

A COLLECTION OF THREE DISTINCT PRODUCTS

Tools for the decisions around a home.

Define the kind of home you want. Understand the one you own. Manage an active sale.

Home Blueprint

Home Brief

Home Sale OS

Available individually. Built for different needs.

HOME BLUEPRINT

Understand the homes you're drawn to.

Turn home inspiration into an editable brief that translates visual preferences into the language of design and real estate.

WHEN THIS IS FOR YOU

You are defining the kind of home you want, comparing possibilities, or preparing to talk with an agent.

WHAT YOU GET

- An editable architectural profile and description of visible features
- Search criteria shaped by your preferences and priorities
- A named brief you can refine as your search develops

GETTING STARTED

Create your first Homeblueprint before making an account. A free account lets you save up to three blueprints and return to edit them. Pro adds PDF and text downloads, agent talking points, and business branding for exported briefs. Current Pro pricing is available in the app.

Image interpretations and suggestions are a starting point, not verified property specifications.

<https://homeblueprint.app>

HOME BRIEF

Understand the home you have.

Bring home details, documents, questions and planning scenarios together so you can see what you know and what still needs checking.

WHEN THIS IS FOR YOU

You own a home and want a clearer picture before making improvements, exploring numbers, or considering a sale.

WHAT YOU GET

- An organized record of home details, documents and open questions
- Editable assumptions, calculators and planning scenarios
- Saved notes and scenarios for your next conversation or decision

GETTING STARTED

Free workspace with an account. No credit card is required. Planning figures and interpretations should be checked against their sources and relevant professional advice.

A planning tool, not a valuation. Assumptions and document interpretations need checking.

<https://homebrief.app>

HOME SALE OS

Manage the home you're selling.

Organize the work of an active home sale, from sourced property facts and preparation to buyer activity, offers, documents and closing.

WHEN THIS IS FOR YOU

You are actively preparing or managing a home sale and want visibility over the work and next actions.

WHAT YOU GET

- A property record, preparation checklist and visible next actions
- A listing package and tracking for publication routes and buyer activity
- Offer comparison, proceeds scenarios, documents and closing steps

GETTING STARTED

Initial launch in beta. Start with a free Home Sale Plan for a property record, checklist and guidance. A \$149 Sale Pass covers one property for 12 months and unlocks the active-sale workspace. See the app for current scope and terms.

You arrange publication and professional support. The app does not automatically publish to MLS or provide a valuation.

<https://homesaleos.app>

USE WHAT FITS

A collection, with different starting points.

There is no single path every customer needs to follow.

Home Blueprint

If you also own a home and want to understand its details or explore planning scenarios, Home Brief may help. Home Sale OS is relevant when you are actively managing a sale.

Home Brief

When a possible sale becomes an active project, Home Sale OS provides the operating workspace. Home Blueprint is useful if you are also defining the kind of home you want next.

Home Sale OS

Use Home Brief if you still need to organize what you know about the property. Use Home Blueprint if you are also looking for another home and want to clarify your preferences.

Separate products today

The apps do not automatically share accounts or transfer records. Bring the relevant information with you when moving between tools.

For property professionals, Crafted Tools can also build bespoke tools around your branding, customers and workflows.

CRAFTED TOOLS / NEXT STEPS

Find the right tool for your situation.

Explore the individual apps or discuss a custom property experience for your business.

EXPLORE THE HOME TOOLS

info@craftedtools.app

<https://craftedtools.app>