



FABA Summer Learning Journey
17 July 2026

AGENT SEARCH: AUDIT & REDESIGN PROPOSAL

Improved Searches For Maximum Visibility

NAME OF PROJECT:

**Agent Search Audit & Redesign
- Technology & Innovation
Track**

PRESENTED BY:

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Management Major, Howard
University



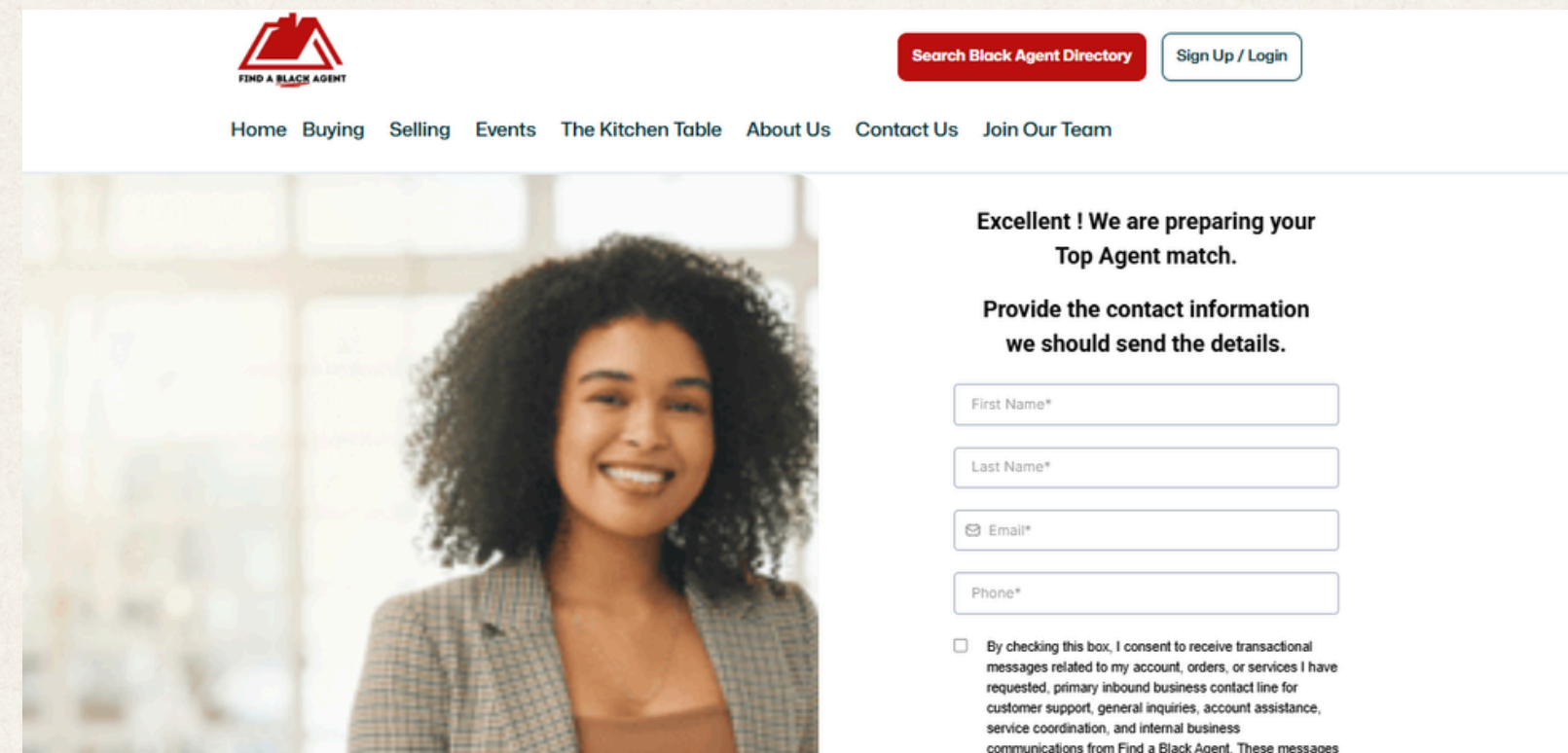
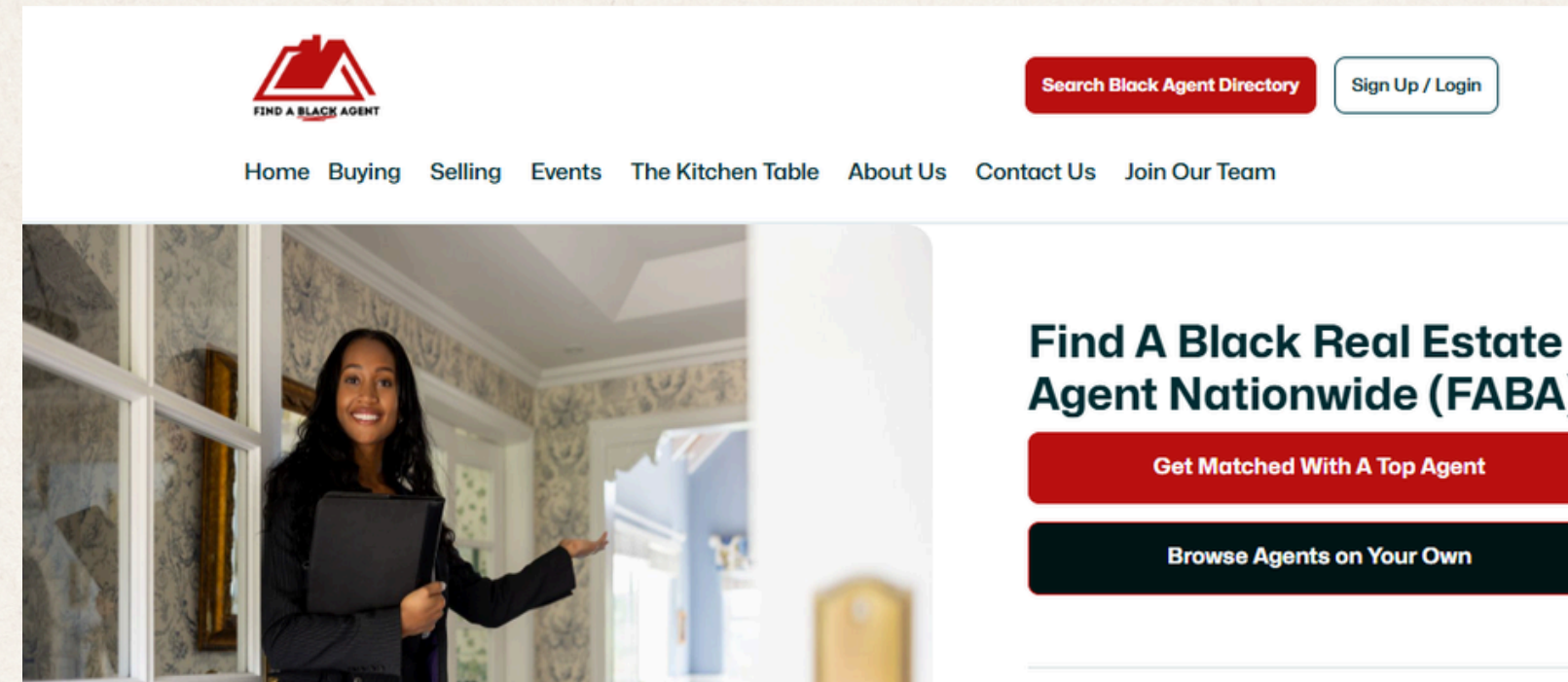
Agenda

