



AUDIENCE POLL

What Does Your Website Do For You?

- Honestly, I Have No Idea
- Search Engine Rankings
- Leads
- Brand Awareness / Exposure / Credibility
- All of the above!

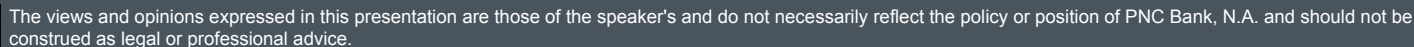


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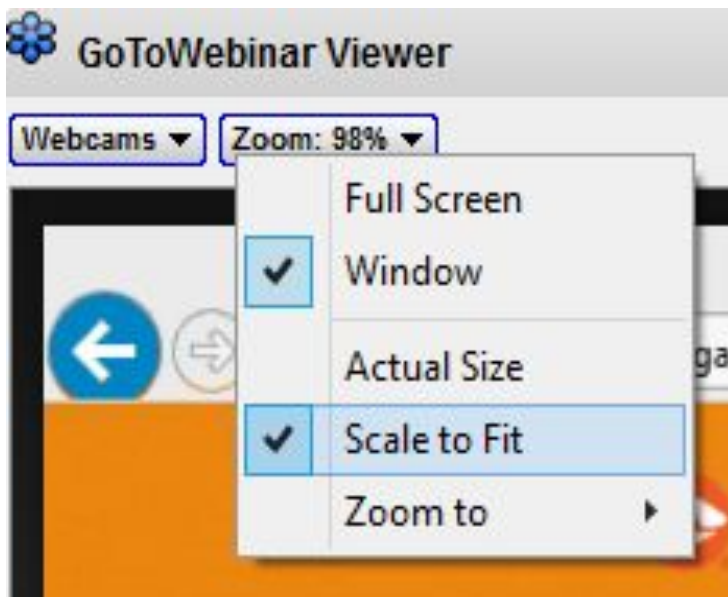
WHAT'S TRENDING NOW



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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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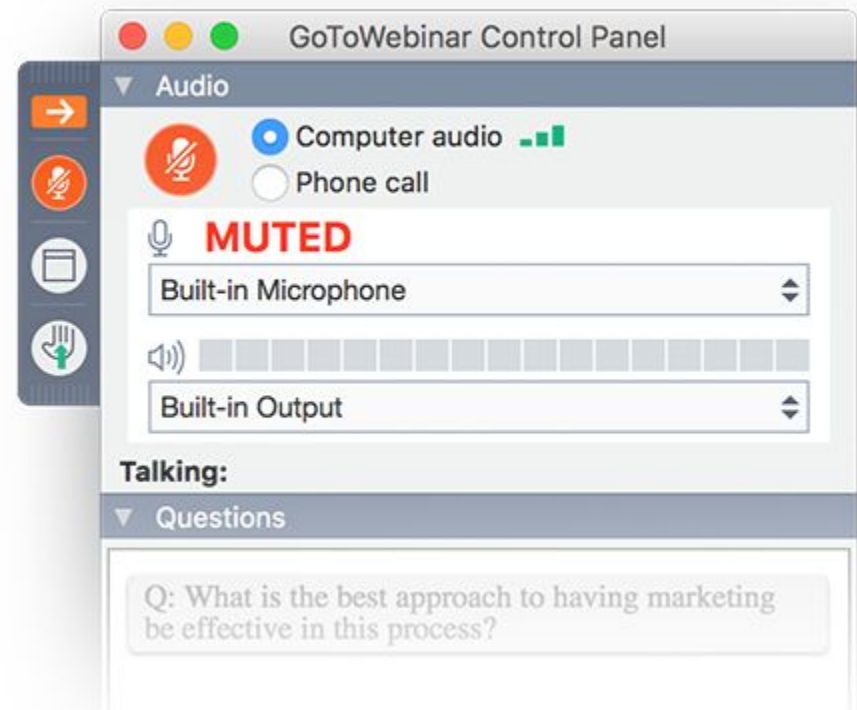


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question
in your control panel.

We will do our best to
answer it.



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WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been



Tried



Tested



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Poll Results



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THIS WEBINAR COVERS:



Set A Goal for Your Website and Learn What You Need to Do to Achieve Each Goal



Design Matters: Keeping Current in 2018



Providing the Best User Experience



Understanding User Behavior



The Near Future of Website Functionality



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Four Primary Real Estate Website Goals



UNPAID WEBSITE
TRAFFIC



LEAD
GENERATION



BRAND
AWARENESS



REPUTATION
MANAGEMENT



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Website Goals: Unpaid Website Traffic

DEFINITION

A focus on non-paid traffic from search engines

BENEFITS

There is a lot of traffic and/or leads to be gained from search engine traffic

REQUIREMENTS

To achieve this goal a site must have a lot of high quality content, good on-page SEO and many other sites linking to your site (off-page SEO).



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Website Goals: Unpaid Website Traffic

GETTING STARTED CHECKLIST

- Name, Address, Phone (NAP) Standardize (On-Site and Citations)
- 500+ Words of Original Content per Page (Build Prominent and Unique Neighborhood/Agent/Content Pages)
- Ideal Page Titles and H1s (Headlines) Throughout
- "Google My Business" Setup, Including Testimonials
- Increase Website Speed (Image Compression, Code Optimization, Caching, CDN)
- Share Content on Social Media
- Create Links (Backlinks) to Your Site (Guest Blogging / Writing Market Stats Articles for Local Websites / Quotes or Articles in News)
- Configure Google Webmaster Tools & Monitor for Warnings.



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Four Primary Real Estate Website Goals



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Four Primary Real Estate Website Goals



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Website Goals: Lead Generation

DEFINITION

A focus on compelling website visitors to self identify

BENEFITS

More contacts and connections with site visitors; leads

REQUIREMENTS

To achieve this goal a site must have high converting calls to action, forced registration, and immediate delivery of any promised content or information.



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Website Goals: Lead Generation

GETTING STARTED CHECKLIST

- Easy to Use Property Search
- Forced Registration on Property Details Pages
- Landing/Squeeze Pages (Learn Your Home Value, Receive Latest Listings in Your Neighborhood, Learn 3 Key Mistakes Made By Home Buyers in Your City, Learn How Discount Brokers Actually Cost More)
- Instant Gratification (Immediate Delivery of Promised Content)
- Mobile Ready Design
- Facebook / Google Signup
- Easy & Simple "Home Valuation" Tool
- Remarketing Snippets from Facebook and Google



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Four Primary Real Estate Website Goals



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Website Goals: Brand Awareness

DEFINITION

A focus on creating brand recognition, credibility, remaining top of mind.

BENEFITS

Strong name / brand recognition, Awareness of expertise, Repeat business and referrals.

REQUIREMENTS

To accomplish this, the brand and website should conform to a standardized color scheme, logo, visual style and voice.



BRAND
AWARENESS



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Website Goals: Brand Awareness

GETTING STARTED CHECKLIST

- Modern & Consistent Branding/Styling Throughout Site (and All Marketing)
- Expertly Crafted Content (Slogan, Home Page Messaging, About Us, Bios)
- Proof of Expertise (Current Listings, Sold Listings, Stats, Testimonials, Awards)
- Newsletter Opt-in forms / Monthly Branded Newsletter
- Recommend / Refer a Friend forms
- Client Recognition (Stories, Video, Prizes)
- Social Share Options for Content (blog/properties)
- Build Local Partnerships that Promote Your Brand
- Social Media Accounts match site branding / promote site content / branded hashtags
- Overlay Listing Images with Watermark Logo (Small/ In Corner)



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Website Goals: Reputation Management

DEFINITION

A focus on portraying a positive public perception

BENEFITS

Positive testimonials increase credibility and the likelihood of repeat, referral and new business.

REQUIREMENTS

To achieve this goal an agent / firm must display evidence of positive client experiences from as many sources as possible.



REPUTATION
MANAGEMENT



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Website Goals: Reputation Management

GETTING STARTED CHECKLIST

- Proactively Seek Testimonials (Google® My Business, Zillow®, Facebook® - Also Publish Those On Your Website)
- Proof of Expertise (Current Listings, Sold Listings, Stats, Testimonials, Awards, Certifications, Press Releases, News Clippings)
- Content Demonstrating Subject Expertise, if Applicable (Market Stats/Trends, Knowledge of Inventory, Information on Local Horse Facilities / Running Clubs / Golf Course Communities).
- Check Your Google Search Results. Review and Update Pages
- Monitor and Respond to Online Reviews, Good and Bad
- Recommend a Friend Form
- Submit a Testimonial Form
- Testimonial/Review Schema



REPUTATION
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Four Primary Real Estate Website Goals

SELECT ONE OR TWO GOALS AND START WORKING THROUGH THE CHECKLISTS



UNPAID WEBSITE
TRAFFIC



LEAD
GENERATION



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Design Like It's 2018!

