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For Immediate Release:

Is Your Firm's Website Attracting New Listings? Why Not?

For most real estate firms, posting new listings on their company's site is an integral part of the property marketing process. But when you show your site to prospective clients, do they get excited to list with you? If not, why?

When these prospective clients first see your site, are they excited and filled with a sense of urgency to sign your listing agreement? In today's fast-paced digital age, property owners are becoming more tech savvy and demanding that their agency utilize the latest Internet technology to actively promote and sell their home in a timely manner. But what exactly do consumers seek in their agency's web site? Topping the list are: using interactive maps (such as Google Maps) to display their property's location, featuring and promoting their property listing on the agency's home page, and frequent posting of news and updates to keep clients informed..

From the agency's perspective, it's more than just being online, it's being able to show prospective clients that you've made a substantial investment in your Internet technology to become a market leader. At a minimum, prospective buyers should have a way to search for properties by type, location, beds, baths and price. Having the latest web 2.0 technologies to simplify and automate your business is also a big plus.

If you're looking for a complete online business solution to attract new listings and to offer a "better customer experience," please contact Professional Web Designs at 941-922-3003. Ask about our hands-on, full-access demo.

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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>