



A fresh web presence and mobile responsiveness were high on the to-do list for the brand refresh and new website for Garnet Real Estate Services from Stillwater, Minnesota.

*Evolve Systems has been providing easy-to-use platforms allowing companies to manage their own websites and merchant processing services to customers nationwide since 2002.*



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## Garnet Real Estate Service: A Case Study

By Teresa Guerin

Garnet Real Estate Services is a full-service real estate sale and residential property management company serving the Twin Cities area and western Wisconsin. While their business was doing well, their website was not. Garnet Real Estate's old website was outdated with an unresponsive design, had poor user-experience, was on a non-flexible website platform, and there was little to no customization available. With 35% of web traffic was coming from mobile devices, it was clear that these issues were something they needed to address immediately. So they came to Evolve Systems for help.

### Defining Project Goals

At the start of the project, Garnet Real Estate Services summarized their goals as the following:

1. Lead generation: Attracting key audiences is crucial to sustaining and growing their business model to weather any change within the real estate market.
  - Real estate buyers and sellers
  - Real estate investors
  - Property Management clients
  - Renters
2. Managing client expectations and needs leading to the sale or purchase of property and managing renter and owner property management requirements.
3. Maintaining and demonstrating thought leadership and demonstrating industry expertise.
4. Creating opportunities for better customer service and building a solid reputation and growth through referrals.

### A team approach to delivering project results

Evolve Systems was able to provide the following services to Garnet Real Estate during the development of their new website:

- An industry audit and analysis of their competition
- Strategy sessions with several key staff to determine messaging and user experience
- A graphic design refresh
- Consolidation of technology platforms and third-party apps
- Robust MLS search capabilities and secure Portal log-ins
- Training for their staff after the completion of their site

*Garnet Real Estate Services is helping homeowners in today's market by offering solutions of both Real Estate Sales & Property Management Services. House hunters can now go mobile on the new website.*



*“One of our preferred lenders who works with many different realtors has now switched over to using our site as his preferred home search site. That is a very special compliment because that was a main goal when we began defining the objectives for our new site.” – Laurel Anderson, Garnet Real Estate Services*

## Gems of the Website

Garnet Real Estate Service's new site was built in WordPress CMS. WordPress allows for a multiple listing services (MLS) tool integration, which is great for blog entries and a wide variety of plug-ins, widgets, and external tools. The top functionalities to highlight on Garnet's new site include the home page sliders, the different pop-up elements such as the market screenshot, as well as a new and improved property search tool. Our developers' favorite site feature is the mortgage calculator also featured on the property search page.

## Client Testimonial

"The process was very smooth and professional throughout. From the first meetings that entailed reviewing our current site and our wants and needs for our new site, the team was very good at interpreting our goals with their visual and technical expertise. The designer was extremely talented and very patient as we made some changes throughout. The technical team and builders were very dedicated to making sure that all of the many facets of the site came together. There were a few challenges along the way, which I can only imagine is normal. The challenges were handled head on with good problem-solving skills and customer service by the Evolve Systems Team. All in all, it was a great experience and would recommend Evolve Systems at every opportunity.

We are most pleased to have a responsive website - one site that gives mobile and desktop users an experience that is aesthetically pleasing and user-friendly to our current clients and prospective customers. Being an independent real estate broker who competes against the big box companies, it is extremely important to us that our web presence is 2nd to none. Evolve Systems has built our website to look, feel and interact as well or better than our biggest competitors.

We have received many compliments on our new site. The feedback has been amazing and positive. We have heard from many that they love how easy it is to navigate." – Laurel Anderson, [Garnet Real Estate Services](#)

It is time to contact [Evolve Systems](#).

*Evolve Systems is dedicated to "Adapt. Act. Evolve." and known for our 5-step approach – Strategy, Design, Build, Market, and Support.*

*We specialize in two business verticals: Merchant Processing/Electronic Payments and Content Management (CMS) Web development, which intersect in e-commerce websites.*



## Current Interest Rates

US Average Mortgage Rates		
30 Year Fixed	3.98%	-0.01
15 Year Fixed	3.13%	0.00
5/1 ARM	3.37%	+0.06

View Trend

*The site is loaded with resources for buyers, sellers, investors and renters.*

A screenshot of a mortgage calculator form. It includes input fields for List Price, Down Payment (set to 10%), Loan Term (set to 30 years), Interest Rate (set to 4.5%), Property Tax (set to 5 annually), and Property Insurance (set to 5 annually). There are "Calculate" and "Go Back" buttons. The estimated monthly payment is shown as \$0.00.

Mortgage Calculator	
List Price	<input type="text"/>
Down Payment	<input type="text" value="10%"/>
Loan Term	<input type="text" value="30"/> Years
Interest Rate	<input type="text" value="4.5"/> %
Property Tax	<input type="text" value="5"/> Annually
Property Insurance	<input type="text" value="5"/> Annually
<input type="button" value="Calculate"/> <input type="button" value="Go Back"/>	
Est. Monthly Payment	\$0.00

Please contact our sales department at 651-628-4000 if you have any questions or would like a sales consultation.

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