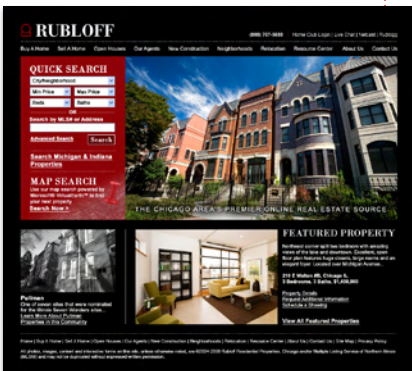


Custom Website Design



Windermere Tri-Cities Real Estate



Rubloff Residential Properties



Wright Kingdom Real Estate

Beyond Aesthetics

Active Website designs sites that are entirely client-specific. The process of building a site begins with a detailed questionnaire that covers topics ranging from demographics to company-wide goals. Once the questionnaire is assessed, the Active Website team devises a website plan that synergizes beautiful design with crucial data and usability requirements.

Goal Oriented Results

Before the aesthetics of the website are addressed, the team prioritizes the brokerage's specific goals. The site is then mapped to accomplish the following objectives:

- Integrate and reinforce the broker's existing brand
- Generate quality leads
- Provide the broker with superior ancillary products for agent support

Impeccable Design

We recognize that our clients have put a lot of effort into branding their brokerage, which is why our team builds from the pre-existing brand to leverage the site to the next level of success. Existing logos, fonts, colors and themes are incorporated into the new design while ensuring the site is extremely cohesive, professional and consistent.

Maximum Usability

Beyond the aesthetics of the site, another important aspect of website design is Usability. Our team ensures that the design follows best practices for usability, designing the pages to guarantee the user experience is efficient,



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effective, and satisfying. Careful consideration goes into photo placement, call-to-action buttons and other aspects of navigation. Because no matter how brilliant a site looks, if a visitor cannot get the information they need, it fails as an effective marketing tool.

Site Detail

The Homepage features several options for site visitors to explore including:

- Quick Search
- Map Search
- Featured Homes
- A "Create an Account" area
- Community Information

Quick Search is the gateway to the property listings. Featured Homes is an option for clients who want to provide enhanced exposure to higher-end properties. A "Create an Account" area is mandatory these days. We thoroughly research how to brand the account area and where to position it to engage a potential buyer. The user account provides important information used to match the potential buyer with the right agent. The Community Information section gives site visitors a better feel for the area in which they are looking to buy. The Keywords used in this section are also an essential tool in positioning the website with major Search Engines.

Keeping Up with Current Trends

On an annual basis, we completely review the website to assure it is incorporating current technology trends and innovations. The site content, technology and visuals are revived, integrating the knowledge learned over the previous year. This yearly analysis ensures that first-time visitors always experience the best of the best in their online Real Estate experience, and returning clients are continually impressed.



The Kentwood Companies



Charles Reinhart Company Realtors



The Group, Inc. Real Estate