**Design Brief for RealManage Website Refresh**

**General Details:**

Company Name: RealManage

Business Location: Carrollton, TX – HQ

Current website: [www.realmanage.com](http://www.realmanage.com)

**Overview:**

We are a community association management company providing services to homeowner associations (HOAs), condominium associations, cooperatives, municipal utility districts, luxury high-rises and large master-planned communities within the Real Estate category.

We are looking to for a refresh of our site with newly-designed pages that are compatible with WordPress and can be uploaded to a domain with little complications.

**Our target audience / target market:**

HOA and Association Board Members, Real Estate Builders & Developers, Residents and Homeowners, Vendors, Potential Business Partners

**Project scope:**

Create a landing page template with the target audience of HOA Board Members who are prospects of RealManage

The goal of the landing page is to have them fill out the proposal form by having the page take them from our “why” message to our “how” and “what” messages so they are compelled to fill out the form. The new landing page needs to drive that behavior.

Our messages will include the following

Why messages:

* Because you deserve an exceptional community
* Because you and your residents deserve an exceptional lifestyle
* Because your community matters
* Because your residents matter
* Exceptional Community. Managed
* Exceptional Lifestyle. Delivered

How/What messages:

With over 25 years of experience, RealManage provides exceptional community management solutions with the transparency and visibility your community deserves. Our fully integrated services are provided at competitive prices with the best people, best practices, and best cloud-based and mobile app technology.

Our team is made up of the industry’s leading experts equipped to answer your questions quickly. Our team includes: certified managers, degreed and certified accountants, experienced, multi-lingual customer service representatives, technology staff and industry executives. We perform industry leading best practices, on behalf of the communities we serve, ensuring you receive the highest level support, guidance and tools to assist in performing your fiduciary duties. With our proprietary, cloud-based and mobile app technology, pertinent community information is at your fingertips. You will be empowered to manage the business affairs of your community anytime, from any device, anywhere.

Our community management services include personalized onsite management, portfolio management, full-service community maintenance services, community management for builders and property developers, and Virtual CAM (Community Association Manager) management.

Our community communication services include cloud-based board, resident, closing, and attorney portals and mobile app technology, providing the transparency and visibility into the business affairs that your community deserves. In addition, we provide several communication tools to keep homeowners and residents informed via our community website, newsletter and event services.

RealManage, one of the largest and fastest growing community management companies, is proud to provide exceptional services to hundreds of community associations from under 50 units to over 7,000 units in Arizona, California, Colorado, Florida, Georgia, Louisiana, Nevada, North Carolina, Oregon, Texas and Washington, including homeowner associations (HOAs), condominium associations, cooperatives, luxury high-rises, municipal utility districts and large master-planned communities.

Other page elements: additional content block/placeholders for:

* Link to Service description and technology pages
* Link to Mobile Apps page
* Request a proposal form fill content block
* Find an office form fill content block and link to local page upon completion of search via zip or state
* Contact us content block with information to include phone, email, fax, etc. and link to contact us landing page

**Template Elements:**

Files will also be uploaded including:

* Logo
* Colors
* Sales PPT for their reference