

Meet eHouse Studio

Introduction & Work



eHouse Studio

WHO WE ARE

First and foremost, we're a family-owned business that highly values our employees and customers. We've built a highly collaborative work environment made up of people who are passionate about producing leading-edge work that generates the right results for our clients.



OUR UNIQUE APPROACH TO DIGITAL EXPERIENCES

Our teams craft digital experiences that drive results through user-centered, design-oriented solution building at the intersection of your brand differentiation and revenue generation strategies.



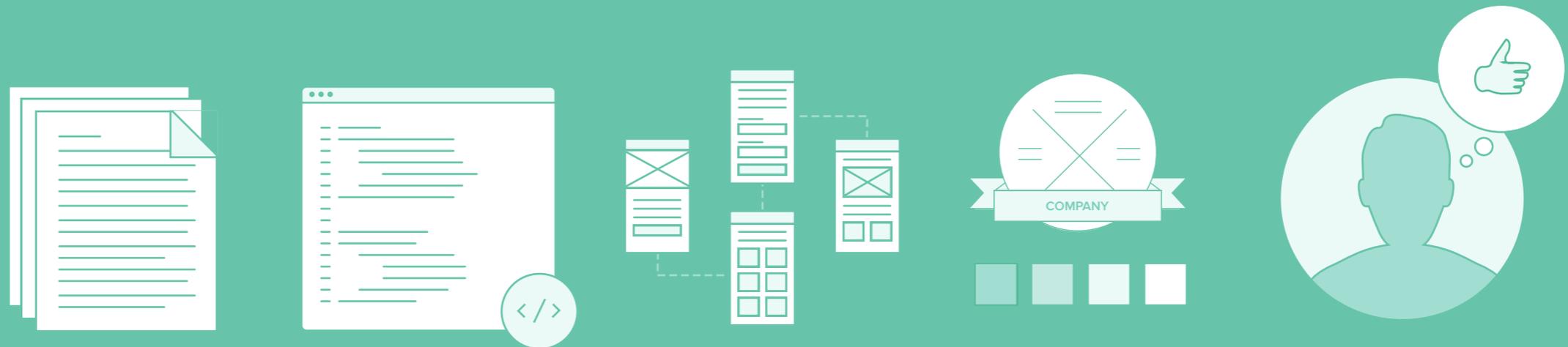
LUXURY REAL ESTATE MARKETING FOR AN AFFLUENT DEMOGRAPHIC

For more than 5 years, our extensive experience with the affluent (\$100k+ HHI) and ultra-affluent (\$250k+ HHI) demographic for luxury real estate has provided us with pure word-of-mouth referral business; we've become pseudonymous with best-in-class marketing for affluents, lifestyle/content marketing, and purchase-cycle informed lead generation.

We've particularly focused our research on, and built competencies around, the specific characteristics of a digital presence that needs to be provided to prospects by **developer companies**; we have helped those same developers transition their approaches as they necessarily shift their attention to the real estate brokerage business down the line.

HOW WE'RE UNIQUE

Our teams craft innovative digital experiences that promote new levels of engagement from your customers by integrating compelling content with intuitive user experiences, all wrapped within distinctive brand creative.



WHAT WE DO

Our primary focus has been on the luxury space, marketing to affluents by designing and developing B2C, and ecommerce responsive websites.





AWARDS



ADDY Awards



W3 Awards



Davey Awards

Plus many more...



TECHNOLOGIES



Plus many more...



REAL ESTATE RELATED WORK



BRANDS WE HAVE WORKED WITH



F O R M Ō



THE CLIFFS

An immersive, mobile-to-big screen responsive experience to increase leads by embracing a core brand attribute: living an active life in community.

THE CLIFFS

The Cliffs is a collection of private luxury mountain and lakeside communities in North and South Carolina. Boasting over 3,000 members, The Cliffs is much more than a real-estate conglomerate. The Cliffs has built a community of beautiful real-estate, world-class golf courses, and exceptional amenities in their seven locations throughout the Blue Ridge mountains. They focus on active lifestyle mixed with the kind of leisure you can only experience in a truly magical landscape.

The Cliffs came to eHouse looking for a website redesign that would be a rallying point for their brand as they were entering a new era. They were faced with a collection of seven communities that needed to be differentiated, but at the same time synthesized under a single brand. They needed a website that would integrate with their existing CRM, Member, and other systems seamlessly and present a home base for their members, potential members, employees, and other interested parties.

BALANCING SEVEN NEIGHBORHOODS UNDER ONE BRAND

A large challenge facing both The Cliffs and eHouse was how to handle the seven communities on one site without diluting the brand. The Cliffs wanted each of the seven neighborhoods to have an individual draw



and story, but the main focus needed to be that membership into one community brings membership to all seven.

Our designers worked closely with the team at The Cliffs to create a user experience that we both felt illustrated the real-life breadth and unity of their offering. While individual neighborhoods, like The Cliffs at Mountain Park or The Cliffs at Glassy, would have their unique landing pages and information tailored to them, activities, leisure items, and even real estate searches could be viewed in terms of all seven communities.

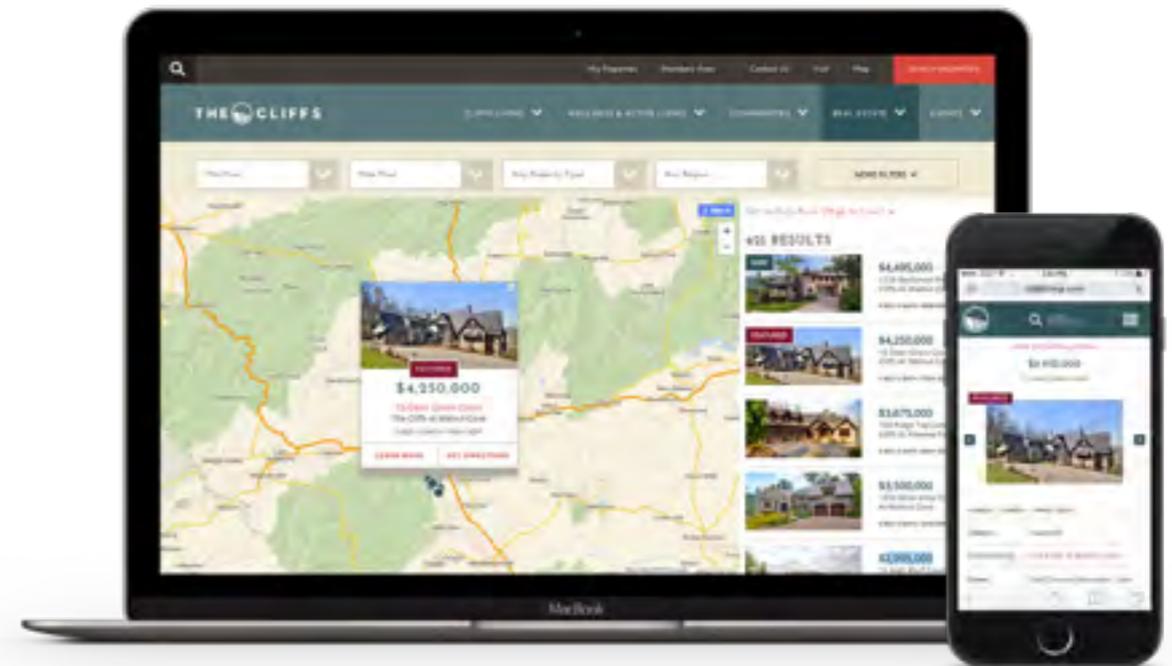
GENERATING LUXURY LEADS

It was important for CliffsLiving.com to continue to leverage their existing real estate software, Salesforce-backed PropertyBase, to score, gather, and process leads, communicate with prospective buyers and manage property data. We were able to integrate this into the new build seamlessly, and also implemented an account section whereby prospective buyers could save properties for which they were interested in an easily shareable, curated watch list.

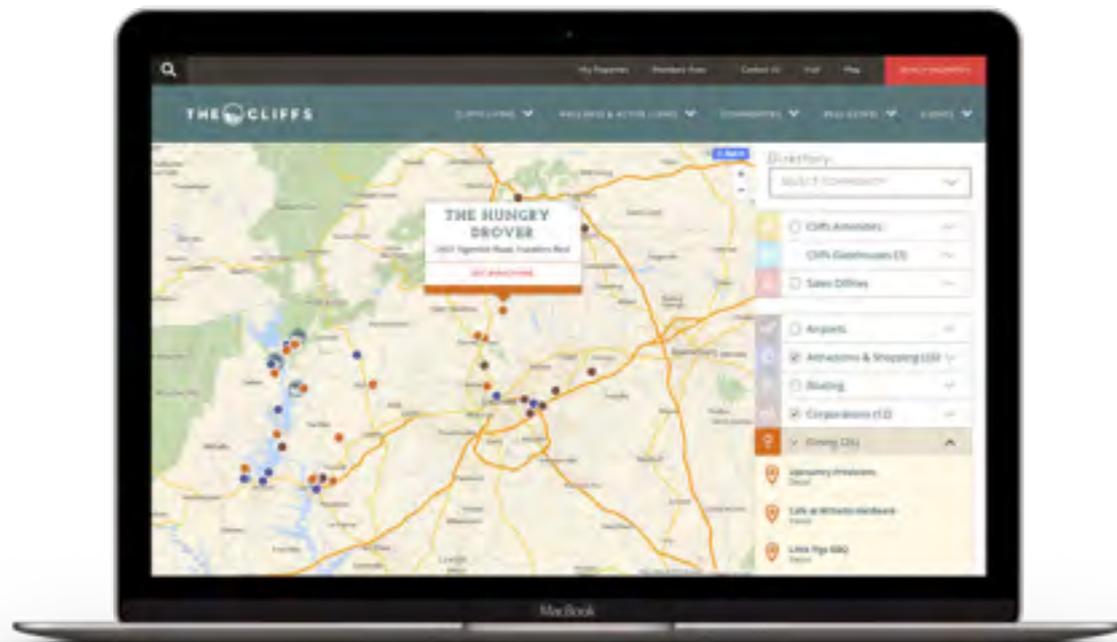
MAPS THAT GO FURTHER

In addition to integrating PropertyBase into The Cliffs redesign, we also worked closely with their team to design and develop a custom real-estate map experience that illustrated the listing

information in PropertyBase. When searching for real estate from the real estate page, visitors have the option to see listings across all of the seven communities, or drill down to the community they are interested in. Listings are presented clearly in both a sidebar overlay on the map and a property detail tooltip that appears when the user clicks a listing. To aid in simplifying the user experience for highlighted listings the interface provided a focused, omnipresent wealth of information for the user.



