

# REIWA member website design and build



reiwa.com  
*You're Home*

## Need a new/upgraded website?

Relax.... let us show you how easy it can be

- > 10 years' experience in real estate website development
- > Multi Award-winning web developers
- > Feeds to all major sites
- > Optimised for Google
- > Customised web design

**"We know websites, what works and how to do it!"**



# Here are a few sites we've done..!

We've built 100's of sites. Here are a few of them.



Use some of these for 'inspiration!'

# Here's what our clients say about us!



*"Great service and commitment to getting it right."*  
**Adam Bettison, Director, HouseSmart Real Estate Pty Ltd.**



*"When I revamped my website in 2010 I wanted to deal locally and gave REIWA the task. Phil designed the new website for me and he, Sarah and their team ironed out all the little problems that you find once it had gone live, normally within hours. This is my third website and by far the easiest and the best. Can't recommend Phil, Sarah and the rest of their team too highly."*  
**David Evans, Principal, David Evans Real Estate**



*"To Phil and The Team,  
Thank you for building the perfect website for our new company. We have had nothing but positive feedback about it. I want to also say a huge thank you for being so efficient and understanding!! I will definitely recommend your services!!"*  
**Nikki Varga, Director, Varga Realty**



*"From start to finish Phil has delivered all commercial outcomes on time and on budget. Phil's knowledge of the real-estate industry is a key strength to ensuring the most appropriate outcome from both a design and functional perspective. I have no hesitation in recommending any real-estate business utilising these services. Phil and the team have continued to provide the same service after the build and continue to offer advice on how to improve."*  
**Andrew Darren Hayes, Director. RealPro**



*"We have used Phil and the team on several occasions to build and rebuild our website. I have always found Phil to be very helpful, responsive and knowledgeable about creating effective Internet sites. Happy to recommend them to other users."*  
**Stuart Weston, Principal, Stuart Weston Real Estate.**



*"When we decided to replace our old website I spent many hours researching realestate websites and speaking to web designers. I chose Phil and the team because they were very easy to deal with, innovative, listened to our ideas, and came up with a website that is easy to use, functional, uncluttered, and appealing. Just what we wanted. I have no hesitation in recommending Phil and his team."*

**Stuart Walls, Principal, Geraldton Property Team.**



*"Phil and the crew helped build and launch our new website in 2006 and again in 2008. Since then, they have always been available to tweak and fine tune the website at any hour of the day. Nothing is too much trouble. An exceptional quality service provider."*  
**Barry Litten, Principal/Director, Property People.**



*"I recently had the pleasure of working with Phil and his team in relation to the design and implementation of an internet site for my business. Phil was a delight to deal with, always prepared to listen, always professional and prompt in response. The result is a site I am delighted with particularly given the tight time constraints Phil was given to work within."*

**Brian Sullivan, Principal, Sullivan Property Consultants.**



*"We felt that Phil and his team were the only people that showed initiative and real understanding of their product. It gave us confidence knowing that they would deliver us the quality result we were after. During our business relationship we have found the staff to be extremely helpful, thoughtful and reliable. We regularly receive positive feedback from both buyers and sellers about our website."*

**Brock Gurr. General Manager/Licensee, Brown Murray**



# Q&A on web site development

## How long have you been developing real estate sites Phil?

For over 7 years now, I have managed hundreds of projects over that time, from total rebuilds, to adding new features, and brand new sites for new agencies.

## What have you found to be the most important attributes of a good real estate site?

I think you have to realize who the site is for – what the demographic of the visitors are likely to be – and build it for them. Overall, sites must be fast to load (loads in 5 seconds), easy to navigate (they don't come with instruction manuals, nor should they) and be up to date (people come to the web for information, so you have to give it to them).

## Why do real estate agencies need a web site at all?

Well, clients, prospective clients (and staff) will check you out on the web, whether you like it or not, so you have to have a good presence – and this starts with your own site. Beyond that, you can brand and differentiate yourself on your site, it displays only your listings and you can communicate with your marketplace too. It is like having your very own radio station. I am constantly amazed at those that have not grasped the power of the agency's own web site, and always pleased to see the successes of those that have.

## Your sites come 'optimised for Google', what does that mean?

This is very important. Being on the first page of Google is a must these days – whatever phrase is important for you to be there for, you need someone who can code these keywords into the important areas of the site, the places

Google looks for. You also need a site's architecture to be right. So many people make false claims about getting their sites onto the first page of Google. While there are no guarantees, and it depends on the competitiveness of your chosen phrase or keywords, there are ways to do it, and I have been delighted with the results we have had for our clients. One thing I will say, is please do not sign up for an SEO ('search engine optimisation') expert until you have spoken with us. We do not charge ongoing fees for SEO, we just code it right.

## You used to be a real estate agent yourself, does this help when you build web sites for the industry?

I think so; as I know what it is like to be in the industry myself, and also have worked with the industry on real estate web development now for over 7 years. I hope this makes me empathetic to the needs of the busy sales person or property manager.

## Anything else?

I think people should definitely let me and the REIWA team quote on any web site development for REIWA members. We really do know what we are doing, and have many satisfied clients. We have an excellent record, and a great system for making the process painless for the client. You really just "sit back and relax", and let us get on with it for you!



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## Contact Phil Knight

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