YOUR CLIENTS EXPECT IT.



Carrier fees for usage may apply



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Boxed designs (non full width images)

Desktop first design

Every possible type of content, plus the kitchen sink included on homepage

Navigation with dropdowns that have dropdowns, and multiple navigation bars

Every call to action known to man

Music

Footers for miles

OUT WITH THE OLD



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General Design Principles

★ **Mobile First**

63% of all web traffic comes from mobile devices in the US, and the number is rising. If your site isn't mobile first, you will lose traffic, leads, reputation and brand awareness. Design with mobile in mind.

★ **Easy to Use Property Search**

Simple, easy to use, easy to find property searches above the fold. Mobile users don't have patience to sift through content to find what they are looking for.

★ **Visual Elements: Video, Video, Video**

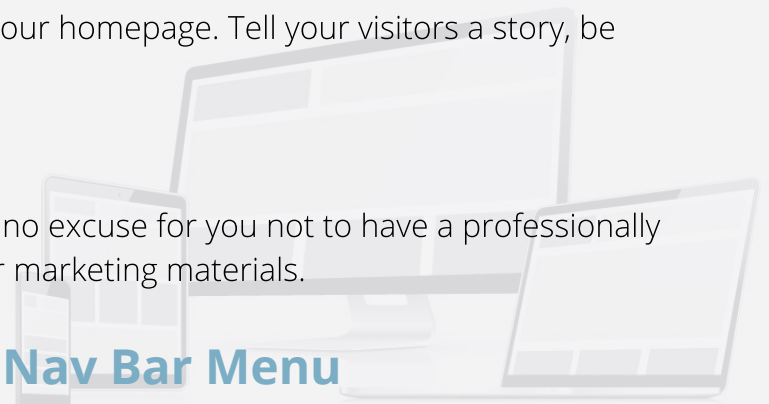
Create short (less than 5 minute) videos and post them on your homepage. Tell your visitors a story, be entertaining, and/or give them something useful.

★ **Your Brand (Logo and Styling)**

It's too easy to build a logo and color scheme today. There's no excuse for you not to have a professionally designed logo and style sheet to provide consistency in your marketing materials.

★ **Hamburger Menu Has Replaced the Nav Bar Menu**

Simple. Universally recognized. Minimalist. Sites do not need to utilize the nav bar menu format.



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General Design Principles

★ Use of Negative Space Effectively

Don't overcrowd your content. Strategically guide user focus to a single point on each page/section

★ Prominent Call To Actions

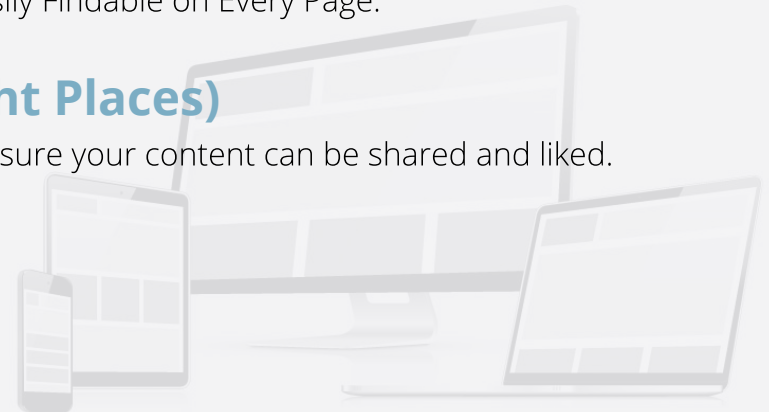
The point of your website is to compel your visitors to act. This feature is only gaining popularity in 2018.

★ Contact Information Everywhere

Contact Form. Email Link. Phone Number. Chat Service - Easily Findable on Every Page.

★ Social Media Integration (In The Right Places)

Social media is where most user engagement occurs. Make sure your content can be shared and liked.



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What's Trending Now



Brief Overview of Trending Design Elements

- ☆ Vibrant & Distinctive Colors (avoid primary and overused colors)
- ☆ Unique & Simple Typography (in other words, creative but readable)
- ☆ Semi Flat Design Elements
- ☆ Broken Grid Layouts
- ☆ Animations Are Back
- ☆ Illustrations With Personality/Character
- ☆ Odd Angles



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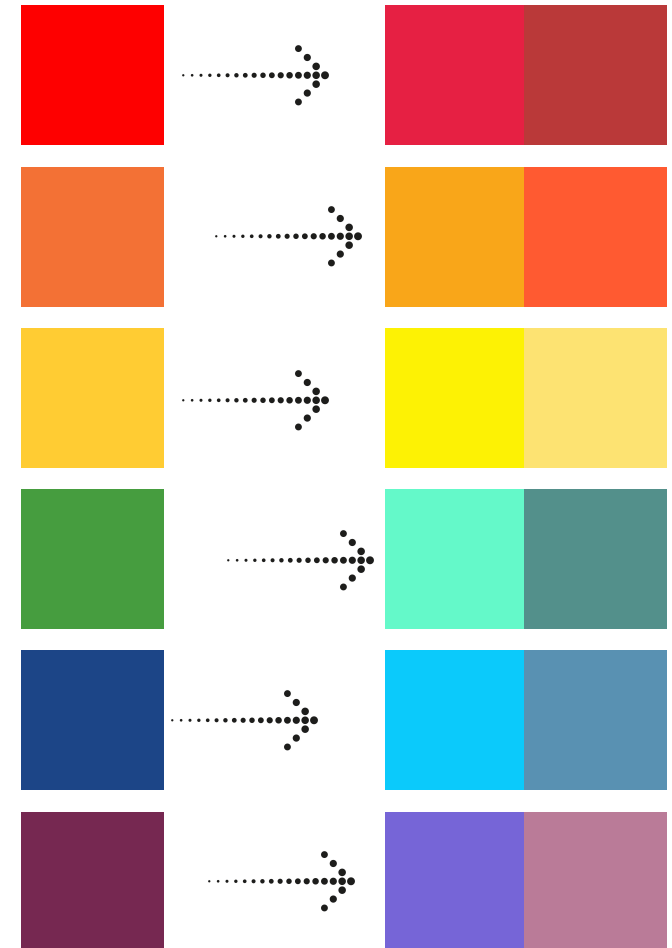


What's Trending Now



WHAT'S TRENDING NOW

BRIGHT/ VIBRANT COLORS CONTRAST COLORS PRIMARY COLOR VARIANTS



Screen enhanced for visual purposes only. Carrier fees for usage may apply

30 DAY FREE TRIAL

Smart Lead Generation For Home Sellers

Home sellers thrive on leads, but you need automation. Introducing a painless and remarkable, new home-seller lead generation system. Stop chasing listings.

Each day tens of thousands of homeowners voluntarily self identify on Facebook and social media. Our system captures those leads, introduces & delivers them to you.

[SEE HOW IT WORKS](#)

Cutting Edge Tech & Simple To Use

Harness the world's most advanced lead targeting, including geographic, demographic, socio-economic, age, home-owner status, household income and so much more. Yet our interface is simple and takes less than 10 minutes to configure.

- Fast setup. Seriously fast!**
Up & running in less than 10 mins.
- Target only areas you want to work.**
No wasted time on non-likely sellers.
- A lead generation machine. Set it & forget it.**
A constant lead generation machine that is always working for you.

Do you know the value of your home?
It takes just 30 seconds...

Please enter your address...



