

REAL ESTATE AGENCY · JANUARY 2026

An AI-Ready Website for a Real Estate Agency, *now a product.*

A custom website for a real estate agency, with a chatbot over its listings, a simple editor and a mortgage calculator, later turned into a white-label product other agencies can launch.

THE SITUATION

The agency needed more than a brochure site: listings they could update themselves, and a way for visitors to get answers and a financing estimate without waiting for an agent.

It also needed to stay cheap to run: no database to administer, nothing to patch on the public pages.

CLIENT

Real estate agency

STACK

Astro

Markdown content

LLM chatbot

Chart.js

Cal.com

WHAT WE DID

01 Hybrid rendering

Public pages are static; only the chatbot API and the editor run on the server.

04 An editor for the agency

A password-protected editor, so the team updates listings without a developer.

02 Listings as files

Properties live in Markdown files, versioned in git. No database to run or back up.

05 A mortgage calculator

Runs in the browser with charts, so visitors see what a property means for them.

03 A chatbot over the listings

Visitors ask about properties in plain language and get answers from the agency's own data.

06 From project to product

The same codebase became a white-label solution with booking built in, live for other agencies.

THE RESULT

- A site the agency updates itself, with no database to look after.
- Visitors get answers and a financing picture on the page, at any hour.
- One client project became a repeatable product for other agencies.
- The lesson: scope and price custom work for its value up front.

Read the build story

jalcocert.github.io/JAlcocerT/cus-tom-re-rag

From project to product

jalcocert.github.io/JAlcocerT/white-label-real-estate-solution

See the product

realestate.jalcocertech.com

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