WEBSITE WANTS AND NEEDS

1. First impressions:
   1. I want to connect with the client on the first visit to my site. They should immediately get a sense that I know what they need. My sense is, if they see a picture of a similar business to theirs that will have a great impact. I DO NOT want a skyline picture or a moving video on the home page
   2. The site should be a personal site to me and not a ‘Company” site
   3. I also would like to incorporate the iconic windmills in my local area. These are like the ones in the logo. The wind farm is on the San Gorgonio Mountain pass. <https://en.wikipedia.org/wiki/San_Gorgonio_Pass_wind_farm>. I’m looking for some way to incorporate those pictures into the site in a way that doesn’t take away from the purpose of the site.
2. Graphic Intensive
   1. Lot’s of pictures of Businesses. Rotating or changing periodically. We should try and get as many pictures of various types of businesses on the home page as possible without crowding it.
3. Number of pages:
   1. BUYERS
   2. SELLERS
   3. EXIT PLANNING
   4. COMMERCIAL RE
   5. ABOUT US
   6. BUSINESSES FOR SALE
   7. EDUCATION(maybe youtube video’s)
   8. SOLD LISTINGS/testimonials
   9. COMMERCIAL RE FOR SALE(UNSURE)
   10. M&A
   11. FAQ
   12. Current listings(Need to chat about this)
4. Easy to contact me. Sign up for our news letter/new listings
5. Easy to edit content
6. Youtube or blog integration
7. SEO friendly easy to use-plug-in
8. Cell phone tablet auto adjust responsive design
9. Social media integration
10. Multiple calls to action
11. HTTPS
12. Analytics
13. Schema markup
14. Auto backup
15. Avoid Adobe Flash
16. Other sites that have elements I like
    1. www.viabeacon.com Picture with a short description of each type of business. Maybe put # of sold also
    2. <https://beehivebusinessalliance.com/> This has an online NDA on the home page. Not a great site just interesting about the NDA
    3. <https://www.midstreet.com/> I like the graphic intensity of this site
    4. evobizsales.com lots of graphics differ business types rotating
    5. <https://oibmn.com/> interesting “Businesses sold” scrolling on the home page
    6. <https://www.thevantgroup.com/> I like the rotating message on the home page
    7. <https://wabusinessbrokers.com/nda-registration/> good example of an NDA on the site

CRM INTEGRATION

1. Contact me. Maybe interface with my CRM?
   1. Anyone contacting me should be added to my CRM. CRM should check to see if they are already in
2. Document signing. Program should interface with CRM for tracking, storage, etc. All signed documents should be stored within the contact record
3. Marketing package/listing sheet should be generated from fields in the CRM and then populated on the site in the form of a listing.

Questions for Farhad

1. Unlimited revisions- Initially 1 month. Give cost for 1 year.
2. Price with and without integration
3. How does a wordpress account work? Cost?
4. timeframe