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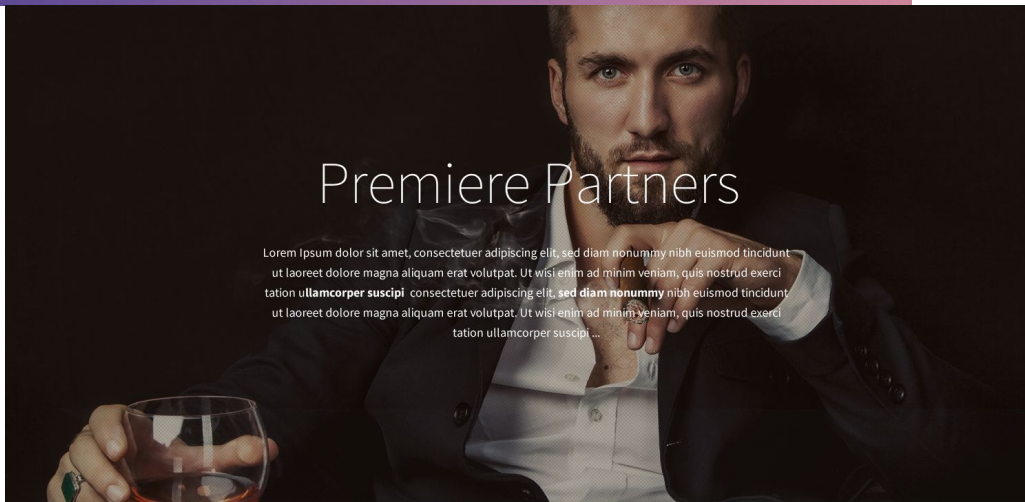
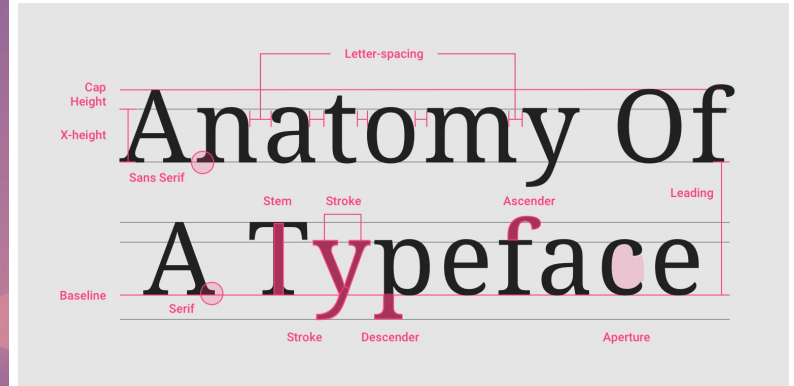
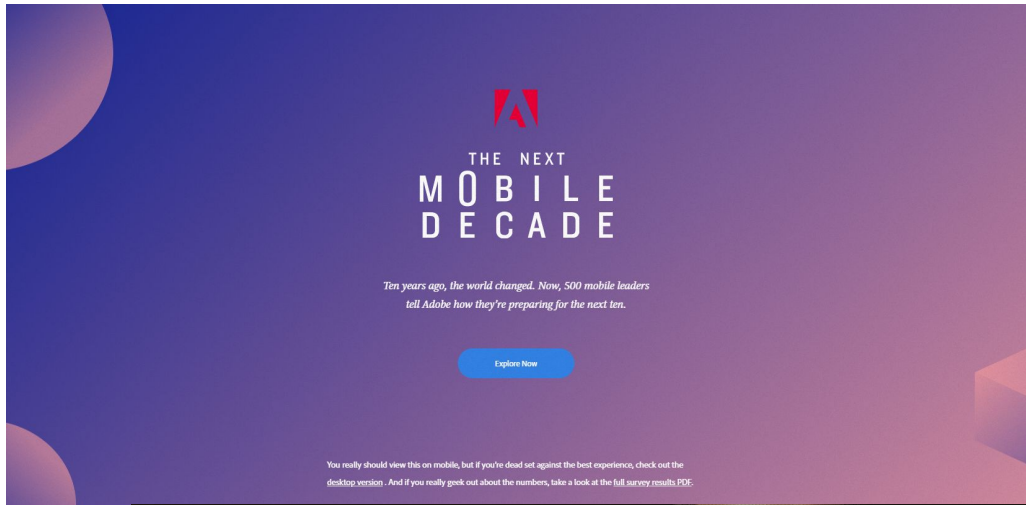
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What's Trending Now



WHAT'S TRENDING NOW



Colorful text

Use of gradient (tastefully)

Spacing (line height AND kerning)

Use of texture

BE DIFFERENT THAN EVERYONE ELSE



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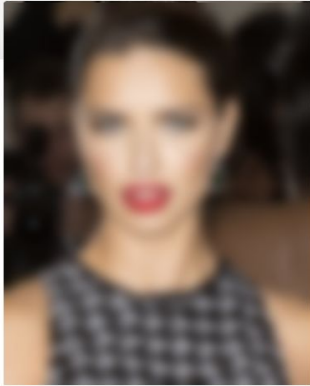
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What's Trending Now



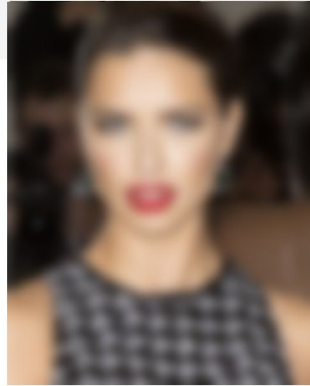
Semi Flat/Material



Natasha R
San Diego

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi. Nullam vehicula nisi velit. Mauris turpis nisi, molestie ut ipsum et, suscipit vehicula odio.

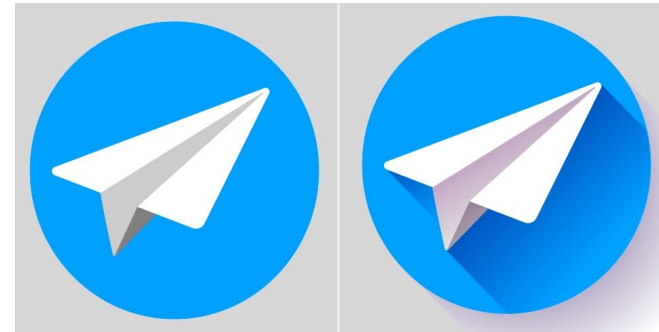
Flat



Natasha R
San Diego

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi. Nullam vehicula nisi velit. Mauris turpis nisi, molestie ut ipsum et, suscipit vehicula odio.

SEMI FLAT or FLAT 2.0
adds a level of dimension
to flat design



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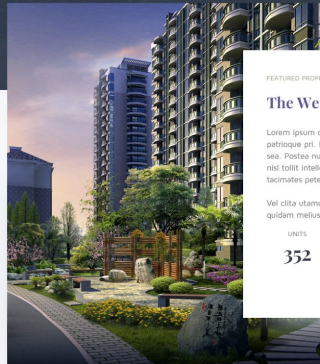


WHAT'S TRENDING NOW

Commercial. Done. Different.

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text – ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

LEARN MORE



FEATURED PROPERTY – LOS ANGELES

The Western Estates At Danbury

Lorem ipsum dolor sit amet, mundi lucius efficiantur at nam, id nullam patrique pri. Id volumus splendide sed, modus maiorum dignissim eu sea. Postea numquam percipitur an cum, te sea timeam vocibus. Mea nisl tollit intellegit te. Harum ignota scriptorem est ea, quo ad ingetus tacimatas petentium.

Vel citta utamur impendit ut, id facilisis scripserit incididunt nam, magna quidam melius sus in.

UNITS

352

SQUARE FEET

55,286

MIN INVESTMENT

\$6.8M

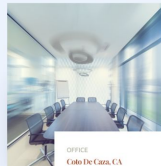
View This Property →

Available Opportunities

FOR SALE (6)

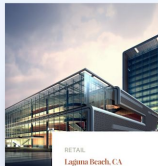
FOR LEASE (24)

FOR SUB-LEASE (31)



OFFICE
Coto De Caza, CA

\$4,210,000



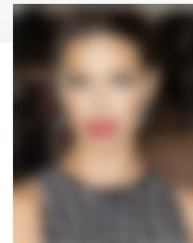
RETAIL
Laguna Beach, CA

\$9,850,000



BUILDING
Long Beach, CA

\$64,726,000



Natasha R.

San Diego

Nam porttitor blandit accumsan. Ut vel dictum sem, o pretium dui. In malesuada enim in dolor euismodi, id commodo mi consectetur. Curabitur at vestibulum nisl. Nullam vehicula nisl velit. Mauris turpis nisl, molestie ut ipsum et, suscipit vehicula odio.

Meet Natasha →

May 2018

Featured agent spotlight

David B.

Newsport Beach

Nam porttitor blandit accumsan. Ut vel dictum sem, o pretium dui. In malesuada enim in dolor euismodi, id commodo mi consectetur. Curabitur at vestibulum nisl. Nullam vehicula nisl velit. Mauris turpis nisl, molestie ut ipsum et, suscipit vehicula odio.

Meet David →



ALL AGENTS



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What's Trending Now



6 ROOMS



IMPORTANT:

Consider your intent for your visitors, and their intent for themselves. THIS IS NOT A GIMMICK!

