

Project idea: Realtor house selling site (CG homes.com)

Short pitch:

CG homes is a family based company specialized in selling houses at good rates in some of the best locations around.

Long pitch:

CG homes offer top tier services during every step of the house buying process. Our company specializes in finding houses for clients, mediating between prices alongside the requirements and needs set by the client, and negotiates with house owners to see if prices can be altered. DC homes is also looking into remodeling old homes and selling it to customers as their own personal line of properties in the near future. Our values are always based around the customers needs and desires for their future home, let it be a certain price or a certain location. We are committed to always delivering the best results in the quickest time possible.

Personas:

Persona 1:

Prospective house seller looking to find a certain audience.

Persona 2:

Prospective land seller looking to find a client to invest on the land and hopefully make a home.

Persona 3:

Client looking to buy a property at a certain location at a certain price but wants the inside scoop.

Persona 4:

Client looking to buy an apartment but needs help bargaining with prices.

Competition:

