

Website Architecture & Content Plan

Prepared for: Turnkey Contracting & Development Advisory

I. Executive Summary

This website architecture is designed to transition the company from a traditional contracting business to a premium design, build, and investment partner. It highlights the unique competitive advantage of the firm: combining 30 years of on-the-ground technical mastery with institutional-grade financial oversight and real estate economic strategy.

II. Site Navigation (Sitemap)

The top navigation menu will be minimal and intuitive to guide high-net-worth clients and investors effortlessly.

- **Home**
- **About Us**
- **Services**
- **Portfolio (Projects)**
- **The Process**
- **Contact**

III. Detailed Page Blueprint

1. Home Page: The Introduction

- **Hero Section:** A high-resolution background video of a completed luxury project.
- **Headline:** Mastery in Construction. Precision in Investment.
- **Sub-headline:** Delivering end-to-end contracting, engineering, and property development solutions for 30 years.
- **The Dual Advantage:** A visually striking section highlighting flawless technical execution paired with rigorous financial modeling and cash flow analysis.
- **Service Pillars:** Clean, clickable links routing to the main service categories.
- **Featured Projects:** A curated gallery of the top three completed projects.

2. About Us: The Legacy & The Future

- **The 30-Year Legacy:** The narrative of the company's evolution from specialized plumbing to comprehensive turnkey development.

- **The Managing Director:** Highlighting your father's 30 years of on-site oversight, technical troubleshooting, permitting, and quality control.
- **The Financial Director, Kevin Abdallah:** * Showcasing your Bachelor of Science in Finance.
 - Emphasizing your practical experience as a Contract and Financial Administrator.
 - Highlighting your specialized certification in Property Development and Investment.
 - Incorporating your academic background in Real Estate Economics and Finance.
- **Core Values:** Transparency, Precision, Longevity.

3. Services Pages

- **Turnkey Development:** Covers land sourcing, permitting, general contracting, construction, and handover.
- **Property Investment Advisory:** Covers feasibility studies, property development strategy, and financial modeling.
- **Core Infrastructure:** Covers the foundational plumbing, electrical, heating, drainage, and waterproofing services.
- **Renovation & Modernization:** Covers structural renovations and smart home automation integration.
- **Expat Property Management:** Covers remote estate care, pool maintenance, landscape upkeep, and routine technical maintenance for clients abroad.

4. The Portfolio (Projects Page)

- **Dynamic Filter Bar:** Allows users to sort the gallery by categories: All, Residential, Commercial, Turnkey, Renovation, and Infrastructure.
- **Project Case Studies:** Individual project pages detailing the client's brief, the technical execution, the financial management of the project, and high-resolution imagery.

5. The Process (How We Work)

- **Phase 1: Financial & Technical Feasibility:** Sourcing land, budgeting, and real estate economics assessment.
- **Phase 2: Permitting & Procurement:** Navigating legalities and negotiating vendor contracts to maximize the client's budget.

- **Phase 3: Execution & Supervision:** Deploying 30 years of expertise in managing all trades on-site.
- **Phase 4: Handover & Maintenance:** Delivering the keys and transitioning to ongoing property management.

6. Contact Us

- **VIP Consultation Form:** Includes qualifying fields like "Project Type," "Estimated Timeline," and "Budget Range" to filter leads.
- **Direct Contact Info:** Phone numbers, professional email addresses, and office location.