We also implemented a second map that focuses on the breadth of The Cliffs' amenities, which supported The Cliffs team's goals of demonstrating nearby options for both prospects and their current membership base. This map displays a perspective of relationship between all seven communities and key nearby cities, and on a more individual level, things like emergency locations, restaurants, and amenities in each of the seven communities. Through custom iconography in association with map pin colors, prospects interact with a visual vocabulary and identification system that is consistent across communities.



BRINGING NATURE INTO THE DESIGN

While functionality of the new CliffsLiving.com site was a huge factor in the redesign, brand aesthetics were on the top of our list throughout the design and development process. One of the aspects that makes The Cliffs such a unique group of communities is the breathtaking backdrop it is situated against. At eHouse, we wanted to incorporate this natural beauty into the design of the site to stay consistent with brand-consistent natural, landscape-focused aesthetics.

We developed a color palette that draws exclusively from seasonal landscapes that surround The Cliffs communities, allowing photography to stand strong, complemented by natural hues. Large header images captured panoramic landscape views, while smaller images work as detail shots showcasing the uniqueness of the seven communities.

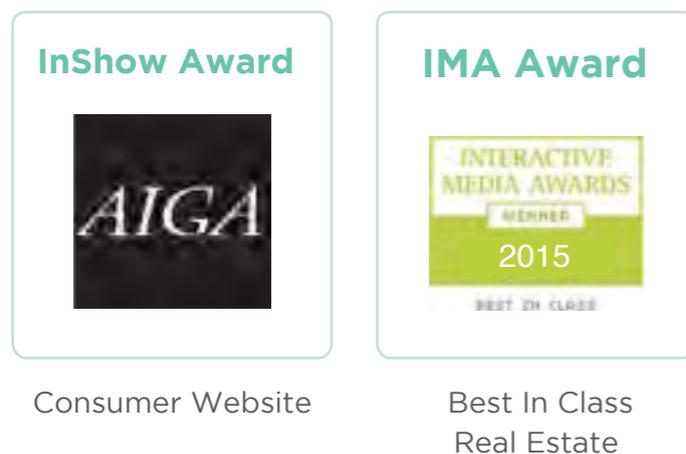
It was also important to us and The Cliffs to prominently feature lifestyle imagery on [CliffsLiving.com](https://www.cliffsliving.com), since The Cliffs is a place that nurtures community amongst its members, families, and generations of visitors.

RESULTS

Within only four months following the site launch, we:

- **Significantly increased quality lead volume** by differentiating the brand alongside support of revenue generation strategies.
- **Significantly increased longevity and impact of their .COM** asset across sales, marketing, and internal operations goals
- **Decreased management costs** for maintaining and innovating the site with custom administrative controls over content & design
- **Significantly improved SERP and SEO results** increasing prospect traffic sent over from Google

AWARDS



INCREASED LEADS

700+

Four Short Months

Created over 700 real estate and private event sales leads in just four short months, compared to 654 real estate leads for all of 2013.“

“We selected eHouse Studio to build our new website, based on their track record for innovating in the brand-to-design digital experience space,”

“The new site design is a showcase of The Cliffs’ lifestyle and provides each visitor with a fun, friendly and informative experience through a wide variety of content that represents The Cliffs’ brand: luxury living, convenience, and long-lasting relationships.”

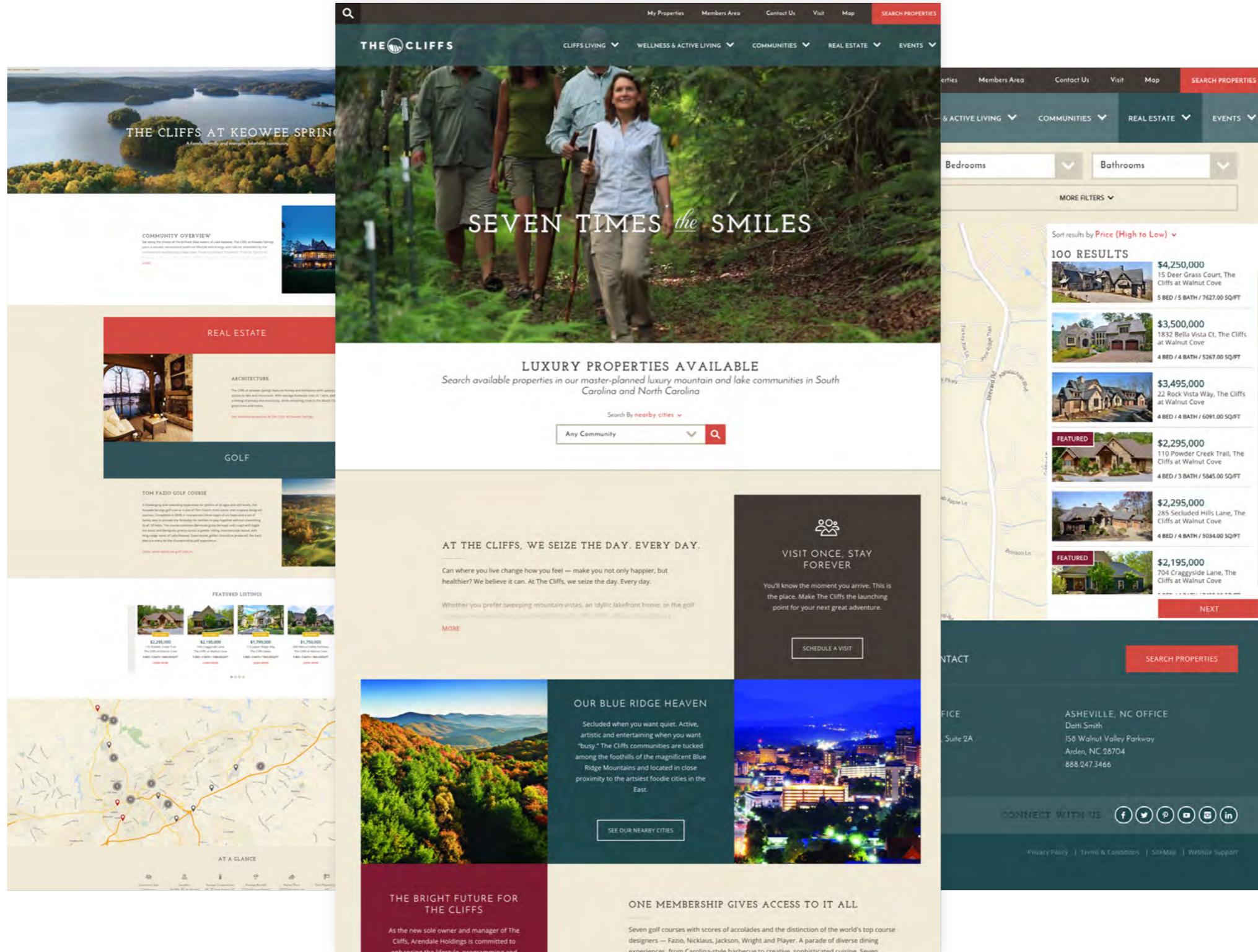
“Our prospective real estate buyers want more control. We implemented a Zillow-like online experience and integrated a customer relationship process to meet our audience where they are.”

