

05

REAL ESTATE AGENTS

From brokerage to coordination

Why knowing the delivery process widens the service you offer
your client

This guide was written for you

The real estate agent is often the first point of contact in the entire property process: they meet the client before the designer, before the contractor, before any technical decision.

That moment brings questions that go beyond the sale: what can be done with this property, how much would it cost, how long would it take, who should take care of it.

This guide is for the agent who wants to answer those questions competently, without replacing the professionals.

The service ends where the project begins

The client is left alone exactly when the decisions become most expensive.

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- 01** The advice stops at the sale, while the client's questions continue.
 - 02** The potential of the property is described by intuition rather than by analysis.
 - 03** There are no references for estimating the cost and the timescale of a transformation.
 - 04** The network of professionals to recommend is built on chance acquaintances.
 - 05** The agent's added value ends with the signature of the contract.
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From the traditional process to the algorithmic process

TRADITIONAL PROCESS

ALGORITHMIC PROCESS

The service ends with the sale



The service also accompanies the use of the property

The potential described by impression



The potential assessed through analysis and classification

The client looks for professionals alone



The agent proposes an already selected team

The cost of the transformation stays unknown



The cost is linked to stages and documents

The agent is an intermediary



The agent is an advisor and a coordinator

A project is a sequence, not an intuition

The design algorithm originated in Italy in 1994 and turns the delivery of a project into a path with defined stages, documents and responsibilities.

01 Concept

The idea takes shape and becomes a legible proposal.

02 Budget

The project is measured: components, quantities, unit prices.

03 Technical drawings

The working documentation that leaves no room for interpretation.

04 Construction

The site follows the project instead of reinventing it.

05 Turnkey

Completion, with the agreed quality, budget and timescale.

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Introduction

WHAT IT COVERS

The structure of the Academy and the communication process between the main parties in the business process.

WHAT IT MAKES CLEAR

Who enters the process and with what information.

WHY IT MATTERS

The first contact with the client determines the quality of everything that follows.

LESSONS

2 lessons

0.1 INTRODUCTION TO ALL THE COURSES · **0.2** THE COMMUNICATION PROCESS

01

The design algorithm

WHAT IT COVERS

The Italian origins of the algorithm, design as an economic activity, the path from concept to turnkey delivery, the guidelines of the proposal and the legal aspects.

WHAT IT MAKES CLEAR

How a transformation path is structured and how much it affects value.

WHY IT MATTERS

It allows you to speak about the project with knowledge rather than approximation.

LESSONS

5 lessons

1.1 THE DESIGN ALGORITHM · **1.2** DESIGN AS A BUSINESS · **1.3** FROM CONCEPT TO TURNKEY DELIVERY · **1.4** GENERAL GUIDELINES · **1.5** LEGAL ASPECTS AND RULES

02

Contracts and process management

WHAT IT COVERS

Design contracts, the project as an instruction manual, construction and completion management, the control of quality, budget and time.

WHY IT MATTERS

These are the tools that protect the client and whoever advises them.

WHAT IT MAKES CLEAR

Which documents must exist before work starts on site.

LESSONS

5 lessons

[2.1](#) THE DESIGN CONTRACT · [2.2](#) THE INSTRUCTION MANUAL FOR CONSTRUCTION · [2.3](#) THE CONSTRUCTION MANAGEMENT CONTRACT · [2.4](#) THE COMPLETION MANAGEMENT CONTRACT · [2.5](#) CONTROL OF QUALITY, BUDGET AND TIME

03

Real estate agent

WHAT IT COVERS

The briefing, property market analysis, property classification, the return on investment (ROI), the professional team and the conclusions of the course.

WHAT IT MAKES CLEAR

How to build and coordinate a professional team at the service of the client.

WHY IT MATTERS

This is the part that turns knowledge of the process into a service for the client.

LESSONS

6 lessons

3.1 THE BRIEFING, THE BASIS OF THE PROJECT · **3.2** PROPERTY MARKET ANALYSIS · **3.3** PROPERTY CLASSIFICATION · **3.4** RETURN ON INVESTMENT — ROI · **3.5** THE PROFESSIONAL TEAM · **3.6** CONCLUSIONS OF THE COURSE

What changes in your work

BEFORE

AFTER

You present square metres



You present the potential of the property and its limits.

You answer “you need an architect”



You know which professionals are needed, and in what order.

Due diligence is a formality



Due diligence is the start of a process you know.

The ROI is the client's subject



The ROI is part of the reasoning you propose.

You close a transaction



You build a professional relationship that continues.

A project is not only an image.

It is a process.

The process must be understandable.

What is understandable can be controlled.

What can be controlled can be delivered with greater awareness.

Knowing the process does not mean replacing the professionals: it means being able to choose them, coordinate them and make them work together for the client.

Design Algorithm Academy is part of an ecosystem

The 05 — Real estate agents path, the other categories and the online consultations are presented on the Academy's website. The links on this page are active.

PERSONAL BRAND	Pierangelo Moro	The founder's professional path and qualifications	pierangelomoro.ru/en
PROFESSIONAL	Moro Design	Italian design and architecture studio	morodesign.studio/en
	Moro Design App	Project configurator	morodesign.app
METHOD	Design Algorithm	The method and its logic	designalgorithm.ru/en
	Design Algorithm Academy	Professional training in the method	designalgorithm.ru/en
TECHNOLOGY	Design Algorithm Application	Digital platform for project management	designalgorithm.app/en
	Design Calculator	Project calculation tool	designcalculator.ru/en
ART	Design Space	Design + Art	designspace.art/en