RULES

DO NOT use Flash

DO NOT increase load time of the site

DO NOT reduce usability of the site, or overwhelm your visitors

DO use it to enhance your visitor focus (use sparingly)

DO use it to improve user experience

DO be delightful and entertaining

COMMON EXAMPLES

Loading Animation

Scrolling Animation

Hover Animation

galshir.com



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What's Trending Now



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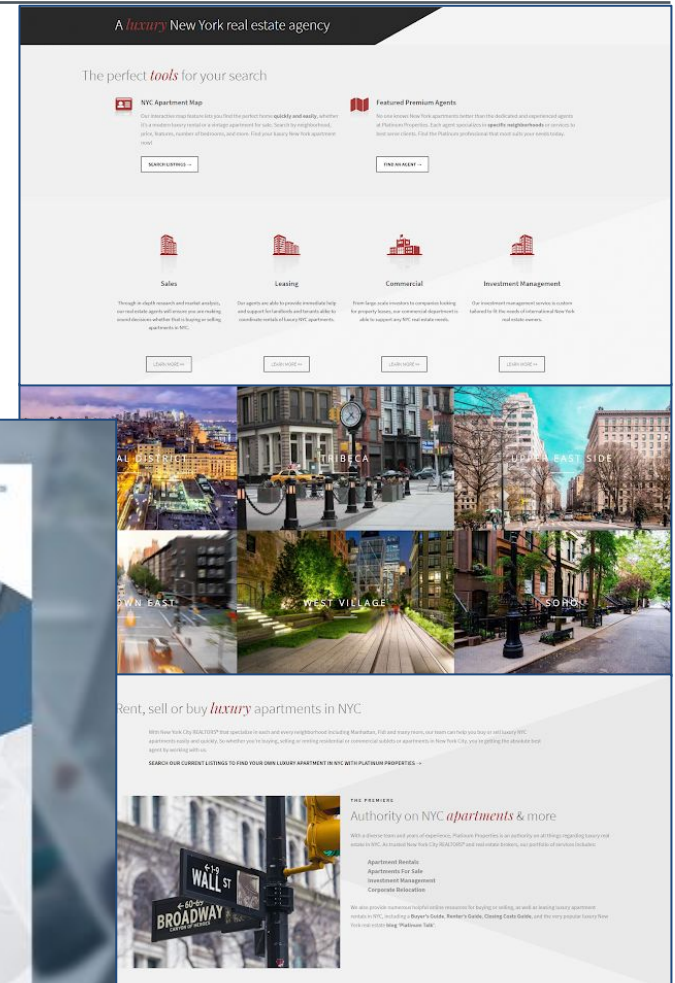
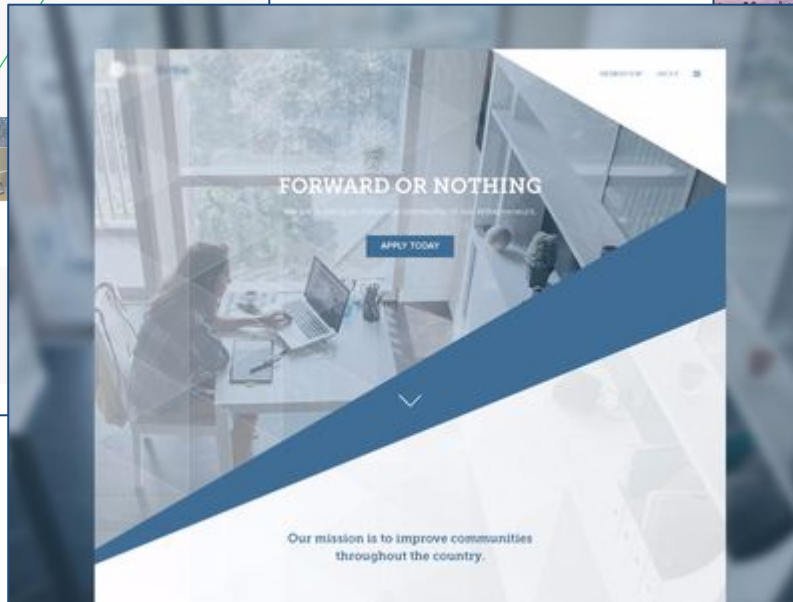
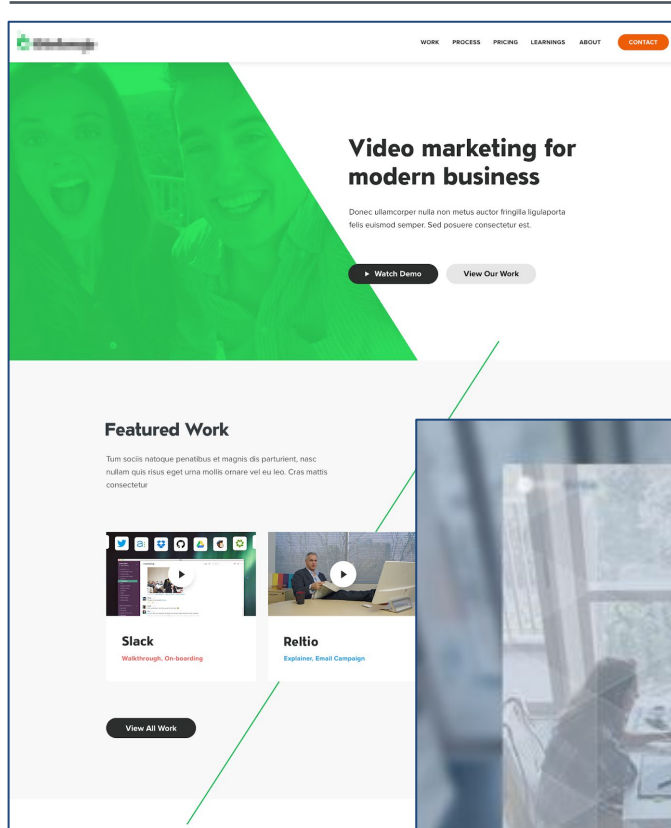


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What's Trending Now



THIS WEBINAR COVERS:



Set A Goal for Your Website and Learn What You Need to Do to Achieve Each Goal



Design Matters: Keeping Current in 2018



Providing the Best User Experience



Understanding User Behavior



The Near Future of Website Functionality



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What's Trending Now



Providing The Best User Experience

Searching for homes is the number one thing your visitors want. And every single real estate website offers it.

Every real estate website has a property search on it. How is yours different? There's one thing that Zillow doesn't have on their site. YOU! Make sure to give your site visitors as many opportunities to build connection with you as possible. Personality. Value. Expertise.



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What's Trending Now



What's Trending Now

SELECT LANGUAGE SIGN-IN

Clinton

Open House Friday, May 25, 2018 10:00 PM - 06:00 PM

Google Maps

Book A Showing

16 photos

\$85,000,000 10 10.5 N/A \$305,350

CHANGE CURRENCY BEDS BATHS SQFT EST. MO. PAYMENT

Calculator

Features

LISTING ID:	1641314385854	CC / MAINT:	\$13,500 / monthly
BUILDING OWNERSHIP:	Condo	TAXES:	\$16,500 / monthly
BUILDING AGE:	Post-war	STORIES:	46
UNITS IN BUILDING:	N/A	PETS:	Pets Allowed
FURNISHED:	N/A		
BUILDING AMENITIES:			

Bike Room, Garage, Shuttle Service, Courtyard, Garden, Fitness Room, Exercise Studio, Basketball Court, Tennis Courts, Pool, Sauna, Laundry Room, Valet, Lounge, Billiards Room, Party Room, Roof Deck, Cold Storage, Common Storage, WiFi, Business C, Doorman, Full Service

Select a Language



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What's Trending Now



The screenshot displays a real estate website interface. The main listing is for a property at 1641314385854, priced at \$85,000,000. It features a large photo of a modern kitchen and a 'Book A Showing' button. A modal window is open, showing a calendar for May 2018. The calendar highlights the following days: Friday, May 25 (Booked), Saturday, May 26 (Booked), Sunday, May 27 (Available), Monday, May 28 (Available), and Tuesday, May 29 (Available). The modal also includes a 'Select a day' dropdown and a 'Book A Showing' button.

Open House Friday, May 25, 2018 10:00 AM

Google Maps VIEW

Book A Showing SCHEDULE

16 photos

\$85,000,000 10 10.5 N/A \$305,350

CHANGE CURRENCY BEDS BATHS SQFT EST. MO. PAYMENT

Features

LISTING ID: 1641314385854 CC / MAINT: Condo TAXES: Post-war STORIES: N/A PETS: N/A

BUILDING OWNERSHIP: BUILDING AGE: UNITS IN BUILDING: FURNISHED: BUILDING AMENITIES:

Bike Room, Garage, Shuttle Service, Courtyard, Garden, Fitness Room, Exercise Studio, Basement, Laundry Room, Valet, Lounge, Billiards Room, Party Room, Roof Deck, Cold Storage, Common Storage, WIFI, Business C, Doorman, Full Service

YOUR SHOWING OF: 641314385854 All times are: Eastern Time - US & Canada

Select a day

TODAY

Fri 25 May Booked Sat 26 May Booked Sun 27 May Available Mon 28 May Available Tue 29 May Available

THIS WEEK NEXT WEEK

Book a Showing



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What's Trending Now



The screenshot displays a real estate website interface. At the top, there's a navigation bar with 'SELECT LANGUAGE' and 'SIGN-IN' options. The main content area features a large image of a modern kitchen with a white countertop and stainless steel appliances. Below the image, there's a 'Book A Showing' button and a 'SCHEDULE' button. A 'Change Currency' modal is open, showing a list of currencies: AUD \$, BGN ₺, BRL R\$, CAD \$, CHF, CNY ¥, CZK Kč, DKK kr, EUR €, GBP £, HKD \$, HRK, and HUF Ft. The modal also includes a 'CALCULATOR' button and a 'Pets Allowed' section. The background shows a property listing for a modern kitchen with a white countertop and stainless steel appliances.