<http://bit.ly/1Jk7QrU>



Jamie Adams

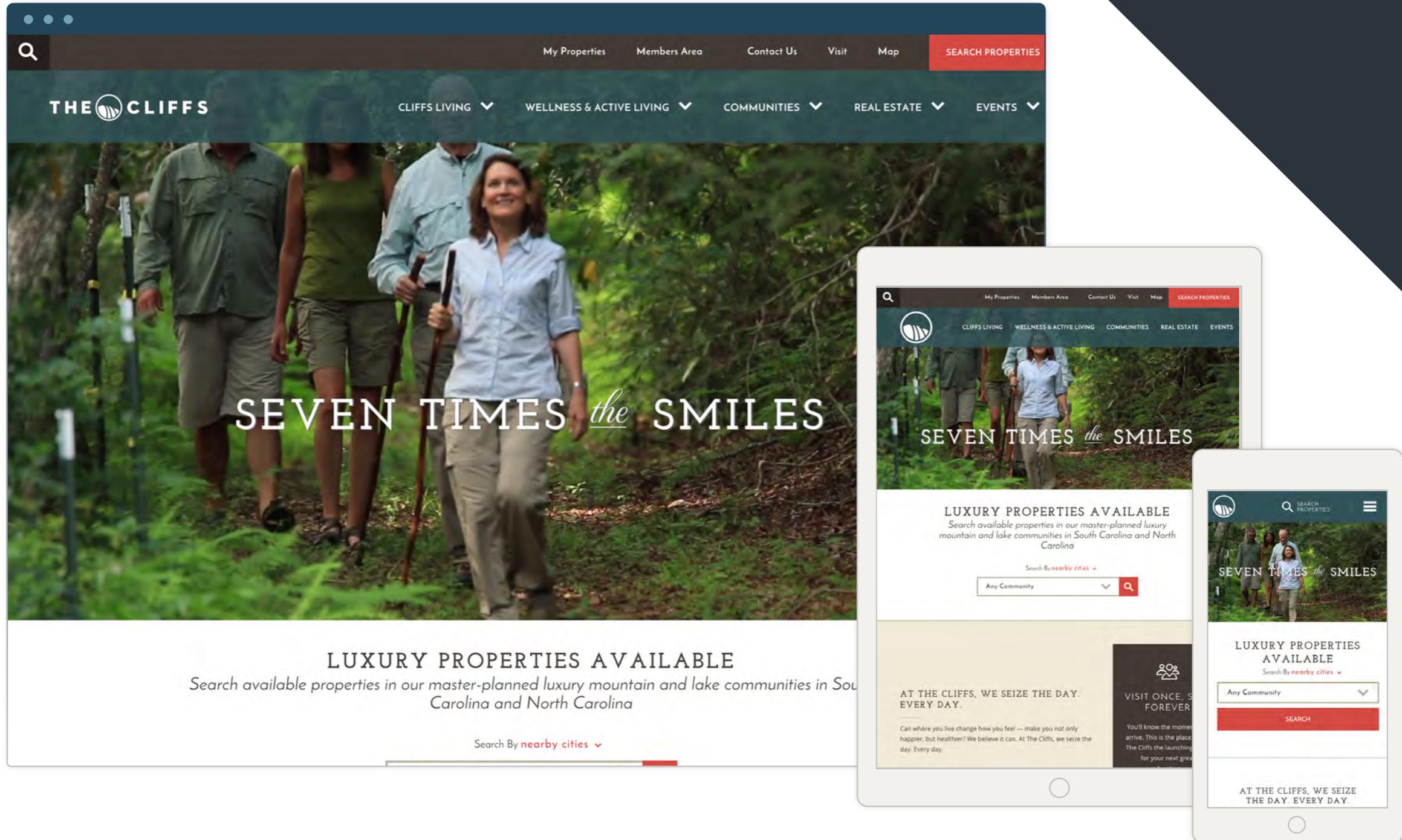
*Chief Information Officer
The Cliffs*



Home Page & Search Listings

A website that illustrates the real-life breadth and unity of their seven community offerings while presenting customer experience for searching real estate listings comparable to best-in-class real estate sites.

Currently planning a luxury
ecommerce site for 2015/16



Responsive Design

An immersive, mobile-to-big screen responsive experience to increase leads by embracing a core brand attribute: living an active life in community.

CLIFFS INTEGRATIONS

Listings

- PropertyBase listings are presented and searchable through the customer-facing responsive website for customers using a wide variety of devices including desktops, tablets and mobile phones.
- Visitors have the ability to see the surrounding amenities for each listing as well as the distance to gatehouses and additional specifics on the given properties.
- Visitors have the ability to save and share properties during their sessions as well as request to be contacted about a specific property.
- MLS property data layer integrated into full spectrum of real estate focused functionality.
- Google maps API integration in the interactive map and search listings map with custom data visualization layers responsive for mobile up to desktop.

Propertybase

- Listings are synced to the website and managed entirely using PropertyBase with advanced featuring options.
- Customer actions such as property saves, shares and other key purchase indicators are tracked and logged in PropertyBase to create sales ready leads.
- Website forms and leads are tracked and integrated with PropertyBase as well as Exact Target.
- Google Analytics campaign codes are tracked with each form submissions to better help track the effectiveness of the digital marketing campaigns.
- Jonas Club Management software integration for publishing hundreds of monthly events to the website for access from any device. The events are synced with Jonas Club Management software to eliminate the need to have Cliffs staff re-populate the content onto the customer facing website. Optional registration integration for specific events for club members and guests.



CLIFFS INTEGRATIONS

Email Marketing

- ExactTarget integration for email marketing and management.

Advanced CMS

- User generated social content is integrated and can be used to populate pages as aggregations. Client has the ability to moderate the social posts before they show on the website giving them reusable but fresh user generated content (crowd sourced).
- Custom administrative controls built into a CMS to allow for advanced maintenance and innovation of site design and content.
- Custom administrative controls built into a CMS to allow for creating and designing custom forms throughout the site.
- Site speed management system with capabilities to support competitively fast mobile experience as well as immersive visual experience for desktop, including HD video.



"We really don't get very many real estate themed sites at Unmatchedstyle – that's probably because most of them are pretty horrible (if you don't believe me, Google real estate in your locale).

However... The Cliffs website, done by eHouse Studio out of Charleston, SC, is one of those exceptions – and an exceptional site. There is so much here that I'm sure the information architecture meetings were very long – but very worth it. Most of the pages feel like landing pages, and with seven properties / communities, they really should in order to display unique characteristics of each. The mega-drop downs – I had to think about them at first, but again, they seem to make a lot of sense with the amount of content to cover."

<http://bit.ly/1J2re0w>



Aaron Griswold
unmatchedstyle.com



Luxury real estate website: creating a digital brand experience as high-touch as an in-person visit.

KIAWAH ISLAND REAL ESTATE

Kiawah is a private island community located just south of Charleston, SC. When prospects visit the property and tour its luxury homes set among forests, rivers, fairways and beaches, more often than not, they fall in love. However, unlike the physical property and the company's beautifully designed print marketing materials, Kiawah's digital experience wasn't enticing prospects to browse real estate listings or pick up the phone to schedule a tour. Kiawah needed its website to better tell the story to prospective buyers, including a broader target market, about what makes Kiawah special. It also needed to help build demand for ownership within the Kiawah community.

AS CLOSE AS POSSIBLE TO BEING THERE

From an in-depth discovery process, what emerged was the realization that we needed to tell Kiawah's story in a high-touch way, as a real estate agent might show properties to a client. We developed an easy navigation leading users on a journey through engaging content and beautiful imagery. Page layouts fade in the content and visuals as users scroll, unveiling the gorgeous landscape and creating a sense of wonder and discovery that they might experience while driving through the islands. Also, we developed a content strategy that told the story of



Kiawah Island's unique offerings to luxury homebuyers while supporting better search engine rankings.

MORE WAYS TO BROWSE AND ENGAGE

A story on every page

To convey the wonderful experience of living on Kiawah Island, we knew that the site's design couldn't feel templated and stagnant. To achieve this, when we built the ExpressionEngine content management system for KiawahIsland.com, we developed flexible templates on each page. This allowed our graphic design team to create a unique treatment for each page, helping to tell the story of each facet of Kiawah life.

Interactive map/listings

Instead of a traditional Search Listing tool, users have the option to view properties on a custom interactive map. On the map, prospective buyers are able to easily see active listings, community amenities and neighborhoods on Kiawah and where they are in relation to each other. In addition, Kiawah's mobile website serves as an easy "listings finder" tool for real estate agents to use while out — sometimes quite literally — in the field.

EASY MOBILE REAL ESTATE SEARCH

- On the mobile site home page, agents and homebuyers can search for Kiawah real estate listings by pricing, number of bedrooms or number of baths.
- Each listing provides a description, interactive Google map with directions and ability to share the listing or connect with an agent.

Mobile amenities guide

We developed a comprehensive island directory for the mobile site, featuring easy access to listings for restaurants, retail stores, golf courses and other island amenities. Users can search near their location or browse listings, get directions, find hours of operation, and call the businesses right from their smartphones. The directory opens the door to all the things to do on Kiawah Island.

A VIRTUAL SOFT-SELL

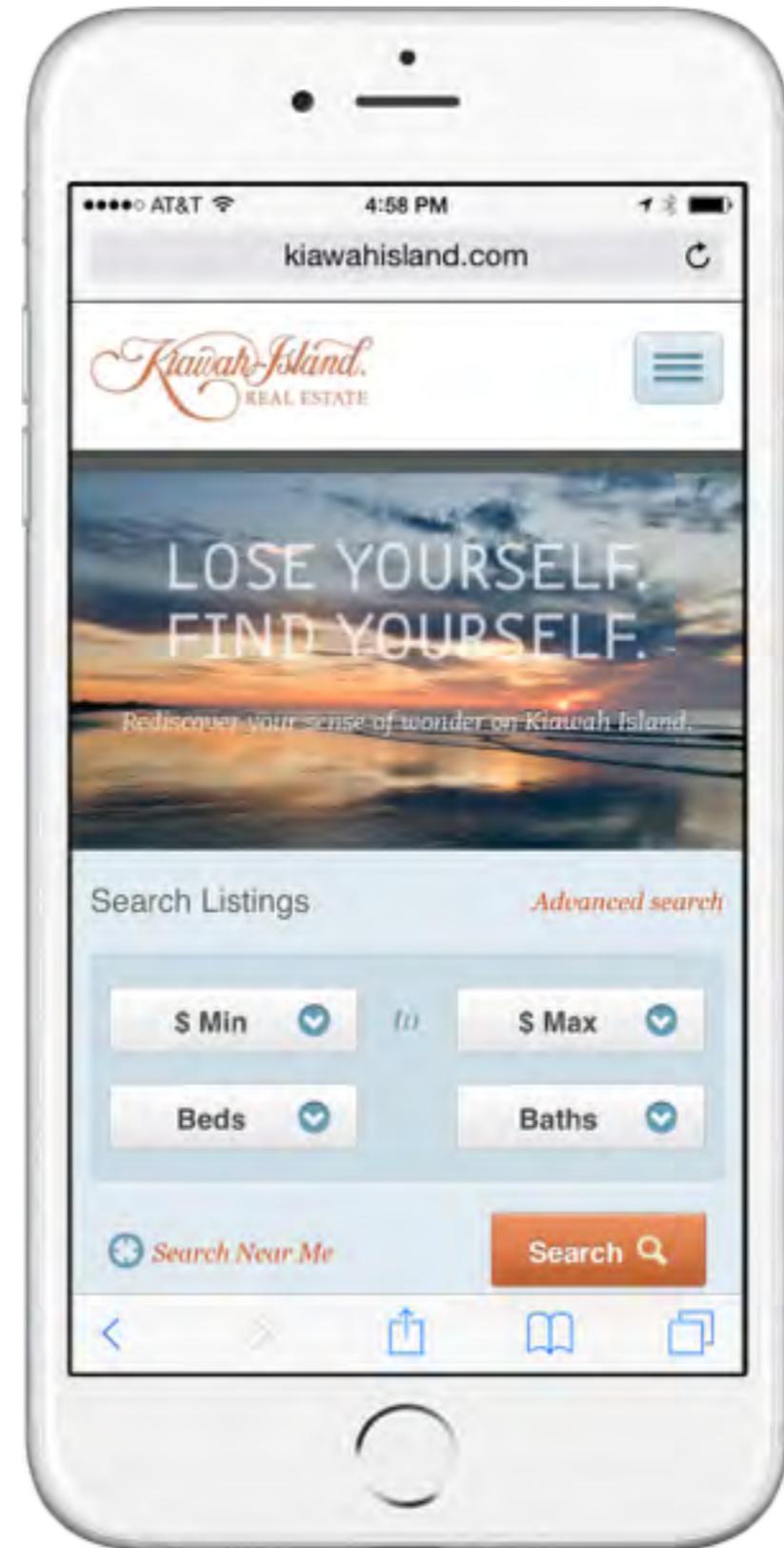
Rather than potentially driving prospects away by forcing them to submit a lot of personal information to create an account as they interact with listings, the website uses "gradual engagement" to pre-create accounts for visitors — simply requiring their first and last name and email addresses to allow them to save a property, and enabling them to continue browsing seamlessly while still capturing them as a lead.

