

MARK GORES

Prior Lake, MN | [linkedin.com/in/markgores](https://www.linkedin.com/in/markgores) | portfolio.markgores.com

Product-minded builder with 22 years of real estate experience and a track record of shipping AI-powered software tools for agents and consumers. I identify real problems from practitioner experience, scope MVPs, build working products, run paid acquisition, measure results, and kill what does not work. Looking to bring deep domain expertise and hands-on product instincts to a product management role in real estate technology.

EXPERIENCE

Founder

Landau Labs LLC | 2024 - Present | Prior Lake, MN

Building software products and digital businesses at the intersection of real estate and technology. Full product lifecycle from problem identification through launch, user acquisition, and iteration.

OfferPresenter (offerpresenter.com) - AI-powered SaaS for real estate agents. Buyer side compiles offer packages into shareable PDFs, generates AI cover letters, and drafts submission emails. Listing side extracts and normalizes terms from competing offers into a side-by-side comparison grid. Built on Next.js, Vercel, Neon Postgres, and the Anthropic API. In beta with a 250-agent brokerage team.

Listings and Solds ([shuttered](https://shuttered.com)) - Full MLS consumer search platform with computer vision integration, enabling searches by visual property features such as cabinet color, flooring type, and kitchen finishes. Functional product shelved due to cost of scaling CV models against MLS-volume image datasets.

Prior Lake Events (priorlakeevents.com) - Local community platform, email newsletter, and community guide. 850+ subscribers with strong engagement. Monetized through tiered paid sponsorships with local businesses. Expanded into comprehensive community content pages that rank as the authoritative source for Prior Lake events across Google and LLM results.

priorlake.realestate - Hyperlocal housing market analytics dashboard with custom metrics (Negotiability Index, Bidding War Rate, Price Velocity) powered by NorthstarMLS via MLS Grid. Next.js/Vercel/Turso.

Historical Pen Pals - D2C product delivering personalized physical letters in the voice of historical figures via automated ink plotter. Built prompt architecture maintaining conversational continuity across a multi-letter series, with figures recalling and referencing previous exchanges. Managed full Meta acquisition funnel with detailed CAC and unit economics tracking.

Real Estate Agent

RE/MAX Advantage Plus | 2020 - Present | Prior Lake, MN

Licensed agent serving the south metro Minneapolis market. Residential transactions including listings, buyer representation, offer negotiations, and market analysis. Deep working knowledge of MLS systems, agent workflows, CRM tools (BoldTrail/kvCORE, Homebot), and the day-to-day friction points that shape agent productivity.

Realtor

Edina Realty | 2004 - 2020 | Prior Lake, MN

15+ years of residential real estate practice in the south metro Minnesota market, building deep expertise in local market dynamics, client management, and transaction coordination.

SKILLS

Product: Product Strategy | Roadmap Prioritization | MVP Scoping | User Research | UX/UI Evaluation | Unit Economics Analysis

Technical: Next.js | Vercel | WordPress | AWS/S3 | AI/LLM Integration (Anthropic API) | Prompt Engineering | Stripe | Clerk Auth | MLS Grid API

Growth: Meta Ads (Cold + Retargeting) | Email Marketing | SEO | Subscriber Acquisition | Sponsorship Sales

Domain: Residential Real Estate (22 years) | MLS Systems | NorthstarMLS | Agent Workflows | Offer Negotiation

EDUCATION

University of Iowa | B.A., Economics | 1999 - 2004