

# Commercial Real Estate

## Problem:

In a constricted economic environment, Commercial Real Estate brokers are trying to find differentiators to attract new customers to their properties. While most companies in their vertical were pulling back on marketing spend, this company felt strongly that it had an opportunity to outshine their competitors. They wanted to position themselves as the trusted experts specializing in getting results for the properties and clients they represent.

## Solution:

An inventory of current marketing materials, a review of their business process to promote properties, and B2B user site layout best practices helped guide the design of the user experience. A thorough competitive analysis was completed to review local and national competitors, giving Hall better understanding of the business landscape.

A look and feel and information architecture was created that would promote featured properties in a large slide show. An easy to view homepage with simple navigation, quick browsing and functionality to allow for numerous listings to be viewed within a scrolling menu made for efficient research for the user. Specific calls to actions (CTA) to help guide the user to contact brokers, learn more about properties and schedule a walk through were clearly defined.

## Outcome:

One of the main goals was to try to drive more traffic and engage users more on the Featured Properties/Property Listings page. The Average Time on the Page increased by 20.6%, the Bounce Rate and percentage of Exits lowered by 53% and best of all, the engagement has increased over 300% over the previous site.

**300% Engagement Increase**