A BRILLIANT EXPERIENCE ON THE GO

A few years before responsive design was possible, eHouse needed to help Kiawah find a way to make its online experience mobile-friendly. To accommodate a rapid increase in mobile traffic, we created a main website that would be tablet-friendly, enabling tablet users to spend more time exploring and browsing and allowing them to use the interactive island map — knowing that prospective buyers and realtors would likely be using tablets as they visited the property.

We then created a mobile site as the default for Android and iPhone smartphone users. The mobile site prioritized functional activities such as real estate searches and local information lookups. We worked with the real estate developers to create a comprehensive island directory for the mobile site, featuring easy access to listings for restaurants, retail stores, golf courses and other island amenities.

The mobile site still had to immerse smartphone users into the content that helped differentiate and paint the picture of the Kiawah lifestyle, supporting the website content strategy aimed at communicating the unique Kiawah story. We created a mobile site that still allowed users to read condensed content and watch videos showcasing the natural beauty, activities and leisure, and characteristics of island living.

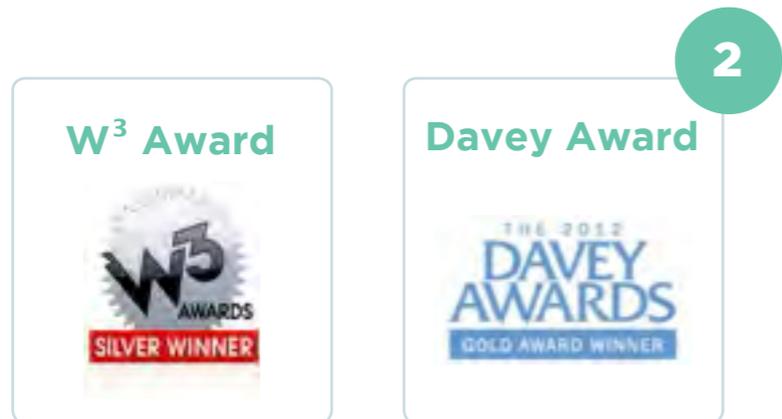


INCREASE IN LEADS AND TRAFFIC

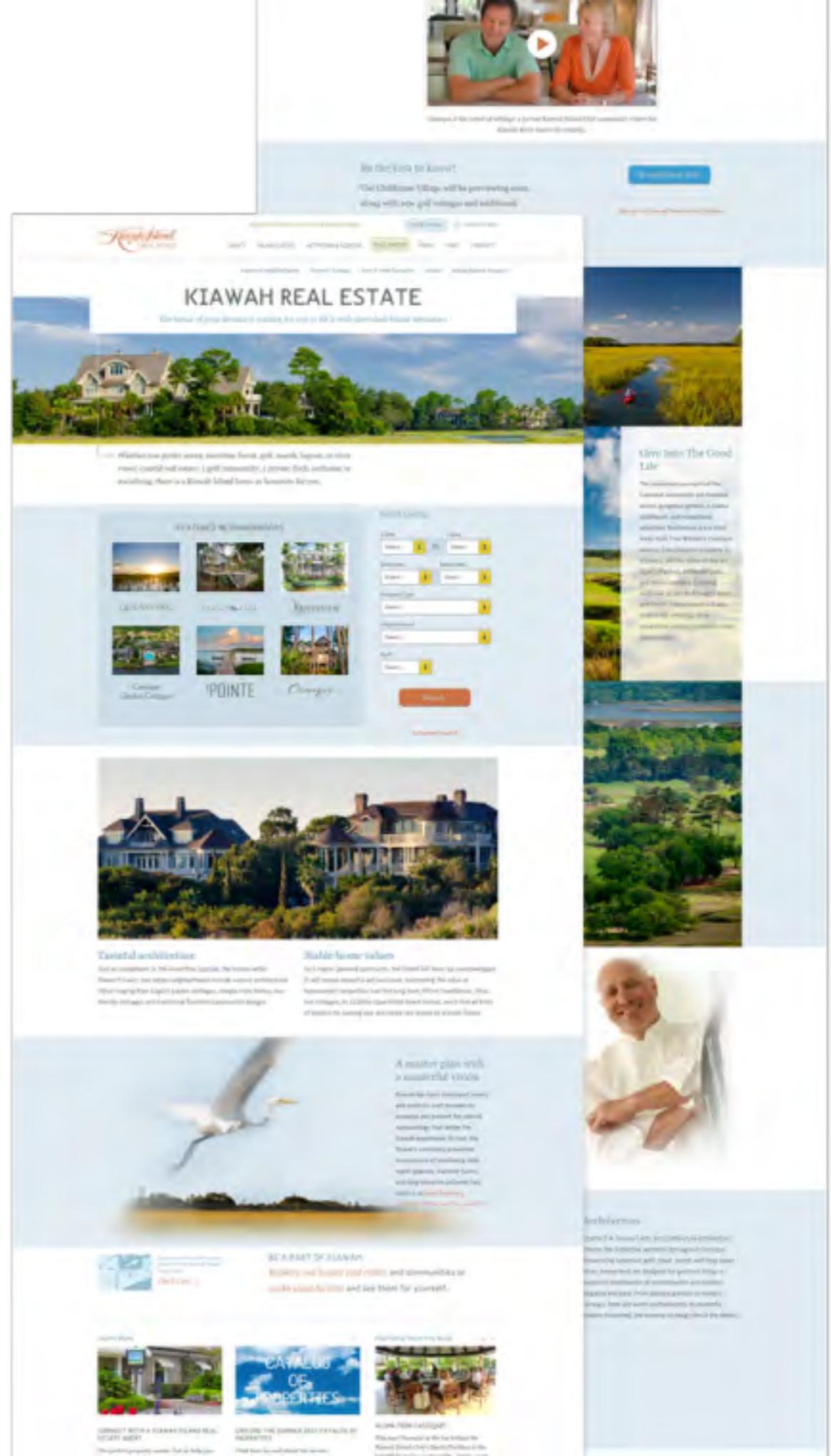
The goals of the new website and mobile site were to increase traffic and engagement and generate more sales leads. The redesign also supported promotion of the 94th PGA Championship tournament hosted by Kiawah. Within 82 days of the launch of the new website and mobile site:

- **200% increase** in mobile traffic and PGA-related traffic
- Approximately **20-30% decrease** in website bounce rate for the website and mobile site
- **85% increase** in average site visit duration for the website and mobile site
- In the year following the PGA tournament, the website and mobile site generated slightly more traffic, even without the event promotions

AWARDS



Consumer Website Copywriting



KIAWAH ISLAND REAL ESTATE INTEGRATIONS

Listings

- PropertyBase listings are presented and searchable through the customer facing website and mobile site.
- Customers have the ability to see specifics on the given properties.
- Customers have the ability to save and share properties during their shopping experience as well as request to be contacted about a specific property.
- Google maps API integration in the interactive map and search listings map with custom data visualization layers.

Propertybase

- Listings are synced to the website and completely managed using PropertyBase with advanced featuring options
- Customer actions such as property saves, shares and other key purchase indicators are tracked and logged in PropertyBase to create sales ready leads.

- Website forms and leads are tracked and integrated with PropertyBase as well as MailChimp.
- Google Analytics campaign codes are tracked with each form submissions to better help track the effectiveness of the digital marketing campaigns.

