

## Wood Associates Website Brief

We need a home page design for a client 'Wood Associates'. We are doing all the coding so just need the design done for the home page and then supplied to us. It's preferable if it can be supplied as a figma file/project but if you can't then we will accept photoshop.

Please specify in your design if you can supply as a figma project as this is preferable.

Included is the client's logo and style guide.

This client is a company that specialises in commercial real estate and business sales. They don't do residential realestate so the site must have a corporate/business feel.

The menu structure for the site should be:

- Home
- About us
- Properties
- Services
- Testimonials
- Contact

The home page needs the following elements:

- Search tools
- Featured listings or recent listings
- Appraisal request form
- Testimonials
- About Us/Company introduction section
- Contact information
- Newsletter sign-up

A list of website the client likes are:

- [Loopnet](#)
- [realcommercial](#)
- [realestate.com.au](#)
- [www.domain.com.au](#)

The client said this about these sites:

- Clean look and feel, advanced search filter and filtering/ layouts for users to choose from.

- TheLoopnet map is great but should be toggled on or off to showcase listings or map mode similar to Domain and list/grid view. Keep in mind we plan to include real estate listings so inspections, auctions.
- The list view should be mobile first and show case headline, image, price, location, key features. The landing page needs to be done well to convert clicks.

Here is some more information the client supplied to give you a better idea of what they are looking for:

### **What are the objectives of the new website?**

- Showcase the full range of services: Business Brokerage, Advisory & Consulting, Commercial Property Sales & Valuations, and Commercial & Residential Finance.
- Increase qualified buyer and seller enquiries through optimised website flows.
- Deliver a clean and intuitive advanced listing search interface, taking inspiration from RealCommercial.com.au's Invest Tab. Allow users to filter by key investment criteria (ROI, yield, lease type, etc.).

### **2. What are the sub-pages of your website?**

- **Home Page:** Introduction to services, featured listings, testimonials, and high-value CTAs. Includes advanced search filters for investment-oriented listings (see below).
- **About Us:** Company overview, values, team bios, mission and vision.
- **Services:**
  - Business Brokerage
  - Advisory & Consulting
  - Commercial Property Sales & Valuations
  - Commercial & Residential Finance
- **Listings:**
  - Businesses for Sale
  - Commercial Properties
  - Advanced filters inspired by RealCommercial:
    - Listing Type (Business, Franchise, Business + Property, Investment Property, Vacant)
    - Lease Details (duration, terms)
    - Financial Metrics (Net Yield, Asking Price, ROI, Adjusted EBITDA)
- **Resources/Insights:** Blog, guides, videos, reports and educational material for buyers and sellers.

- **Contact Us:** Contact form, office addresses, team contact directory.

### **3. Social Networks to Integrate**

- LinkedIn
- Facebook
- Instagram
- YouTube