Primary Contact Details

We would like primary contact details prominent– name, phone number and email

Geoff Schnitzerling

Principal/Real Estate Agent

0409 947 717

sales@georealestate.com.au

PO Box 336, Stanthorpe QLD 4380

Facebook/Instagram: @georealestateau

Secondary contact details

Erin Schnitzerling

Office Manager

0429 803 302

erin@georealestate.com.au

**Logo and style guides**

See attached.

**List of features for home page**

Graphical user interface, website

Description automatically generated

The image to the right is an example of the initial view we would like clients to see (without scrolling).

We would like this page to be simple with our logo, search options, location and contact details to be prominent.

Search options: A place to search current listings, a link to a free appraisal and a “request contact” link. We would like to use the wall in the image as a background to make this area stand out (image attached in email).

Menu: We like the “hamburger” style menu to organise our information and not take focus away from our central features.

Please note, we have “un-bolded” the name Schnitzerling as there is another agent in town with the same surname and they feature this in their company name. We would like to differentiate ourselves from them and minimise any chances of affiliation with their company.

When customer scrolls down we would like them to be able to view our current listings and contact details.

**Types of listings**

Residential sales

Land sales

**Websites we like**

[Noosa Hinterland Real Estate :: Home](https://noosahinterlandre.com.au/) – We really like the search bar layout/function on home page (please note I have used this design in the above home page example); we also like the “property alert” function.

[Real Estate Agents - Property For Sale and Rent | McGrath](https://www.mcgrath.com.au/) – We are aware that this is a very “high end” website but we like the simplicity and stylish presentation of it. We also like that they have a step by step guide to buying/selling properties as you will find if you scroll down on these links: [Properties, Homes & Real Estate For Sale | McGrath](https://www.mcgrath.com.au/buy) and [Ultimate Guide To Selling A House Or A Unit | McGrath](https://www.mcgrath.com.au/sell)

[Real Estate Agent | Hills2Coast Real Estate](https://www.hills2coast.com.au/) – If you scroll down a little, we like how the “buy” and “sell” buttons are presented. We also like how you can see the search bar above their listings: [Browse Properties | Hills2Coast Real Estate](https://www.hills2coast.com.au/buy)

[iThink Property | Real Estate Agents Ipswich, Toowoomba | Property Managers](https://www.ithinkproperty.com.au/) – We like that when you click on the “hamburger” a large menu appears e.g. buy, sell etc.

[About Us - Pardee Properties](https://pardeeproperties.com/about-us/) – We like how the company values are visually represented

**Websites we don’t like**

We don’t like lots of clutter or items that are not easily read e.g. when text does not stand out or clashes with imagery.

We do not like websites that don’t display their contact details prominently

We prefer simplicity and ease of use.

We are not particularly fond of the “template look”.