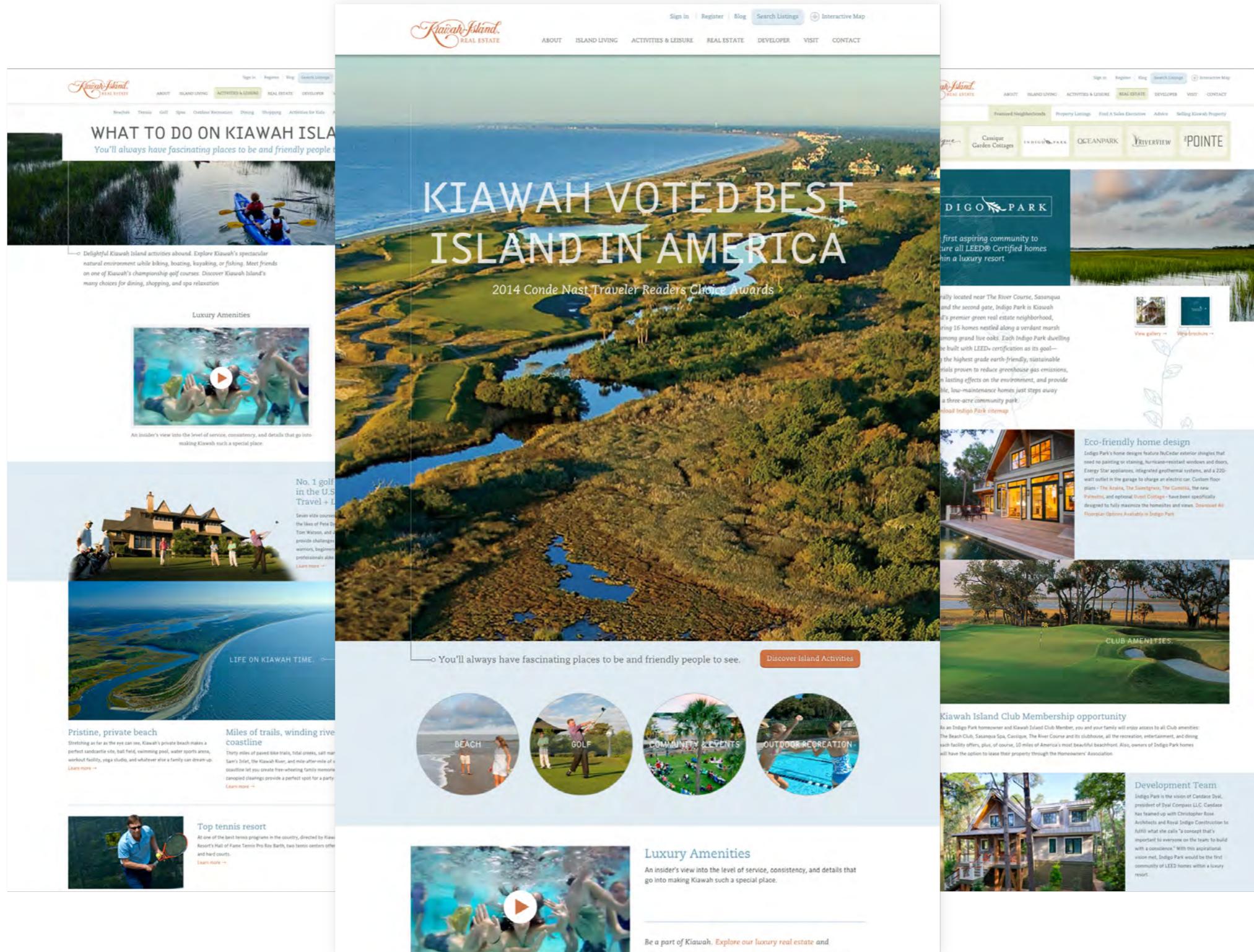
Email Marketing

- MailChimp integration for email marketing and management

Advanced CMS

- Custom administrative controls built into a CMS to allow for advanced maintenance and innovation of site design and content.





Photos That Do the Talking

Clean layouts and beautiful photography that jumps off the pages illustrates the mixture of natural beauty and refined luxury that Kiawah island wants to communicate to their prospects and members.

The image displays a desktop and mobile view of the Kiawah Island Real Estate website's search interface. The desktop view features a navigation bar with links for 'Sign in', 'Register', 'Blog', 'Search Listings', and 'Interactive Map'. Below this is a main menu with categories like 'ABOUT', 'ISLAND LIVING', 'ACTIVITIES & LEISURE', 'REAL ESTATE', 'DEVELOPER', 'VISIT', and 'CONTACT'. A secondary menu includes 'Featured Neighborhoods', 'Property Listings', 'Find A Sales Executive', 'Advice', and 'Selling Kiawah Property'. The main content area is titled 'KIAWAH PROPERTY LISTINGS' and contains a 'Search Listings' form with various filters: price range (\$ Min to \$ Max), bedrooms and bathrooms, property type, neighborhood, property view, amenities, and square feet. A search button is prominently displayed. Below the search form, there are tabs for 'Distinctive Properties', 'New Properties', 'Updated Properties', and 'Sold Properties'. A featured property listing is shown for '6009 Green Dolphin Way', priced at \$1,995,000, with 4 baths, 4 beds, and 2,700 square feet. A blue icon of a house with a keyhole is associated with the 'KIAWAH TURNKEY PROGRAM'.

The mobile view, shown on the right, is a simplified version of the search interface, featuring a search bar, a hamburger menu, and a list of filter options including price range, beds, baths, property type, neighborhoods, property view, amenities, and square feet. It also includes a search bar for address or keywords.

Searching Listings With Ease

Prospects can search Kiawah’s real-estate as broadly or as specifically as they desire using an easy to use property filter that functions with ease from mobile up to desktop.



CHRISTOPHE HARBOUR
ST. KITTS

A luxury real estate website: selling the future and generating leads.

RESPONSIVE REDESIGN LAUNCHING LATE 2015

CHRISTOPHE HARBOUR

As a five-star exclusive resort on one of the few remaining unspoiled islands in the Caribbean, Christophe Harbour is poised to be one of the most distinctive and sought-after destinations in the region. Christophe Harbour's initial website — launched prior to any development — was designed to sell a vision of what this beautiful property could become.

However, once development of the property began, Christophe Harbour needed a responsive website that would more effectively demonstrate construction progress, promote the stability of the developer, and generate leads and sales. To do so, the new site needed to better communicate the resort's value proposition, address the interests and concerns of its target audience, and make it easier for users to find information on any device.

WEAVING THE STORY OF CHRISTOPHE

We started by developing a comprehensive content strategy that would help define the brand messaging and guide the creation of content going forward. While their website did a great job of communicating the natural beauty and relaxed lifestyle of the island, it didn't do enough to explain why potential buyers should choose Christophe Harbour over other developments in the area. By helping them weave a

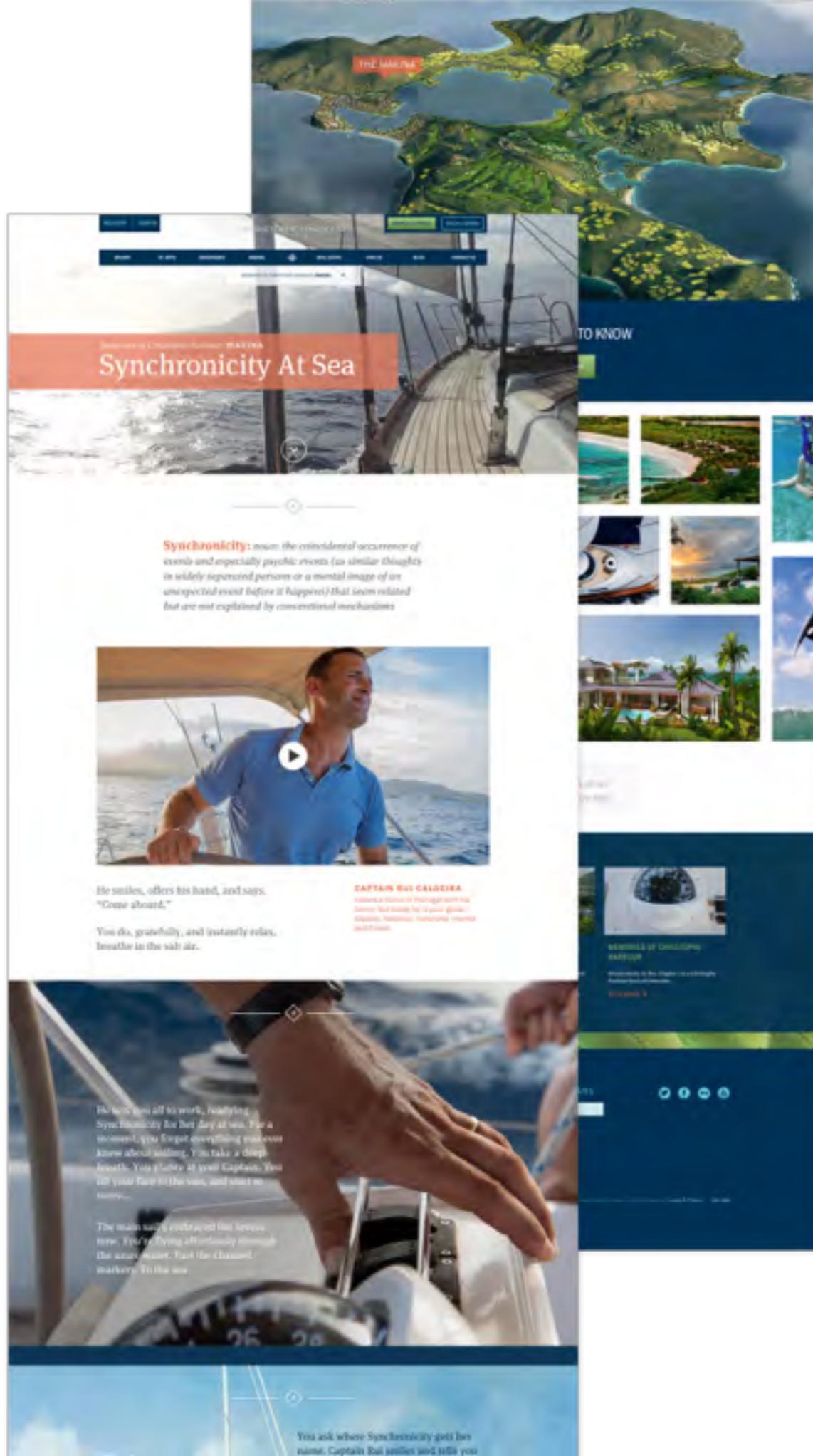


compelling story about the resort that addressed the lifestyle requirements and needs of their customers, we were able to create a more effective platform for generating leads and sales.

