

The property management website needs to communicate to three target audiences:

1. The investor that owns several single family homes.
2. The hand-off landlord homeowner that rents out their property out of necessity, and would rather not be bothered.
3. The landlord that owns multi-unit properties.

Flashing pictures are needed on the home page. The pictures should contain images of downtown Raleigh, and area homes. Creativity is critical for success!

All individuals are concerned with price. Therefore, the price and services offered need to be readily available. However, it should not be on the home page. The investors/property owners need to go to their own link to find information specific to their needs. The flow chart below explains the needs of each investor.

The core objectives of the property management company are as follows:

- Maintain Occupancy
- Reduces Expenses
- Obtain Premium Rents
- Keep Regular Communication
- Provide Expert Advice & Counsel

The contact information for the company should contain:

- The address
- Phone number
- Fax number
- Hours of operation

Two example high quality websites are listed below. Please review the websites for ideas.

<http://www.jogipmanagement.com/>

<http://www.gofifthstreet.com/>

The client will need a way to provide information request and their contact information to the agents.

If additional information is needed please send all questions/comments to:
georgej.white@hotmail.com.