Change Currency



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What's Trending Now



WHAT'S TRENDING NOW

Description

This is a sunny and spacious one-bedroom, one-bathroom home featuring south-east exposure. The living space is great for entertaining with a dining area and a large living room where you can easily host your guests. The gourmet kitchen features top of the line appliances, and sleek custom cabinetry. This home loaded with storage space with three large double closets. The spacious bedroom is suited for a king size bed and flooded with citiquiet windows facing both south and east.

is a full service condominium with concierge and doorman offering residents a full compliment of amenities including a two-story state of the art fitness center, yoga studio, a 40-foot Indoor Pool, steam room, a fully furnished rooftop featuring a barbecue grill and beautiful river and park views, and a stylish residents' lounge. There is also a Parking Garage beneath the building with direct access to the lobby. Located on a quiet cul de sac adjacent to Rector Park and just steps from both the riverfront esplanade and the bustling luxury retail and dining of Brookfield Place, Rector Square is also conveniently situated near several subway stops (R, 1, 4/5).

Courtesy of



- 1** Rector St
4 min • 0.17 mi
- R W** Rector St
4 min • 0.19 mi
- 5 4** Wall St
5 min • 0.25 mi
- 1** Cortlandt St
6 min • 0.28 mi
- R W** Cortlandt St
6 min • 0.28 mi

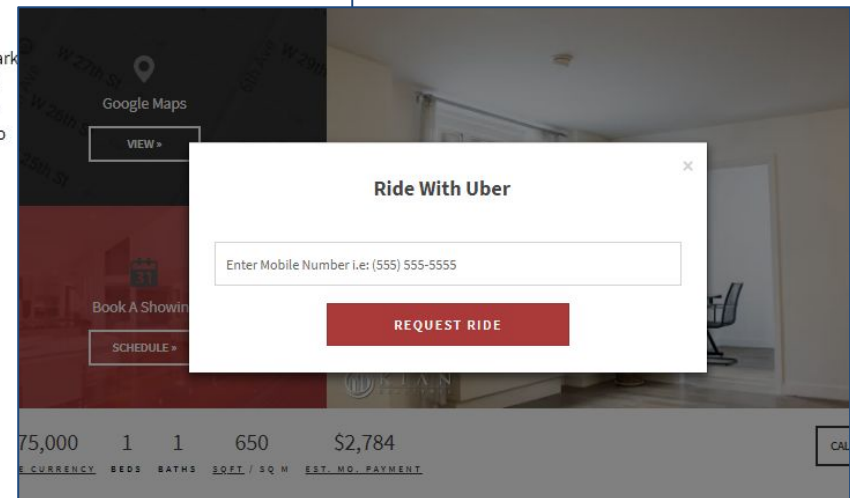
[VIEW ALL TRANSPORTATION OPTIONS >](#)

This is a Post-War High-Rise home located in Battery Park City, New York, NY. This home has 650 sqft with 1 bedrooms, 1 bathrooms and was built in 1986.



BOOK A SHOWING

CONTACT CHRISTINA



Schedule An Uber



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What's Trending Now



Sort

↓ Price ▾

1 – 100 of 34,238 Listings Found

Hide Map

FEATURED

\$2,499,900

SINGLE FAMILY HOME FOR SALE
ACTIVE

6 BED | 9 TOTAL BATHS | 9,079 SQFT

Villanova, PA 19085
NONE AVAILABLE Subdivision

FEATURED

\$1,399,900

SINGLE FAMILY HOME FOR SALE
ACTIVE

4 BED | 3 TOTAL BATHS | 4,050 SQFT

Berwyn, PA 19312
WOODLEA Subdivision

NEW LISTING – 2 WEEKS ONLINE

\$7,500,000

SINGLE FAMILY HOME FOR SALE
ACTIVE

6 BED | 6 TOTAL BATHS | 2,178 SQFT

Wayne, PA 19087
ARDROSSAN Subdivision

FEATURED

\$799,900

SINGLE FAMILY HOME FOR SALE
ACTIVE

4 BED | 4 TOTAL BATHS | 4,272 SQFT

Berwyn, PA 19312
HUNT VALLEY

Comments

☆ 😊 💬 ↻ ✕

☆ 😊 💬 ↻ ✕

Comment



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What's Trending Now



Sort Price

1 – 100 of 34,238 Listings Found Hide Map

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HUNT VALLEY Subdivision

Hide This Listing

Hide A Listing



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What's Trending Now



5
BEDS

5
TOTAL BATHS

1
½ BATHS

6,807
SQ FT

PHOENIXVILLE, PA 19460

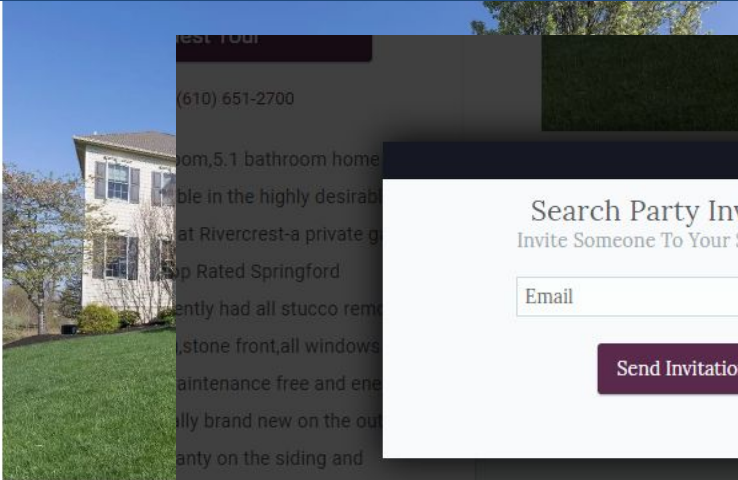
RIVERCREST - MONTGOMERY-PA COUNTY
SINGLE FAMILY HOME FOR SALE
ACTIVE - 3 WEEKS ONLINE

Request Info

Request Tour

Or Call Us (610) 651-2700

Absolutely stunning 5 bedroom, 5.1 bathroom home with every upgrade imaginable in the highly desirable community of The Masters at Rivercrest-a private gated golf club community and Top Rated Springford Schools! This home has recently had all stucco removed and new Hardy Plank siding, stone front, all windows and doors added promising a maintenance free and energy efficient future. It is essentially brand new on the outside and comes with a new warranty on the siding and workmanship. From the second you enter the two story



01/25 Photos

Social Search ?

Reaction

Comment

Share

Add a friend to your search

Add a comment...

Private Post

Search Party Invitation

Invite Someone To Your Search Party

Email

Send Invitation

Recent Activity

Search With A Friend



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What's Trending Now



WHAT'S TRENDING NOW

5
BEDS

5
TOTAL BATHS

1
½ BATHS

6,807
SQ FT

PHOENIXVILLE, PA 19460

RIVERCREST - MONTGOMERY-PA COUNTY
SINGLE FAMILY HOME FOR SALE
ACTIVE - 3 WEEKS ONLINE

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Recent Activity

- 2 days ago Listing updated with changes from the MLS
- 3 weeks ago Price changed to \$899,900
- 3 weeks ago Listing first seen online

Listing Snapshot

Price	\$899,900	Days Online	20 Days
Bedrooms	5	Bathrooms	5
Half Bathrooms	1	Inside Area (SqFt)	6,807 sqft
Lot Size	0.43 Acres	Year Built	N/A
MLS Number	7174516	Property Tax	\$13,087
HOA Fees	\$175	Sq Ft Source	A

Social Search ?

Reaction Comment

Add a comment...

Private

Post

Listing History



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What's Trending Now



Providing The Best User Experience

Beyond the Virtual Tour

Virtual tours provide a simple way for a visitor to interact with a listing without being present.



