



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:

## How Does Your Real Estate Web Site Strengthen Client Relationships -- Or Does It?

If you were to analyze your current real estate web site, what features or functions could you quickly name that help strengthen your client relationships? Think about the ways you communicate with your prospects and customers. How do you consistently keep your name and presence in front of them, both before and after the successful sale or rental of their property?

A firm with a well-executed marketing strategy certainly understands the importance of using their agency's website as a core marketing tool to create and reinforce client relationships. For example, what are you doing to brand yourself and keep your agency in front of your prospects after they leave your site? At a minimum, you should at least be sending follow-up emails, complete with the listing info and your agency's contact information every time a prospect inquires on one of your listings. You should also provide the ability for your prospects to quickly print a "printer-friendly" brochure of any listing, complete with your agency's contact information, as this is a form of print advertising. Enabling your prospects to quickly refer your listings to a friend (through a simple form) is also a "no-brainer" way to gain additional exposure with no effort or cost. For agencies that frequently post news and announcements on their site, this is an effective way to communicate your achievements and successes with customers who visit your site on a regular basis. And lastly, providing financial tools such as a mortgage calculator can prove valuable, time and time again, when prospects need to calculate monthly payments, whether a mortgage or car payment, or other financial obligation. Make sure you provide the ability to bookmark these pages as well.

If your organization is seeking a complete online business solution to strengthen customer relationships, consider the Pro Web Property Manager by Professional Web Designs. Designed to simplify property marketing on the Internet, it integrates Google Mapping to showcase your listings as well as the latest web 2.0 technologies to offer a better customer experience. To inquire about a hands-on, full-access demo of the Pro Web Property Manager, contact Professional Web Designs at 941-922-3003 or visit [www.prowebdesigns.us](http://www.prowebdesigns.us).

###

*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>