**Realtor Web Site, Aura Garrido DFW Homes.**

**1. Introduction – Auras Garrido DFW homes**

* This is a web site to promote Aura’s services as a realtor, her qualifications and experience as well as showcase her listings as well as make it possible for a customer to not only search for homes available in their area but also go a pre-qualification form.
* The web site will serve as a first initial point for new customers to get to know Aura as a professional realtor with many years of experience.

**2. Expected List of Features**

* The web site will have:
  + Initial home page: introduction, new listings by Aura or by zip code (MLS)
  + Form with some questions about the customer that will go direct to Aura’s phone for her to contact.
  + Mortgage calculator.
  + Current market news, who is buying,
  + Qualifications for new home buyers and programs.
  + Form (on qualifying page) for her current loan officer to get customer info or to qualify today.
  + Listings: Descriptions for each and pictures, use MLS to get information automatically.
  + Web site need to be bilingual because 70% of her customers are latinos.
  + Simple nav bar
  + Format to support cell phone. Very important.
  + Drive customers to Aura’s Instagram page that will show the closings and some new coming soon listings.
* The services listed for the web site are there to make the customer feel like looking for a house if simpler than they thought because of Aura. I want to show the customer a simple yet very effective we site. The goal is to implement these different services in the cleanest way possible.

**3. Market Survey**

* Do a survey of the web to find about five websites similar to yours.

<https://www.realtor.com/> (the initial “lets find your new home”)

<https://www.realtor.com/realestateandhomes-search/Colleyville_TX> (the listing page, something very similar to this)

<https://www.jademillsestates.com/> (I like the way this site works. Might be a bit complex, Like the drone shots)

<https://www.zillow.com/> (take some elements from this website)

<https://www.trulia.com/> (take some elements from this website)

* Briefly compare/contrast the features of these websites.

All of these websites have samples of services needed to make a successful realtor site. The ease of use is what makes all these what I want Aura’s site to be. Less clutter and elegant with just enough information as not to overwhelm the new customer.

**4. References**

* Give references to any material / websites / books, et cetera, relevant to your website idea.

Will need to figure out the link with the MLS (Multiple listing services) and how to make that work.

Look at how other local Texas realtor web site connect with local real estate statistics of homes sold and what is available currently for new home buyers.

* Give the links to the websites relevant to your idea that you listed in the section above.

<https://www.jademillsestates.com/> (This one in particular is pleasing to the customer)

<https://www.realtor.com/realestateandhomes-search/Colleyville_TX>