

River Point Properties, LLC

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River Point Properties, LLC is a full service real estate company that has been managing properties in the Marietta area since 2003. With over 20 years of experience, River Point Properties rents out, sells, and offers property management services.

Business Challenge

Coming into ownership of many new properties, River Point Properties needed a smoother, more intuitive way to handle renting, payments, and other parts of their services. The website, up until now, had been frustrating to update and offered no online portal for their services. They wanted to be able to take payments and applications online as well as display their property listings.

Our Solution

Paradynmaix will build River Point Properties a new website from scratch on a mobile responsive theme and SEO integrated platform, allowing for usability across all devices and better search engine visibility. The new website will make use of a more modern look and feel, helping vet them as a current business with links guiding users to areas of interest like making a payment or putting in maintenance requests. As many of their forms as can be taken online will be. Along with creating formatting and template, Imagi-tech will provide instructional material on how to maintain the new site to help alleviate the previous frustration of editing content. The new site would be set up to be able to take payments of varying amounts, allowing tenants to pay their bills online.

Budget



Services

- Responsive Wordpress Site

About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

Results

Old Website: Used a single dark color background with dark text, creating poor contrast and a poor visual experience. Spacing was odd and not used strategically with lots of outdated and limited content.

New Website: Visuals are designed and space used purposefully to look good on desktop and adapt to smaller screens. All backgrounds behind text have high contrast to maintain ease of legibility.