We also wanted to make sure content was “findable,” both to users navigating the site and those coming in through search engines. To help with this, we optimized the site architecture to group content in natural and intuitive ways, and created a deeper site structure to bundle information by user needs. We also strategically integrated SEO key phrases into the content to increase exposure and improve prospect targeting.

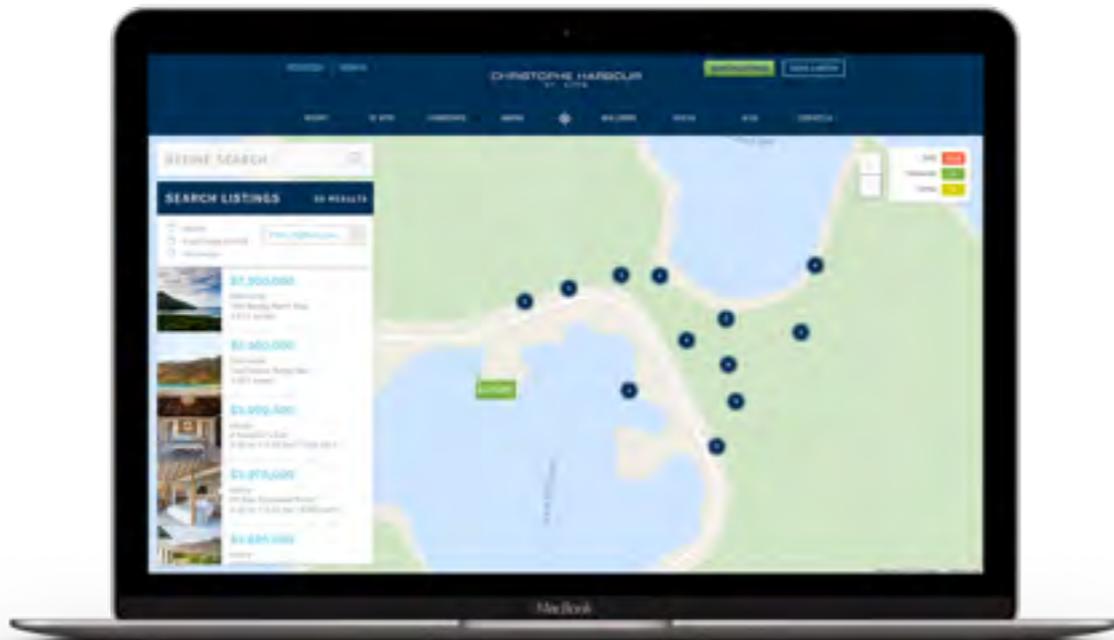
A VISUAL FEAST

The biggest advantage Christophe Harbour has is the beauty of its location — the website had to make an immediate emotional connection with prospective buyers by communicating that beauty. The eHouse design team knew the breathtaking beauty of the property and the island had to play the leading role in the site design. Wide-scale, high-resolution images of scenes — the beaches, the marinas, the local landscape — dominate the home page, immediately giving visitors a sense of the unique splendor of the place.



MAKING IT WORK

In addition to improving the content, we also wanted to help improve the functionality of the site, both in terms of making it easier for prospective customers to browse available options from any device and allowing them to save and share properties that they were interested in.



Property Search

We started by improving the listings search by allowing users to search available properties by price, type, location, and amenities. An interactive property finder also allows them to see where each property in the resort is located, as well as which ones are still

currently available to purchase. The improved search listings screen allows users to search available properties by price, type, location, and amenities, while the interactive property finder makes it easy for them to see where each one is located. On the mobile site home page, agents and homebuyers can search for Kiawah real estate listings by pricing, number of bedrooms or number of baths.

Multiple Ways to Engage

Additional information on each property is provided on a separate page. Users can view a brochure, save the listing, share it, or contact Christophe with additional questions. By making the discovery and inquiry process easier, we helped increase engagement and interest from potential buyers

Seeing the Big Picture

By viewing their results in map view, users are able to see exactly where each property is located. They can then click on property listings to get additional information, such as price, size and address — as well as see the view from the property.

Listing Details

Each listing page provides additional details about the property, including a short description of the location and ownership offer, high quality photos, and a map of its location in relationship to the ocean,

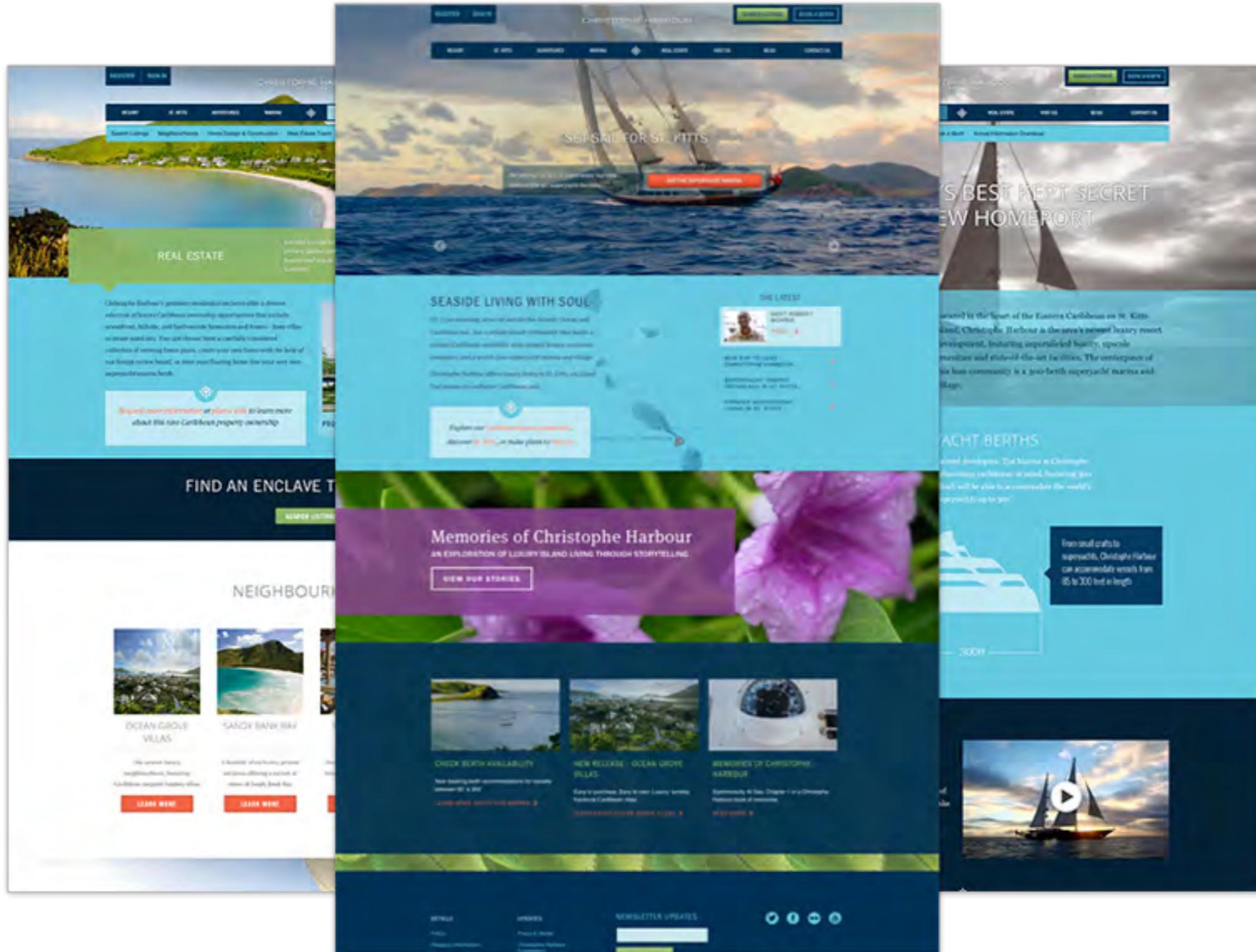
beach and harbor. To help increase user engagement and interest from potential buyers, we added functionality that allows users to save a listing to view later or share the listing directly with friends or family. And to help promote discovery, we included a "Properties You May Like" section, which shows users similar properties that might be of interest.

DRIVING PROSPECTIVE BUYERS WITHIN MONTHS AFTER LAUNCH

The new website eHouse built for Christophe Harbour not only painted a more compelling picture of the special development, it began working right away as a lead generation engine. Within the first six months after the new site launched:

