**CCM Finance Website Outline and Messaging**

**WEB SITE PAGES**

**Home**

Message: Local real estate experts lending to local real estate investors

* + CCM Finance is a local business with local knowledge and strong industry relationships. A partner with a wide network who offers value added services.
  + CCM has an established pool of experienced investors available for your real estate investment needs
  + Loans offered (Fix and Flip, Commercial)
  + Why borrow from CCM (experts, fast approval, professional, a partner, selective, competitive rates and fees)

**About Us**

* The Company
  + Mission, Focus, What makes CCM different
* The Team
  + Ian and Matt bios with emphasis on background that is most relevant to hard money borrowers. This should build confidence and trust.

**Loans –** This page will offers 2 loan types:

* Fix and Flip Loans
  + Description of the loan type, borrower requirements
  + Loan terms table (fee, rate, loan to cost etc.) [Let me know if you want this and what info you want to include on the website]
  + Why choose CCM
  + Online application or Contact web form [Do you want application or just contact us webform? If application, we’ll need to know what fields should be included]
* Commercial Hard Money Loans
  + Description of the loan type, borrower requirements
  + Loan terms table (fee, rate, loan to cost etc.)
  + Why choose CCM
  + Online application or Contact web form [Do you want application or just contact us webform? If application, we’ll need to know what fields should be included]

**Resources**

* Blog articles
* National and local industry news
* Value add services
* Testimonials

**Contact Us**

* Web form to capture FN, LN, Email, How you heard about us
* Phone and email

**OTHER FEATURES THAT WEB SITE WILL NEED:**

**Chat feature**

* When a visitor hits the website the chat box appears

**Social media icons with links to pages**

* We don’t have any social media pages yet but web site should include placeholders where we can add these links

**Industry membership logos with link to sites**

**PAGES THAT WE WILL CREATE IN THE FUTURE, BUT NOT NOW**

**Borrowers**

[may want to have a placeholder for this in the future. This might be a borrower portal where they could access info or complete transactions related to their projects directly]

**Investors**

[may want to have a placeholder for this in the future. If you want to attract new investors this page could promote your projects and the returns/success that other investors have had]

**Recent Projects**

[may want to have a placeholder for this in the future. Add pictures and descriptions of projects funded once you get several on board]