03	Current State
04	Problem Statement
05	Proposed Fix - Search Fallback
06	Proposed Fix - Functional Filters
07	Why This Matters

01 When a client clicks “Get Matched with A Top Agent,” They are redirected to a quick quiz. At the end, they input their contact details as shown below.

02 When “Browse Agents on Your Own” is clicked, a directory of 625 Black real estate agents is shown with the option to search by City or Agent Name.

03 Realtor profiles are shown with license numbers, broker, service areas, specialties and client reviews. All reinforcing trust and expertise.



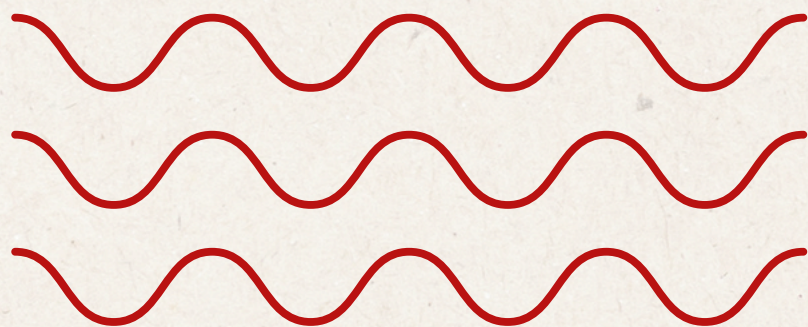
Current State

FABA is a useful resource that connects clients to Black real estate agents through a fast, 60-second matching quiz built to pair buyers and sellers with the right realtor based on their specific needs.

But what happens when a client skips the quiz?

Problem Statement

- Search only supports exact city or agent name.
Meaning no fallback for empty results
- Specialty tags (Relocation, Military, First-Time Home Buyers, etc.) exist but aren't functional filters
- Result: clients get either 625 unsorted results, or a dead end back to the quiz



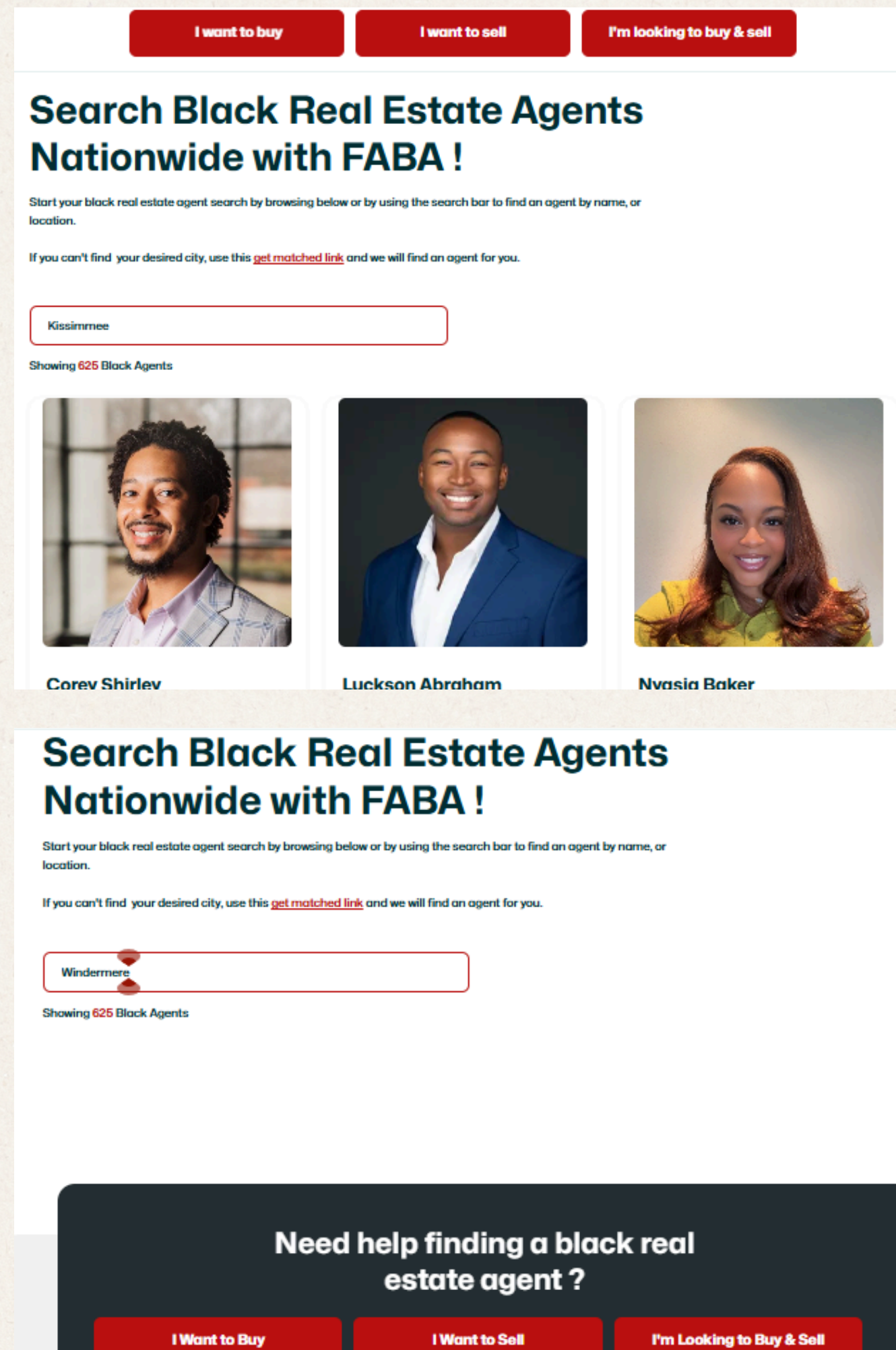
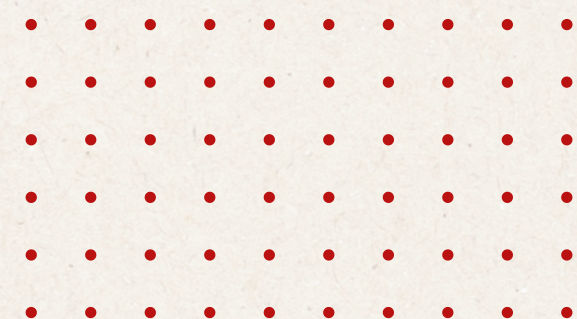
Proposed Fix: Search Fallback