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What's Trending Now

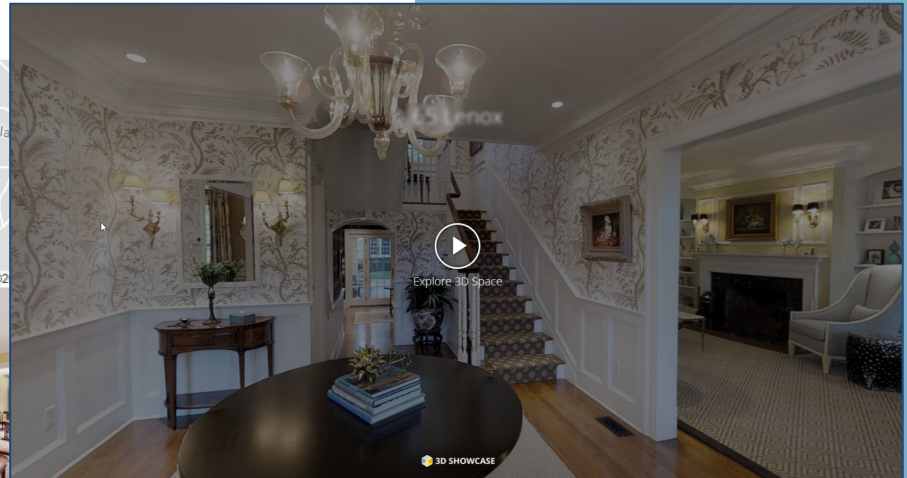


65 Lenox Rd, Summit, NJ 07901

Summit



42 PHOTOS



3D SHOWCASE



3D Tour



Floorplans



Interactive Floorplan



Brochure



Video Tour



Survey



Living Here



Share



Contact / Showing

Virtual Tours



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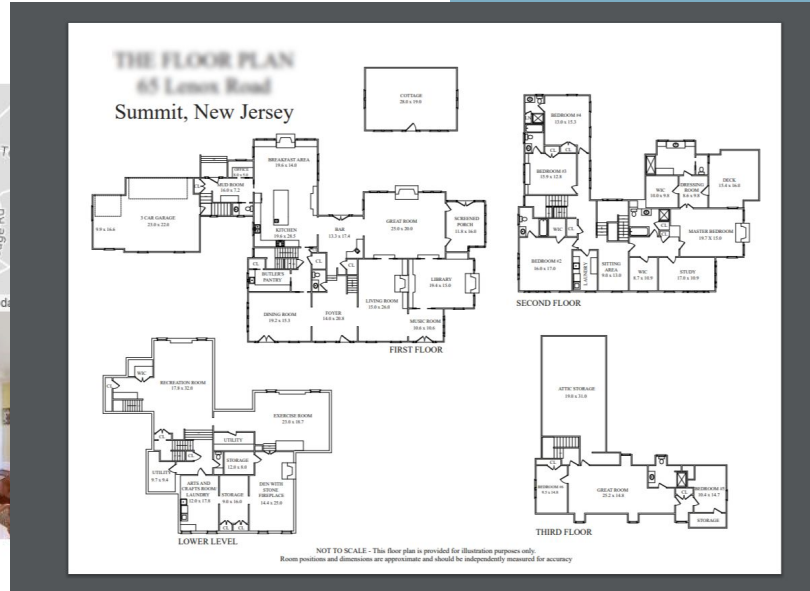


What's Trending Now



65 Lenox Rd, Summit, NJ 07901

Summit



- 3D Tour
- Floorplans
- Interactive Floorplan
- Brochure
- Video Tour
- Survey

- Living Here
- Share
- Contact / Showing

Virtual Tours



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What's Trending Now



65 Lenox Rd, Summit, NJ 07901
Summit

42 PHOTOS

65 Lenox Rd, Summit, NJ 07901
\$4,675,000 | 6 Bedrooms, 6 Bathrooms, 2 Half Bathrooms
SELECT ANY MEDIA TO VIEW

FloorPlan

Area Map

3D Tour Floorplans Interactive Floorplan Brochure Video Tour Survey Living Here Share Contact / Showing

Virtual Tours



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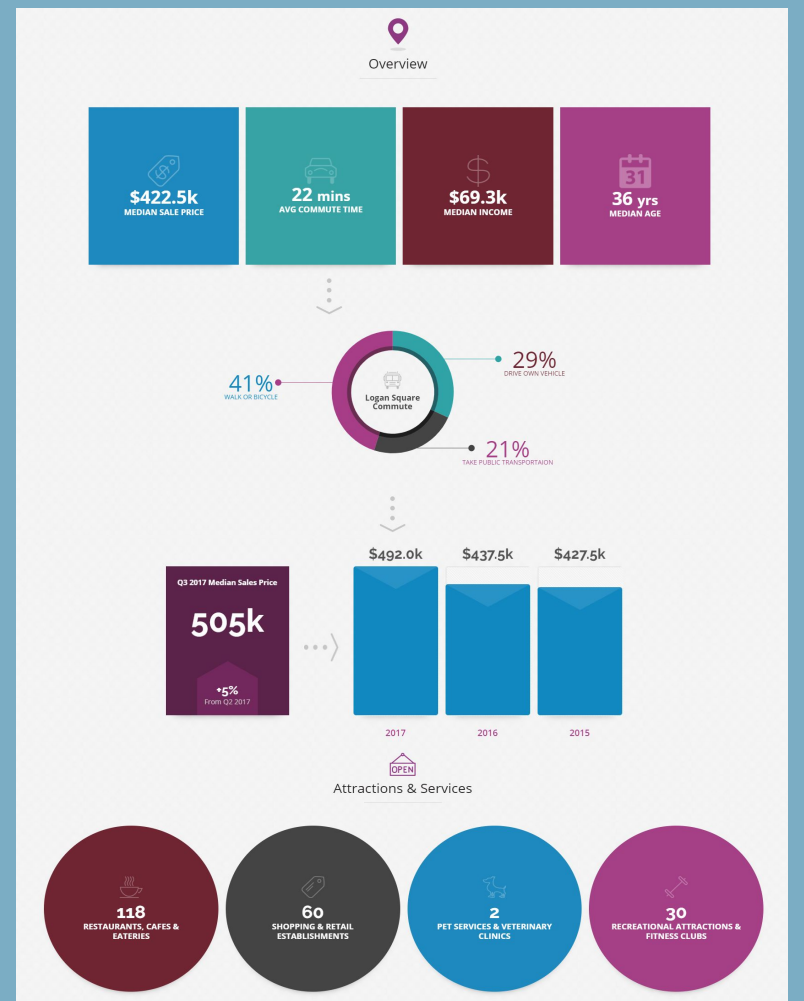
What's Trending Now



Providing the Best User Experience

Same Old Stats, New Look!

Add Visually Compelling and Detailed Market Data to your Community Pages



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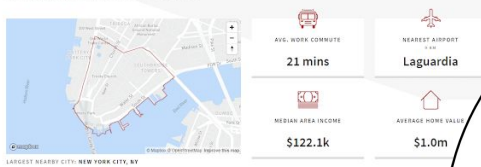
What's Trending Now



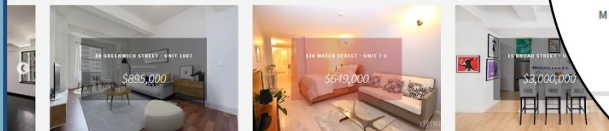
Providing the Best User Experience



An overview of Financial District



Currently available Financial District properties



real estate

Financial District Median Sale Price



Bar chart data represents either Full Year Median or point-in-time Median data for the current year.

Financial District *real estate*

Financial District Median Sale Price



Bar chart data is vs. same period prior year. Bar chart data represents either Full Year Median or point-in-time Median data for the current year.

Financial District *apartments*

Financial District Apartments in NYC

Financial District stands out from other Manhattan neighborhoods because of its historic island of commerce, tradition, and history. This area plays a significant role in the international economy and trade. The New York Stock Exchange as well as the central major financial institutions. The neighborhood has also played a pivotal and significant role in United States history and the arts. Many of the historic buildings serve as a reminder of its influential past. While this symbolic locale certainly has the presence of a high-quality business district, it also has a continuously developing residential community. Many NYC citizens have been drawn to the area because of its extremely convenient location, available commuting options, business housing, as well as its reputation for being quiet and safe.

Financial District has an ideal location, nestled between the Hudson and East Rivers and bordered by the distinguished Tribeca and Battery Park City. The personality of the Financial District is truly unmatched as the neighborhood serves as both an energetic commercial hub and a family-friendly residential area with a down-to-earth, communal atmosphere. The unique and distinguished environment of FID allows locals to enjoy everything that New York has to offer within one geographical location.

Financial District Apartments

The Financial District features a dynamic, growing population and there is a huge selection of apartments to meet the varied needs of this constant influx of new residents. Rentals can range anywhere from roughly \$2,200 up to \$42,000 or even more for this ultra-convenient location. There are also many Financial District luxury apartments for sale, some for up to \$100 million or more, but many more affordable Financial District apartments do exist, starting in the \$400,000 range. The business atmosphere of this locale is perfect for those seeking a contemporary, upscale, authentic New York experience without leaving the area.

