

# Web Development for Real Estate Firm

## PROJECT DETAILS

📁 Web design

📅 May. - Sep. 2021

💰 \$50,000 to \$199,999

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*"Users keep telling us how much easier it is now to navigate in order to find the content they're looking for."*

## PROJECT SUMMARY

To improve and modernize their website, a real estate firm hired Plus972 to update their platform's design. The client wanted to increase their traffic substantially through better UX and client engagement.

## PROJECT FEEDBACK

Plus972 was able to easily implement new content updates without any hassle. They provided a slick, simple and easy-to-use structure for their backend designs. The vendor was also regarded for their easy and transparent communication, alongside their quick understanding and execution.



## The Client


Please describe your company and your position there.


I am the head of marketing at a PropTech firm based in London. We work with clients in commercial real estate.

## The Challenge

For what projects/services did your company hire Plus972?

Our website was built over 10 years ago and had become very bland and outdated. We don't have any internal team members skilled in web design and so we hired Plus972 to provide the site design and complete the build for us. Since doing this, we have noticed a notable difference in user experience and engagement from our clients. And we are hoping to continually increase our traffic substantially by the end of the year.

 Head of Marketing  
EMEA, Real Capital  
Analytics & Datscha

 Real estate

 51-200 Employees



### CLIENT RATING

4.5

Overall Score

Quality: 4.5

Schedule: 4.5

Cost: 4.0

Would Refer: 5.0



## The Approach

### How did you select this vendor and what were the deciding factors?

Our wider business, based in NYC had the original relationship with this agency, and after reviewing their previous work and their project proposal, we chose this group because of their experience, quality of work, personable team, and affordable price.

### Describe the project in detail and walk through the stages of the project.

After a series of workshop meetings to discuss our objectives and reasons for the project, Plus 972 came back to us with a concept design that would align with the style of their previous completed work on our other company corporate site. Our project was part of a roll out due to a recent acquisition and so therefore we were looking to align the brands and styling of the two companies, to a design that would feel similar and like they were from the same group, but still with keeping their individual identity.

Plus972 came back to us after the initial workshops sessions with a full concept design, and other than a few additions, and a couple of minor edits, they had captured essentially everything we were looking for. From there, we have been working together building, uploading, and translating content. Our site is a multi-site and was required to be built in three languages (one being English). The process itself was reasonably easy and smooth, with their team always on hand for questions and timely responses should we want to discuss alternatives/re-visit other ideas to implement.

### How many resources from the vendor's team worked with you, and what were their positions?

In total, we worked with 4 people throughout the project including the Managing Director, a project manager, a designer and web developer.



## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

From the website and backend that Plus972 delivered, our team are able to easily implement new content updates without any hassle. The backend design and structure they created, is slick, simple and easy to use – which is a huge improvement from the old Wordpress backend that we were using previously (which used to look like a messy mash up of content and templates, built on top of each other continuously with no clear structure).

We continue to hear positive feedback from those in the business and from clients who visit our site. Users keep telling us how much easier it is now to navigate in order to find the content they're looking for.

### How effective was the workflow between your team and theirs?

The project manager was easy to communicate with and provided us with frequent updates. Given both our teams and their team are across continents, our meetings were all held on video calls, however it also worked great because of the global times. We may filter through updates/requests whilst in one timezone that needed action, and if it was after hours they would either complete in out of hours to ensure it was done, or there are other members in other timezones that can jump in to action.

Which gives peace of mind whenever there may be deadlines to be conscious of. Most feedback was done through email and tasks and progress would be tracked on google sheets to ensure all details were captured and actioned. The team were always very responsive, and would provide ample warning if a deadline was approaching and there were any outstanding items to ensure we could meet/cover these.





## What did you find most impressive or unique about this company?

I was most impressed at how quickly Plus972 understood the task at hand, and how quickly they provided the proposed concept design. With their mixed experiences, and background in not only web design but also a thorough understanding of marketing, they really did cover all angles and provided the best solution first time round. Which always made it a smooth process, and easy working with them. Although we've worked with many agencies, this project was a particularly collaborative and great experience.

## Are there any areas for improvement or something they could have done differently?

Things could always be done faster, but quality is more important than speed and we ended up with a fantastic product, that we're all very proud of.

