

Why Should I Have a Website?

1. Are you legit?

Most people are coming to expect that any professionally run business will have a web site. At the end of last year, about 153 million people were online in the United States and about 10 million are expected to adopt the Net this year.

More and more people are looking for products and services on-line than every before. Homebuyer's habits are changing. People expecting to move to a new area and very often rely solely on the Internet to learn about the new area, builders, subdivisions, schools, etc.. The research and find out who to go to for what. Many people research and find their homes, furnishings, schools and jobs over the Internet. With a well-designed site your small business becomes a real player both on and off the net.

The point is, today, there is no reason for any homebuilder or subcontractor not to be on the online, and not just online, but online in a professional, powerful way. That way, when a customer wants to find your products and/or services, they will.

If not, they'll go somewhere else.

2. Consolidate your ad campaigns and make you marketing more effective

Add your Web Address to your stationary; business cards, subdivision signs, vehicles other advertisements and you'll have visitors knowing exactly where to go for answers to their questions and where to send their friends to for great service.

Include your web address in your current ad campaign. Whether it's a brochure, magazine or radio ad, scream your web address and people will turn to your site for more information. Gathering more information is often a first response to a well-run ad campaign. With your site address listed in your ad, you will have people coming to YOU to get more information about your product or your services. A better return on your advertising dollar is a great reason for a web site.

3. More cost effective way of advertising

With a web site you can have pages of full-color advertisements that run 24 hours a day and 7 days a week. You get to present your company history and your products to your customers using many descriptive pages, pictures, catalogs, images, etc. How does this compare to your typical yellow pages ad and have you seen what your paying for that? **Display your model homes, floorplans, subdivision maps, features, fixtures and much more.** Most web-sites can survive a 3-5 year useful cycle, so you can spread your marketing dollars over several years. Maintenance of images, subdivision locations, models, products etc.. can be updated with ease. Once you put something in print there is no going back, web-sites can be modified with ease as your business changes.

4. Use FAQ's (Frequently Asked Questions)

Do you spend time answering the same questions over and over for each of your customers? Well that may never stop but there may be some hope! With a web site you can put the answers to these frequently asked questions online. Your potential new customers and ones that you have begun working with can be referred to these pages. You can even email them out a link to these pages. Your customers will appreciate the knowledge that you will be providing them.

5. Educate Your Customers

The first step of any sale is getting the client familiar with what you are selling. In this day and age more and more people are looking on the Internet to get the information they need to make educated buying decisions.

Include articles of interest telling your potential customers about your models, floorplans, standard features, options, warranty etc.. When they call you to discuss your products, half the sale is already done; you've already given them your "pitch". You will even save time (and money) because the ones who do call are interested, warm (and sometimes hot) prospects, not just someone calling to gather data.

6. Get Email

With your web site you will also get email addresses for your business. On your site will be a link where people will be able to email you for additional information. This is a fast and effective form of communication that enables you to get the answers or information needed for the client at your convenience and send it along. Time is money in a small business; with email you'll be saving both. If someone stops long enough to click on an e-mail link and send you a question, then they are one step closer to being your next sold customer.

7. Establish a Relationship with your Clients

People generally prefer to do business with people they "know."

On your site you will give people the opportunity to get to know your business (and perhaps you) and feel more comfortable with who you are, where you build and the style of product you have. Once this is established they will be more likely to want to do business with you as compared to the other, similar company whom they know nothing about.

A picture or profile of you or your company staff will make you more real to the client and make the client more likely to contact and communicate with you.

Plans . Takeoffs . Job Cost Accounting . Purchasing . Web Design



You sub out construction work, why not office work?