Financial District *schools & education*

Living in the Financial District provides residents with access to some of the most prestigious and high-ranking public, private and charter schools in NYC. FID is served by New York City Geographic District 1, which has a strong reputation as an innovative and high-performing public district with a focus on constant development in order to accommodate student needs. Students are afforded extensive educational options and provided with excellent programs that include specialized courses of study and individualized curriculum from the elementary to high school levels. Living in the Financial District opens the door to endless academic opportunities.



PRE-SCHOOL SCHOOLS	ELEMENTARY SCHOOLS	MIDDLE SCHOOLS
1	3	3
HIGH SCHOOLS	PRIVATE SCHOOLS	
7	6	



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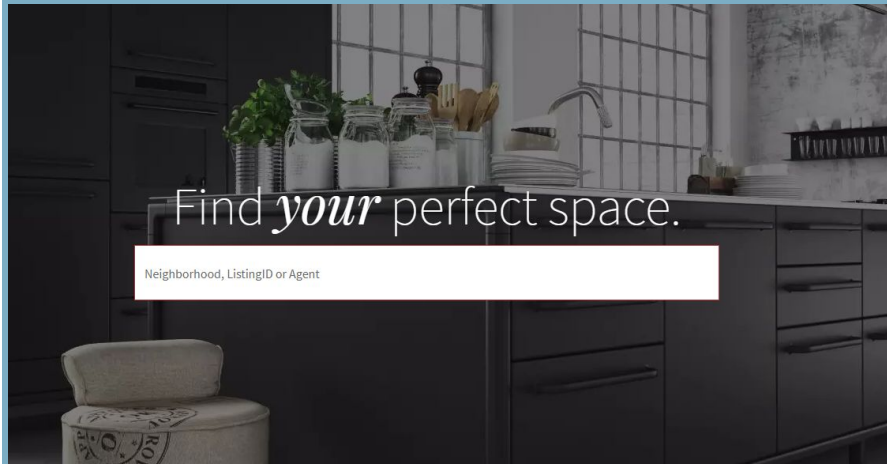
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What's Trending Now



Providing the Best User Experience



STRONG CALLS TO ACTION ON EVERY PAGE

- Colorful and contrasting in relation to your homepage or other content
- In line with your overall brand design
- Short and simple copy that interests readers
- Encourages people to take a specific action – “Call Now”, “Buy Here”, “Sign Up”
- Optimize the image for mobile devices

Ready to maximize your property investments?

TALK TO A REP



Begin your commercial inquiry ...

TALK WITH A PRO



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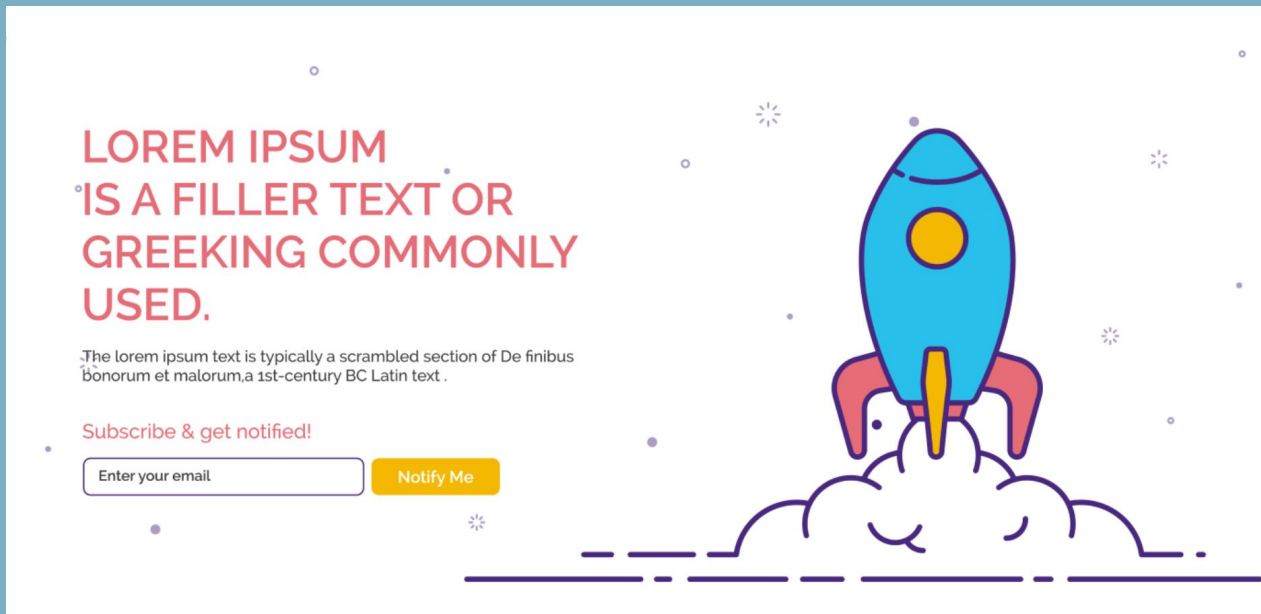


What's Trending Now



Providing the Best User Experience

LANDING PAGES!!!



Title is Key

Persuasive Subtitle

Singular Visual Focus

Singular Call To Action

Fast Load Times



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What's Trending Now



The image shows a web interface for a home value estimator. The background is a photograph of a modern interior with large windows and a balcony. The interface includes a header with the "Platinum" logo, a "SELECT LANGUAGE" dropdown, and a "SIGN-IN" link. The main content area has a white overlay with a house icon and the text "FIND THE VALUE OF YOUR HOME". Below this is a sub-headline: "The value of your largest asset should never be a mystery. Get our comprehensive report in 30 seconds." A text input field prompts the user to "Enter your street address, city or zip". Below the input field is a three-step process: 1. LOCATE PROPERTY, 2. PROPERTY CONDITION, and 3. PROPERTY REPORT. A "Live Chat" button is in the bottom right corner.



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What's Trending Now



THIS WEBINAR COVERS:



Set A Goal for Your Website and Learn What You Need to Do to Achieve Each Goal



Design Matters: Keeping Current in 2018



Providing the Best User Experience



Understanding User Behavior



The Near Future of Website Functionality



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What's Trending Now



Prioritize Understanding the Behavior of your Visitors

Guessing doesn't work.

Blind Marketing Costs Money!

Data removes your blindfold so
you can see your target.



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What's Trending Now



Prioritize Understanding the Behavior of your Visitors

example:

A client recently contacted us wanting to build out very robust community pages at great expense of money and time.

We asked them, why?

They replied they wanted to increase leads.



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What's Trending Now



Prioritize Understanding the Behavior of your Visitors

Careful study of user behavior and relentless attempts to increase lead capture have shown to increase lead capture. You often must:

- Radically DECREASE the amount of information you provide.
- Force registration prior to providing information.
- Offer a single call to action on a page



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What's Trending Now



Prioritize Understanding the Behavior of your Visitors

Top Resources to get started:

- Real Time Analytics
- Top Landing Pages
 - Top Exit Pages
 - Top Pageviews



Google Analytics®



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What's Trending Now



Prioritize Understanding the Behavior of your Visitors

Get Clicky With It
<https://clicky.com/>

Why: Google Analytics shows only AGGREGATE data. (Little known fact: You cannot follow a single user's path through your website)!!!

Clicky works differently.

Visitor path, this visit

May 24 2018 </blog/350/gdpr-update>
9:07:11 pm GDPR update! | Clicky Blog

May 24 2018 </blog/postcomment/350>
9:07:16 pm Post a comment | Clicky Blog

May 24 2018 </blog/350/gdpr-update>
9:07:21 pm GDPR update! | Clicky Blog

May 24 2018 </blog/>
9:08:45 pm Web Analytics Blog | Clicky Blog

May 24 2018 </blog/349/gdpr>
9:10:48 pm GD;PR | Clicky Blog



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What's Trending Now



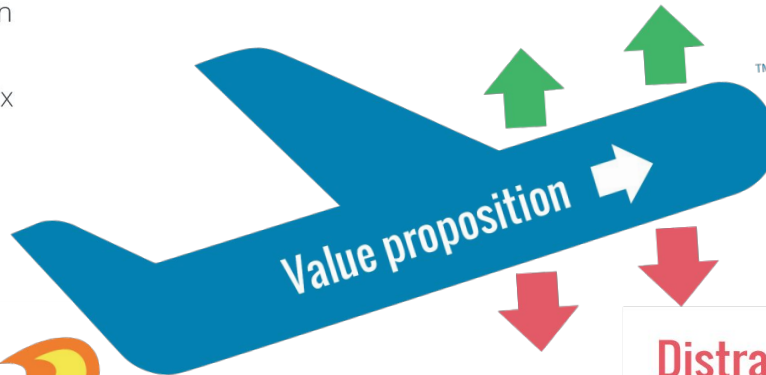
Prioritize Understanding the Behavior of your Visitors

Value Proposition

This is the vehicle that provides the potential for your conversion rate, it is the most important of the six factors.