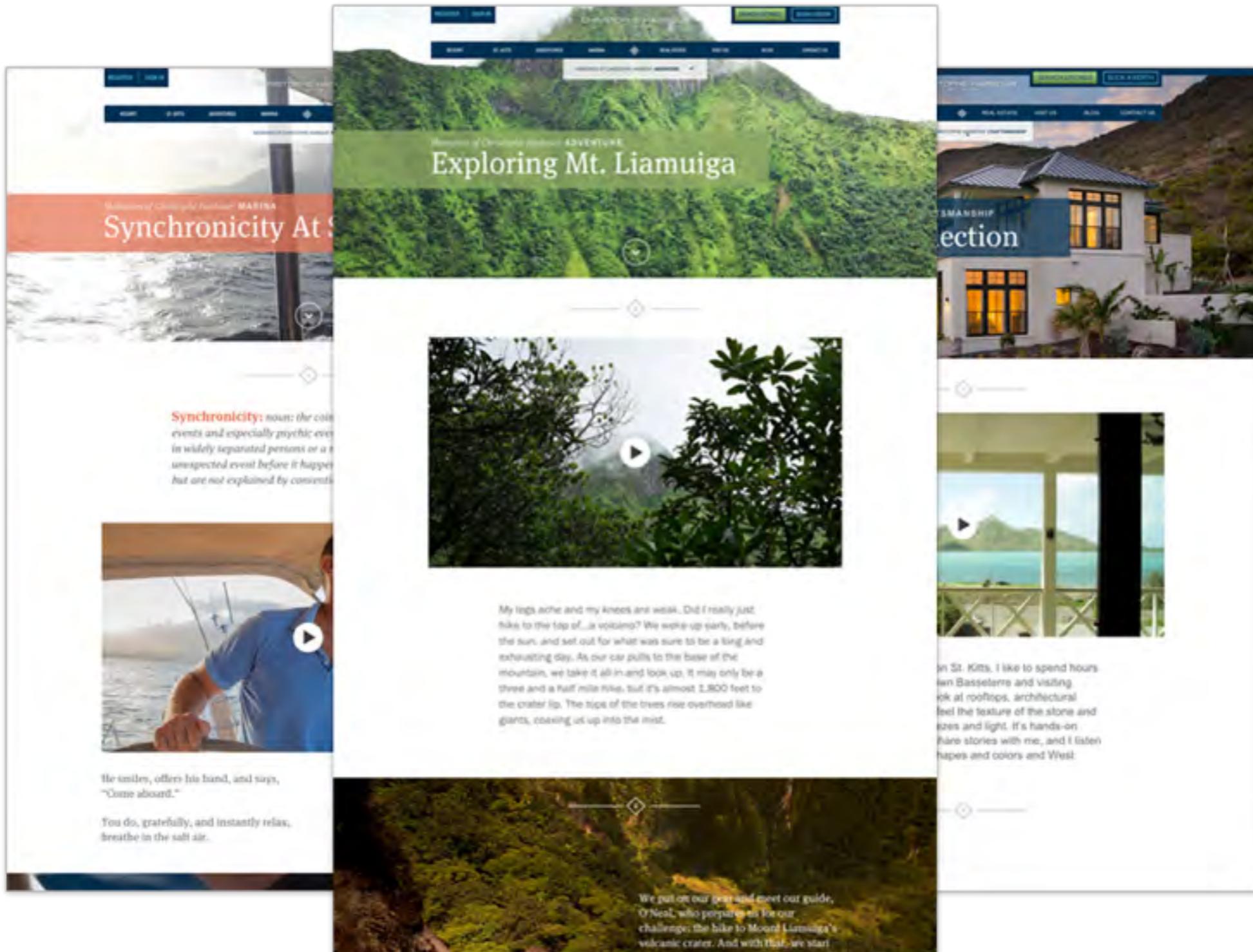
- **Doubled** the number of new users
- **43% increase** in page views
- **79% increase** in traffic due to organic search
- **38% increase** in the number of visits





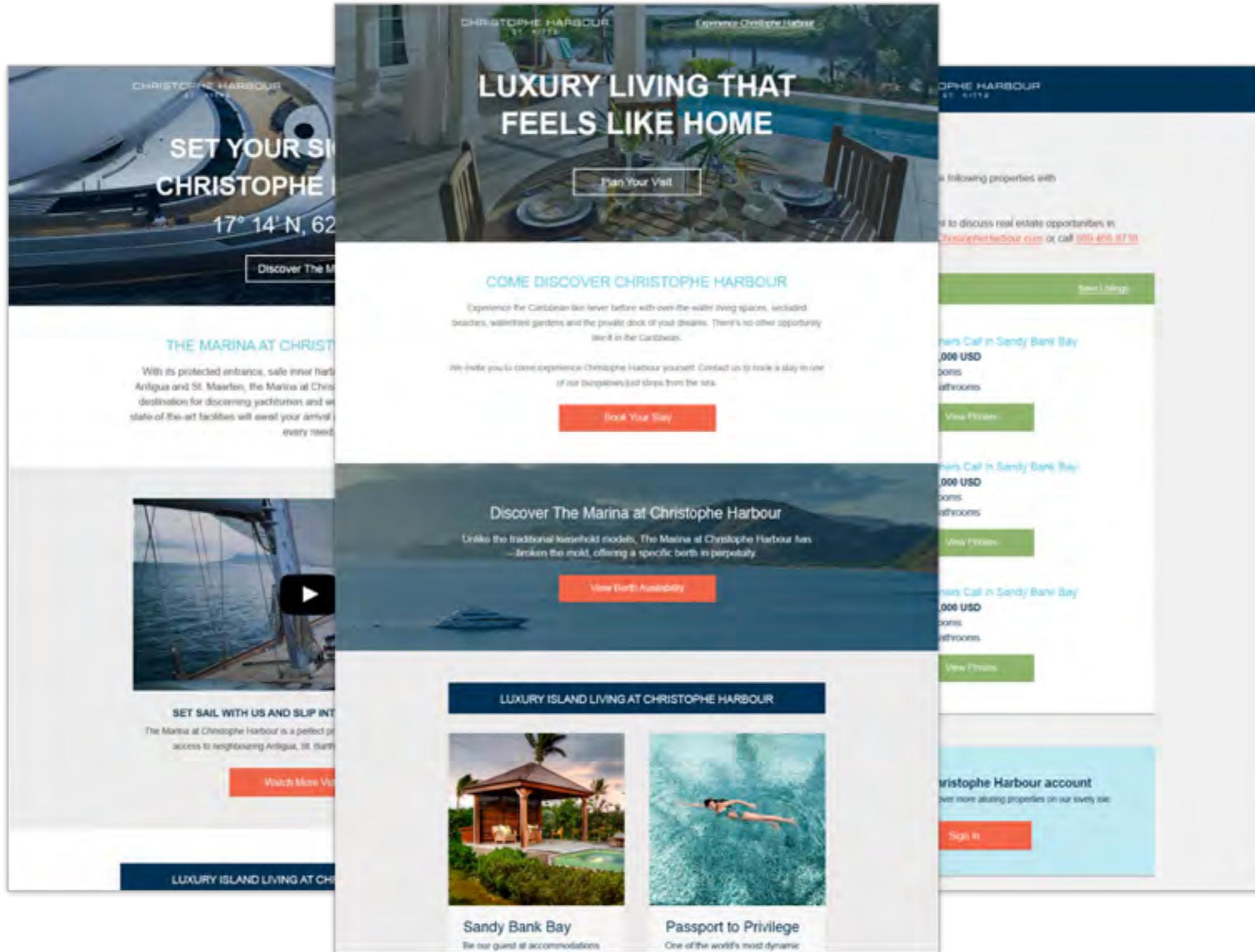
High-impact Beautiful Imagery

The biggest advantage Christophe Harbour has is the beauty of its location — the website had to make an immediate emotional connection with prospective buyers by communicating that beauty.



Memories of Christophe Harbour

Memories of Christophe Harbour is an exploration of luxury island living through storytelling using content, video and imagery. Each story coincides with an email announcement, blog posts, instagram video, Facebook posts and twitter posts. This experiential content uses an alternative point of view to drive website goals through an emphasis on lifestyle and emotions. 2 of 10 stories are live with 2 more stories completed. It will be an ongoing engagement to support SEO and other events.



Automated Responsive Email Campaigns

All PropertyBase prospects, whether manually entered or added via website form submission, that opt in for email communications are entered into an automated responsive email 'drip' campaign.

CHRISTOPHE HARBOUR INTEGRATIONS

Listings

- PropertyBase listings are presented and searchable through the customer facing website.
- Customers have the ability to save and share properties during their shopping experience as well as request to be contacted about a specific property.
- Google maps API integration in the search listings map with custom data visualization layers.

Propertybase

- Listings are synced to the website and completely managed using PropertyBase with advanced featuring options.
- Customer actions such as property saves, shares and other key purchase indicators are tracked and logged in PropertyBase to create sales ready leads.
- Website forms and leads are tracked and integrated with PropertyBase as well as MailChimp.
- Google Analytics campaign codes are tracked with each form submissions to better help track the effectiveness of the digital marketing campaigns.
- Digital marketing campaign landing pages are integrated with Propertybase such as Wifi access, SEM and other property releases to coincide with email marketing campaigns.



CHRISTOPHE HARBOUR INTEGRATIONS

Email Marketing

- Responsive email designs allow for optimal viewing on a wide variety of devices including desktops, tablets and mobile phones.
- MailChimp, Mandrill and PropertyBase integrations for email marketing and auto-generated emails.
- All PropertyBase prospects, whether manually entered or added via website form submission, that opt in for email communications are entered into an automated email 'drip' campaign.
- Each recipient receives engaging weekly communications telling the story of Christophe Harbour for the next 3 weeks that gradually reinforces the brand values & product offerings.
- Automated reminder emails are sent as part of a re-engagement strategy to notify prospects of their previously saved properties and offer potential comparables they may have missed.
- Ongoing email marketing lists and customer activity is tracked in Propertybase to better inform sales staff of prospects sales readiness.

