

05 · REAL ESTATE AGENTS

A property is not only what you sell

A short introduction to the Design Algorithm ecosystem for agents: how understanding a project turns into added value for your client.

Clients rarely ask about square metres. They ask what can be done here, how much it will cost and how long it will take. Deals either accelerate or stall on those questions.

Design Algorithm describes the path from the idea to turnkey delivery. The Academy explains that path, consultations address a specific situation, and Moro Design can take the project on.

For an agent the ecosystem works in two directions at once: your own competence, and a partner you can offer to your client.

PERSONAL BRAND · PROFESSIONAL · METHOD · TECHNOLOGY · ART

Five directions of a single system: a professional path, design practice, the method, digital tools and art.

A map of possibilities

01

Understand the method

The logic that turns a project into a managed process instead of a series of improvisations.

03

Request a consultation

A professional review of a specific question: project, budget, documentation, works in progress.

05

Discover Moro Design

The Italian studio that carries a project from concept to turnkey delivery.

07

Read the FAQ

Answers about programmes, formats, how the work is organised and how the ecosystem works.

02

Take a course

Online, at your own pace. In person in Moscow, with project reviews and direct contact with the teacher.

04

Use the calculator

A first indicative idea of the cost of renovating an apartment. It is not a final quotation.

06

Open Moro Design App

An online configurator: style, area and level of finish — and a first idea of the project.

08

Book a micro-consultation

Thirty minutes online to look at your situation and understand which path suits you.

Understand → Guide → Collaborate → Offer more value

01 Understand

See what the project, the budget, the timing and the quality of works are actually made of.

02 Guide

Answer your client precisely: what can realistically be done with the property, and in what order.

03 Collaborate

Have a professional partner to whom a client with a project can be referred.

04 Offer more value

Sell not square metres, but a clear perspective of what the property can become.

Entry points into the ecosystem

Start with whatever strengthens your conversation at the very next viewing.

The links on this page are active.

Design Algorithm Academy	Programmes, formats of study and the Academy licence	designalgorithm.ru/en
Real estate agents	The section built around your situation	designalgorithm.ru/en/realtor
Online course	Online course: immediate access, your own pace	designalgorithm.ru/en/realtorcourseon
In-person course · Moscow	In-person training in Moscow	designalgorithm.ru/en/realtorcourseof
Consultation	Consultations for your field	designalgorithm.ru/en/realtorconsult
Calculator	Calculator: an indicative cost of the works	designalgorithm.ru/en/calculator
Moro Design	Design and site management up to turnkey delivery	morodesign.studio/en
Moro Design App	Project configurator	morodesign.app
FAQ	FAQ: how everything works	designalgorithm.ru/en/faq
Design Calculator	Design and turnkey construction	designcalculator.ru/en
Pierangelo Moro	The professional path and qualifications of the author of the method	pierangelomoro.ru/en

MORO DESIGN — THE DESIGN PRACTICE OF THE ECOSYSTEM

Moro Design is the professional side of the ecosystem, the one a client can be entrusted to: concept, budget, interior design, technical documentation, management of the works and turnkey delivery. For an agent it is a way not to lose the client on the question 'what could be done here' and to remain part of the deal.

Concept → Budget → Technical drawings → Construction → Completion → Turnkey

A property is not only what you sell. It is what it can become.

Understanding the process changes the conversation with a client more than any presentation. Begin with a short step — the test, the calculator or a consultation.

[DESIGNALGORITHM.RU](https://designalgorithm.ru)