Urgency

How are you matching the visitors' internal urgency and creating external incentives?



Relevance

Does your web page deliver on what your prospects expect?
Does it match their needs and feelings?

Clarity

How easily is your value proposition communicated? This includes eyeflow, imagery, copywriting and calls-to-action.

Distraction

Is your website content diverting visitors away from your primary goal?

Anxiety

What elements on the page could be creating uncertainty for your prospects about taking action?

The LIFT™ Model



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What's Trending Now



THIS WEBINAR COVERS:



Set A Goal for Your Website and Learn What You Need to Do to Achieve Each Goal



Design Matters: Keeping Current in 2018



Providing the Best User Experience



Understanding User Behavior



The Near Future of Website Functionality



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What's Trending Now




Alternative suggestions
based on limited results

Points of interest

Best Seller / Most Visited

“In high demand”

Reviews provided on page



Edinburgh is 80% unavailable for your dates on our site. Have you thought about staying nearby?

Ingliston 6.8 miles away, 2 properties	Queensferry 19% cheaper 8.4 miles away, 3 properties	Newbridge 8.4 miles away, 1 property
--	---	--

[Show more destinations nearby](#)

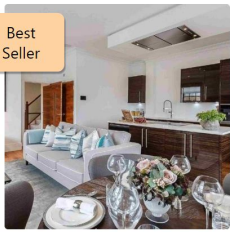

Edinburgh: 355 properties found

3 Reasons to Visit: **Royal Mile** History | **Edinburgh Castle** Ancient Landmarks | **Fringe Festival** Theatre

[Map View](#)

[Our Top Picks](#) | [Lowest Price First](#) | [Best Properties for...](#) | [Review Score & Price](#) | [Stars](#) | [Distance From Downtown](#) | ...

Prices shown are for your 7-night stay



Apartment 14 Tron Square

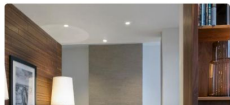
[Old Town, Edinburgh](#) – [Show on map](#) (In the city center)

2 people are looking right now
In high demand! Booked 110 times in the last 24 hours

Apartment 1 x 8 – 2045 ft² – Bigger than most in Edinburgh
In high demand!
Risk Free: You can cancel later, so lock in this great price today!

Price for 7 Nights
\$1,409
FREE cancellation

[Select your apartment >](#)



Courtyard by Marriott Edinburgh

[Edinburgh](#) – [Show on map](#) (0.7 miles from center)

9 people are looking right now
In high demand! Booked 34 times in the last 24 hours

Excellent 8.9
2,298 reviews

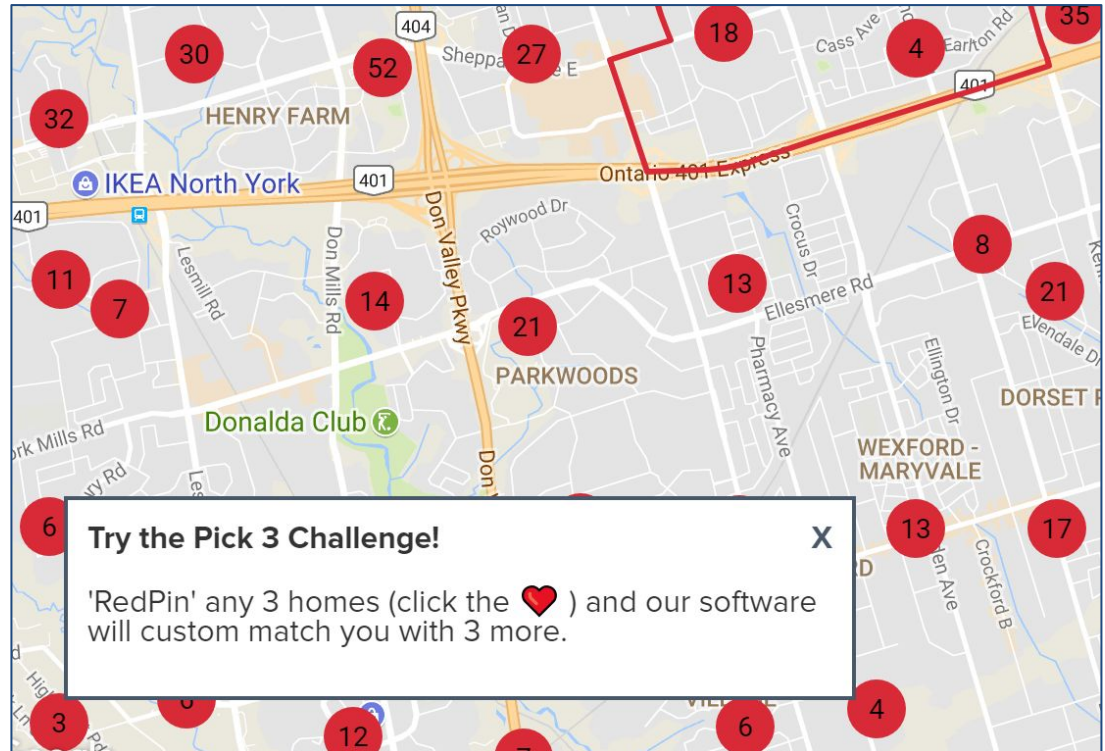
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What's Trending Now



Algorithms,
including
Machine learning
to customize
experience with
minimum user
input.



Courtesy of TheRedPin.com

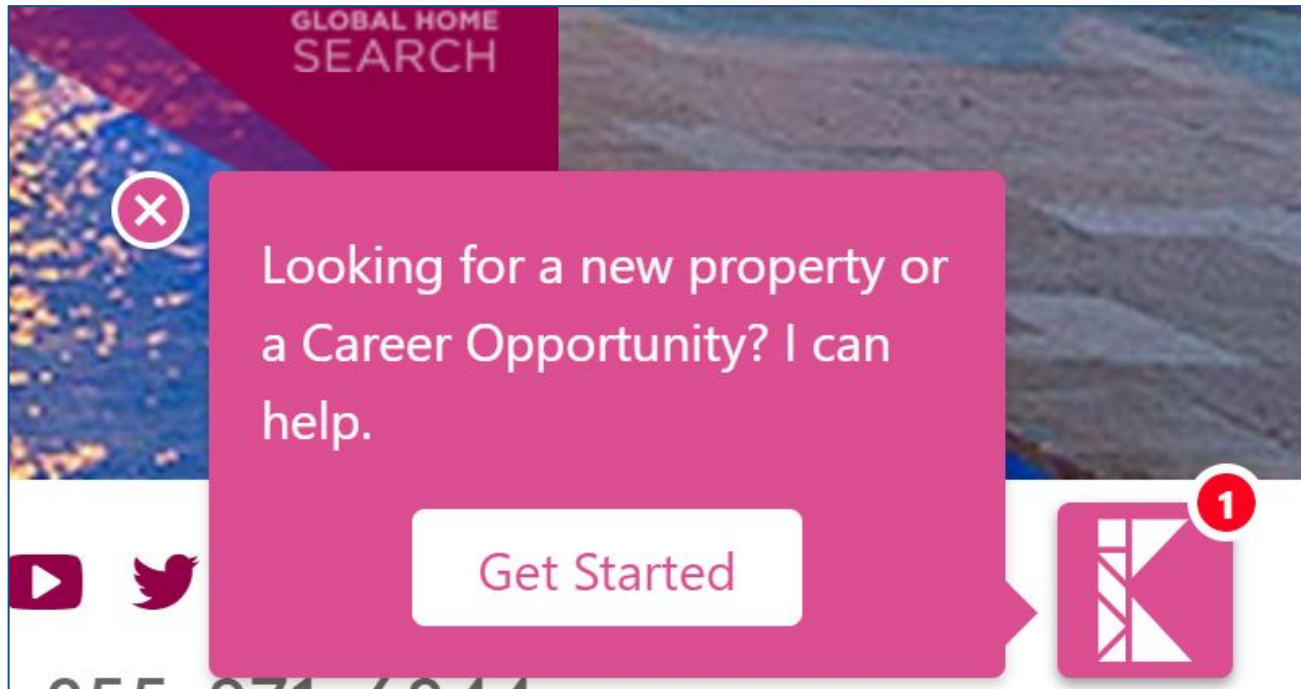


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What's Trending Now



Real estate chatbots



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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[illegible]

WHAT'S TRENDING NOW

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business



EQUAL HOUSING
LENDER



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Notes and Replay from Today's Presentation

Visit the PNC Mortgage Agent Alliance Website
<https://www.pnc.com/agent-alliance/english/home.html>

View the Replay at
VirtualResults.com/pnc-replay



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