

New Home Development Websites



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A Tremendous Marketing Tool

New Home Development Websites give a New Development exquisite online presence. Similar to IPW's (Independent Property Website), these sites are a tremendous and essential marketing tool. Easily customizable, Brokers have several choices of aesthetically pleasing templates for the site design. The site may feature many interactive options, inviting the potential buyer to take a very informative online tour of the new neighborhood.

New Development Websites can include the following:

- Display one or more virtual floor plans
- Provide integrated mapping technology to display the neighborhood on a map
- Incorporate a blog in order to give the site a personal voice
- Upload multiple photos
- Display useful links
- Grant access to any type of document or brochure related to the development and its builders

A combination of these marketing technologies showcases the New Development in the best light possible as well as increases Search Engine Optimization (SEO) for both the Broker and the development. Because the more internet users going to the site and the most informative online experience, ultimately means people living in the new neighborhood.



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