORY BUSINESS**

**DIRECTORY CATEGORY**

**MEMBER APPLICATION**

**BUSINESS APPLICATION**

**INQUIRY / LEAD**

Important relationships include:

**ADVISORY MEMBER → PROPERTY**

and:

**DIRECTORY CATEGORY → DIRECTORY BUSINESS**

The same information should be entered once and automatically reused throughout the website.

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**28. SEO AND SOCIAL SHARING**

Use search-engine-friendly:

- Page titles
- Descriptions
- URLs
- Headings
- Image descriptions/alt text

Important property pages, Advisory Member profiles and community information pages should have individual shareable URLs.

Optimize naturally for relevant topics such as:

- Holly Lake Ranch real estate
- Holly Lake Ranch homes for sale
- Holly Lake Ranch Realtors
- Holly Lake Ranch community information
- Living at Holly Lake Ranch
- Holly Lake Ranch local services

Do not keyword-stuff pages.

Property links should display attractively when shared on social media.

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**29. FUTURE-READY CAPABILITIES**

Design the website architecture so additional capabilities can later be added without rebuilding the entire site.

Possible future additions:

- Monthly Real Estate Market Reports
- Holly Lake Ranch Market Statistics
- Community News
- Events Calendar
- Featured Businesses
- Email Newsletter
- Favorite Properties
- Saved Property Searches
- Property Alerts
- Interactive Maps
- Community Videos
- Testimonials
- Advertising/Sponsorship Opportunities

These are future-ready capabilities and do not all need to be implemented during Phase One.

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**30. PHASE ONE PRIORITIES**

The following are core Phase One requirements:

1. Professional public website
2. Mobile-first responsive design
3. Property database
4. Property search/filtering
5. Individual property pages
6. Advisory Member profiles
7. Realtor-to-property association
8. Advisory Member login
9. Realtor listing creation/editing
10. About Us/Advisory Member integration
11. Resource Directory
12. Administrator-controlled directory categories
13. Business submission form
14. Required business reference
15. Business approval workflow
16. Holly Lake Ranch informational content
17. Living Here content
18. Seller lead-generation pathway
19. Contact/lead forms
20. Editable page images/video
21. Administrator management functions

Future-ready features should not delay the Phase One launch.

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**31. CRITICAL FUNCTIONAL REQUIREMENT**

**DO NOT REDUCE THIS PROJECT TO A COLLECTION OF STATIC REAL ESTATE PAGES.**

The goal is a dynamic Holly Lake Ranch:

**COMMUNITY + LIFESTYLE + LOCAL RESOURCE + REAL ESTATE PLATFORM**

The most important dynamic functions are:

- Structured Property Listings
- Advisory Member Accounts
- Realtor-to-Property Relationships
- Realtor Profiles
- Property Search

- Resource Directory
- Dynamic Directory Categories
- Business Applications
- Business Approval
- Member Applications
- Member Approval
- Seller Lead Capture
- Property Lead Capture
- Editable Page Media
- Administrator Controls

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**32. BEFORE BUILDING — VERIFY CAPABILITIES**

Before eliminating, substituting or significantly simplifying a requested feature, determine whether the GoDaddy/Airo environment supports:

1. Multiple Realtor user accounts and permissions
2. Realtor-created property listings
3. Database relationships between Realtors and properties
4. Dynamic property search/filtering
5. Dynamic business directory/categories
6. Public business application forms
7. Administrator business approval workflow
8. Member application and approval
9. Editable images and videos
10. Lead routing/tracking
11. Map/directions integration

If a requested feature cannot be implemented natively:

**DO NOT SILENTLY REPLACE IT WITH A STATIC PAGE.**

Identify the limitation first and recommend the most appropriate compatible implementation.

Preserve the underlying requirement even if implementation must occur in stages.

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**33. OVERALL VISITOR EXPERIENCE**

The website needs to work equally well for visitors who arrive thinking:

**“I’m considering moving to Holly Lake Ranch.”**

**“I want to see homes for sale.”**

**“I’m thinking about selling my home.”**

**“I already live here and need a contractor or service provider.”**

**“Where should we eat or shop?”**

**“What is there to do around Holly Lake Ranch?”**

**“I want to learn about the community.”**

**“I need a local Realtor.”**

Each visitor should quickly find useful information.

The website should naturally introduce visitors to Holly Lake Ranch Real Estate Advisory Members without making the site feel like one large Realtor advertisement.

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**34. BRAND POSITIONING**

The finished website should become a resource people have a reason to return to even when they are **not currently buying or selling real estate**.

The Resource Directory, local attractions, community information and Living Here sections should create ongoing usefulness.

When a resident eventually needs to sell—or when a visitor decides to purchase—the Holly Lake Ranch Real Estate Advisory and its local Realtors should already be familiar to them.

The site should establish the Advisory as a helpful community resource rather than simply another real estate brokerage-style website.

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**FINAL OBJECTIVE**

Create a website that can credibly become:

**HOLLY LAKE RANCH REAL ESTATE ADVISORY**

**The Online Resource for Living, Buying and Selling at Holly Lake Ranch.**

The site should combine:

**COMMUNITY INFORMATION**

**LOCAL RESOURCES**

**HOLLY LAKE RANCH LIFESTYLE**

**PROPERTY SEARCH**

**LOCAL REALTOR EXPERTISE**

into one cohesive, professional platform.