Advanced CMS

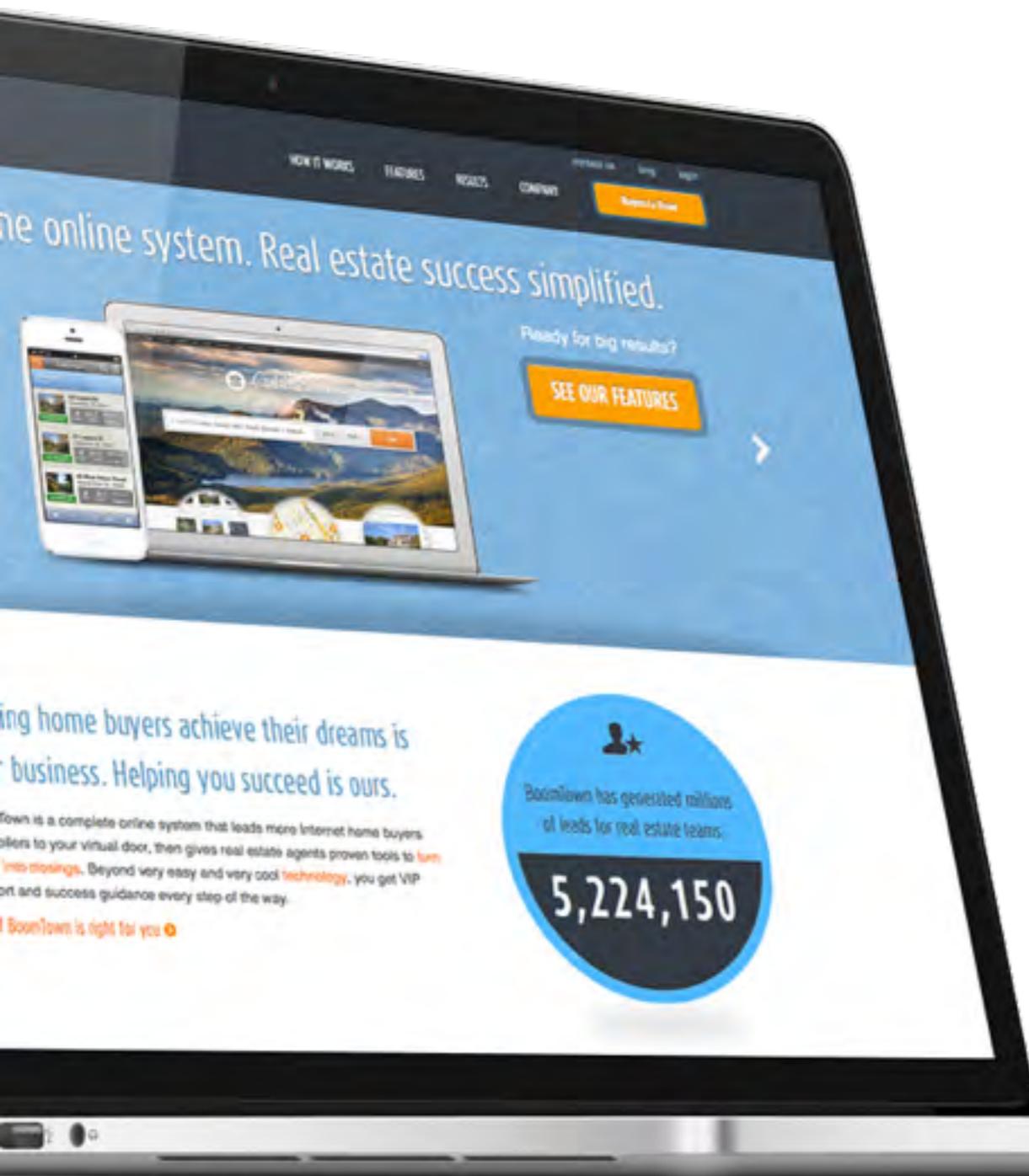
- Custom administrative controls built into a CMS to allow for advanced maintenance and innovation of site design and content.



BoomTown!

A responsive & user-centric website

BOOMTOWN ROI



BoomTown, a SaaS (software as a service) provider for real estate agents, was experiencing its own booming business and was named one of *Inc. Magazine's* 500 fastest-growing private companies in the U.S. As the company grew, BoomTown realized it needed an updated website that better reflected the innovative nature of its business and commitment to customer satisfaction. Above all, the website needed to bring the brand to life while clearly explaining the product's value and improving the overall user experience on any device.

BEST TOOL IN TOWN

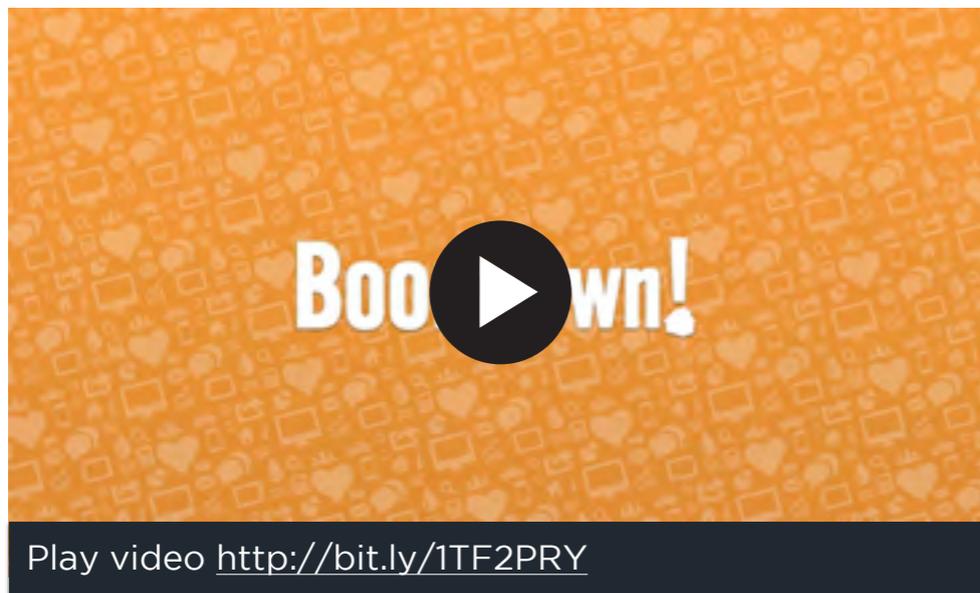
To help BoomTown communicate its brand value to prospective customers, we started with research. We conducted interviews with multiple stakeholders within the company, as well as interviews with customers. This gave us a clear sense of what made BoomTown's real estate marketing and sales tools so compelling and what differentiated the company from competitors in the industry. With this information, we then created a content strategy to guide brand messaging and ongoing content creation.

CUSTOMER SERVICE IS KEY

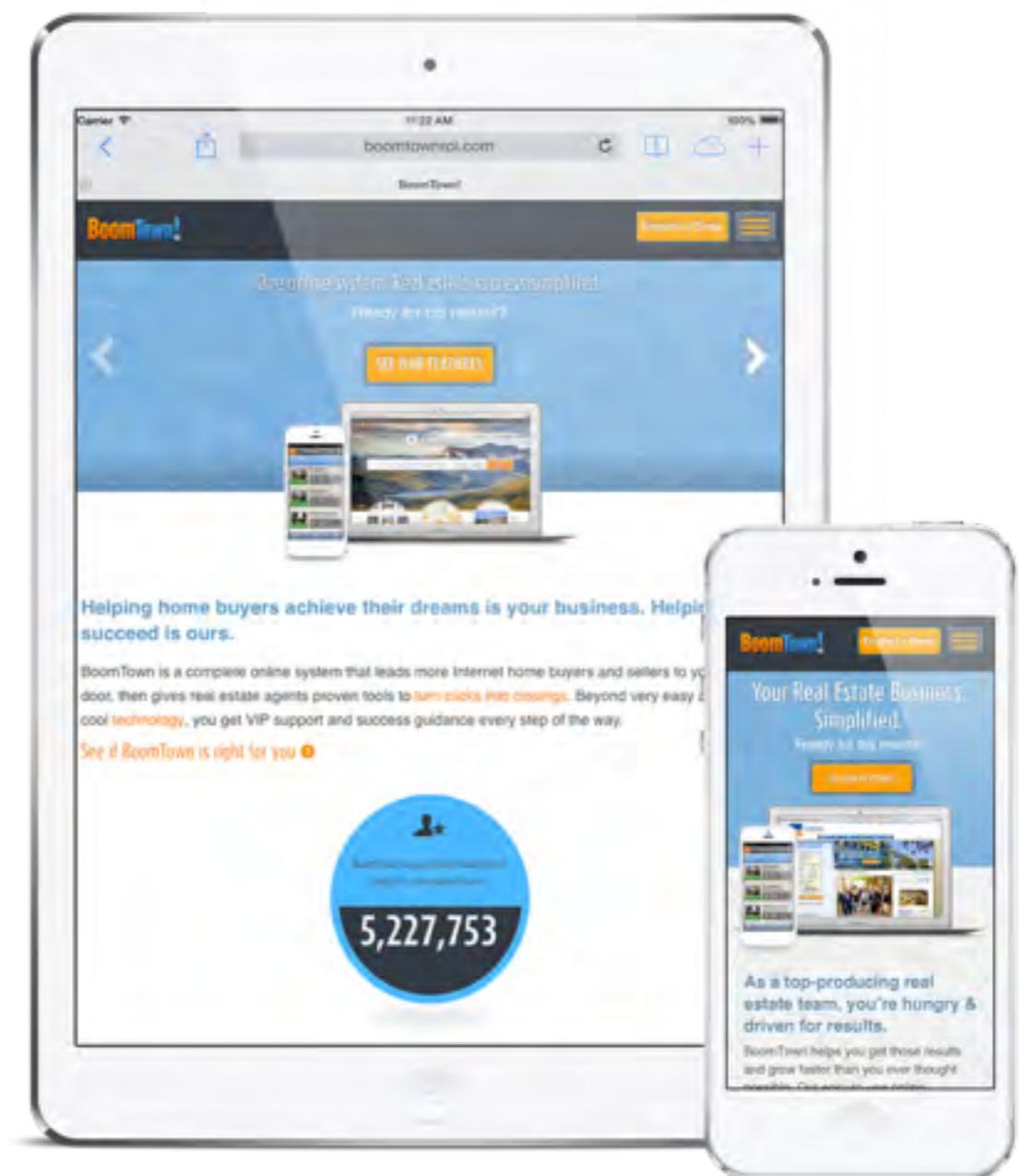
Most compelling, we found that customer support was key to BoomTown users' success. We worked with BoomTown to introduce "Success Managers," who onboard new clients and help them get the most out of using BoomTown. This improved user experience better lived up to the innovative nature of the company and its products.

EASY ON THE EYES

The eHouse design team created a clean, fresh layout with bold new graphics and images that reflected the BoomTown brand's boundless energy. We developed relevant, user-focused, SEO-optimized content for the website. Furthermore, we developed a fully responsive website, optimized for multiple screen sizes, including desktop, iPad and smartphones.



View a walkthrough of the new user interface which demonstrates how intuitive it is to use.





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