



Professional Web Designs  
5342 Clark Road, STE 114, Sarasota, FL 34233  
Tel: (941) 922-3003  
Fax: (941) 827-2987  
[www.prowebdesigns.us](http://www.prowebdesigns.us)  
[info@prowebdesigns.us](mailto:info@prowebdesigns.us)

For Immediate Release:

## Does Your Website Scale and Grow With Your Business?

Ask any real estate professional if their firm utilizes a website to promote and advertise listings and they'll answer with a resounding "yes!" But ask that same agent if their company's site is designed to scale and grow with their business and they won't be so sure. In fact, many real estate websites are static and do not scale with one's business at all.

So, exactly what enables a site to "scale" and "grow" with one's business? First of all, it must be powered by a back-end database. A database is an efficient electronic filing system of records in which users can add, delete or edit site information through simple online forms. A firm with a truly dynamic website can easily add listings, agents, office locations, property features, new communities and other site content within a couple clicks of their mouse. There is no need to ever call a programmer or pay an additional fee to implement these changes. Consider the following scenario—your top agent leaves the firm and you need to quickly reassign their 20+ listings to other agents in your firm. Can you quickly do this with your current website, including the routing of property inquiries to the new agents?

There are countless scenarios of which you will need to make global changes across your site as business variables often change. A truly flexible site is one in which a necessary change will automatically ripple through to all listings, whether 10, 100 or 1,000.

If you're looking for a complete online business solution which will scale and grow with your business, please contact Professional Web Designs at 941-922-3003. Ask about our hands-on, full-access demo.

###

*Professional Web Designs is a Sarasota, Florida based web marketing firm and the creator of the Pro Web Property Manager. They seek to partner real estate firms with the common goal of marketing their properties.*  
<http://prowebdesigns.us>