When a city returns 0 results, show nearby cities with coverage (e.g. "No agents in Windermere yet. Try Orlando, 12 mi away") instead of redirecting to the quiz.

Why?

- Allows the client to explore nearby options.
- Better serves clients outside of major metros
- Reduces frustration from repeated quiz loops.

*Note: the agent counter doesn't reset on a failed search.
It still reads '625' even though zero results are shown*



Proposed Fix: Functional Filters

Turn existing specialty tags into clickable filters and add a price range filter.

Why?

- More diversified search options.
- Ability to narrow down a large pool of agents based on the client's needs.





Search Black Agent Directory

Sign Up / Login

[Home](#) [Buying](#) [Selling](#) [Events](#) [The Kitchen Table](#) [About Us](#) [Contact Us](#) [Join Our Team](#)



Corey Shirley

License #: 3497053

Issued by: FL

Service Area(s): [Orlando, FL](#) [Winter Park, FL](#)

[Kissimmee, FL](#) [Sanford, FL](#) [Apopka, FL](#)

Real Estate Agent at: Southwestern Real Estate

Home Price Range:

[\\$200K](#) to [\\$1M+](#)

Specialties: [Military/Veterans](#) [Lot/Land](#) [Relocation](#)

[Foreclosure](#) [First Time Home Buyers](#) [Investment Properties](#)

[New Construction](#) [Luxury Homes](#)

Get Introduced to Corey Shirley

Name

Email Address

Phone Number

Interest

Select one... ▼

Message about your real estate goals

☐ I'm not a robot 

Submit

By proceeding, you expressly consent to receive calls and texts at the number you provided, including marketing by auto-dialer, pre-recorded or artificial voice, and email, from Find A Black Agent about real estate business-related matters, but not as a condition of purchase. Message frequency varies. You can text I help for help and Stop to cancel. Message and data rates may apply. This consent applies even if you are on a corporate, state or national Do Not Call list.

Corey Shirley is a real estate professional serving home buyers and sellers throughout Orlando, Florida, and the surrounding Central Florida area. He provides professional, responsive, and client-focused service, guiding clients through both buying and selling transactions with an emphasis on clear communication, local market knowledge, and dependable execution.

Corey is committed to understanding each client's goals and delivering a real estate experience rooted in trust, education, and advocacy. He works closely with buyers and sellers at every stage of the process, helping them navigate a fast-growing and competitive Central Florida market while making informed, confident decisions.

Corey serves clients in well-established Central Florida communities including Orlando, Winter Park, Kissimmee, Sanford, and Apopka, and is known for helping clients confidently navigate the local market—whether purchasing a home, relocating, or preparing a property for sale.

See prototype linked in Slide 8 for the redesigned experience

Why This Matters



1

FABA already covers 600+ agents across 6,000+ cities and is growing fast.

2

More coverage means search reliability matters more, not less.

3

A buyer who hits a dead end doesn't retry; they leave.

To support FABA's growing platform, improved searches will promote client retention.

Thank you!

Please refer to the prototype built
with Figma:

<https://bit.ly/4ptqABU>



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