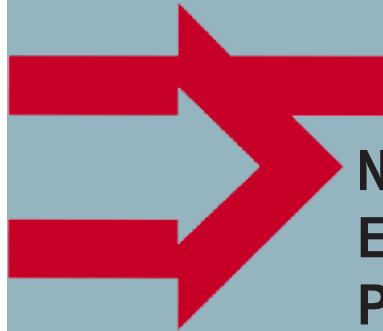
[HOME](#)[REALTORS](#)[FOR SALE](#)[CONTACT](#)

Sunny Leaf homes

has been in the real estate industry for over 75 years! We are dedicated to providing the best possible services to buy and sell your luxury homes. In the past we have collaborated with major companies such as TMG, Century 21 and Mattamy.



**FOR LIMITED TIME OFFERS
SIGN UP FOR OUR E-NEWS**



NAME :

EMAIL :

PHONE # :

Explanation:

I made a minimalist design in order to keep it simple for users. The logo is a simple leaf in a blush colour, for a modern look. The principles of conversion I used are as followed:

1. Contrast: I used a blue box to contrast the white space, and also used a bright red house/arrow to contrast the blue.
2. Directional cues: I used an arrow to point to the box where they need to begin the sign up process.
3. White Space: Other than the image and the sign up box, I left the rest of the page white to help the sign up box pop more.
4. Urgency: I stated that there are "limited" time offers to encourage people to sign up now.
5. Social Proof: I included a part about credible companies that we have worked with in the past in order to build trust with consumers.