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Search Engine: Google
Search word: "demographic real estate"
Company Name: Schacker Real Estate Corporation
Website Home: www.schackerrealty.com
Search hit: 78th hit

Critique:

       Let's start from the ground up. The code behind their website was done using Java Script and presumably by a Java Script programmer(s). The code was ok. On line 67 of the code for the "PROPERTIES" link, whoever wrote the code missed putting a semi-colon in the function that was supposed to hide the older window and display the "Properties" page. Perhaps most of the web surfer's out there probably would not register the error (so why fix it), but I noticed it. Whoever created the site DID know about the small issue, and so I give 'em a 7 out of 10 here for not having enough pride in their work to go back to fix it. Maybe that's why this site is hit number seventy something instead of hit number one.

       Let's move on to the content of the site itself. I found the auto scroll box on the HOME page (http://www.schackerrealty.com/index.htm) to be a nice touch. I also liked the placement of an e-mail address, postal address, phone number, and fax right there in the open. If the site were number one on a Google search, I am sure that they would consider moving it somewhere further back. Don't let the simplicity of the home page fool you though. The site is jam packed with all the information one may need to catch a spark of interest in their services. Their listing of properties included an Industrial, an Office, a Land and Retail, and a Miscellaneous category…each with location, size, broker contact info, and market status (sale/lease). Most properties also had a link to a photograph as well. Great job ya'll.

       The site also gave an overview of the services of the company (http://www.schackerrealty.com/services.htm). The marketing timeline was a nice touch. Everyone has their own methodology, and the fact that they prominently cite their technique may be indicative as to the way in which they like to run their business…open and up front. This company has done a relatively good job at making the business of realty more like on-line shopping. They have put a lot of information at the customer's fingertips. Nothing says this more than the page on choosing a broker (http://www.schackerrealty.com/choosing.htm). Here Shacker goes through a 9 step series…walking the user through the steps of broker acquisition. It is very simple, clear, and easy to understand. They also provide contact links to the agents in their group (http://www.schackerrealty.com/contact.htm), should you want to contact someone within the company for further information. They really match a face to a name.

       The last main link is a pat on the back for Schacker Real Estate Corporation. Here you have access to a few positive media showcases of the company and its agents. Kinda gives the prospective customer a warm feeling inside like they really know and

trust the people behind the company. This company has done a lot with a little technology, a little organization, and a lot of thought.

Jonathan Harris