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Success Story #33

Client

Commercial Real Estate Brokerage Firm

Problem

The client wanted to create a strong web presence that marketed his firm's strengths and talents within the commercial real estate arena. The web portal had to be easy to navigate, professional looking and easy for his brokers to maintain the data on the various properties they had on the market. The firm also wanted to sever their relationship with the high-priced listing service that they were using.

Solution

Business Solutions was engaged to architect, design the graphics and build the new website. Meetings were held with the customer to define the functional requirements for the site and to gather the intangible information that drove the graphical designs for the site.

The client wanted a robust site that was state of the art and would be capable of growth over time as his business grew, so it was decided to build the website using Microsoft's ASP.NET platform. ASP.NET can be used to create anything from small, personal websites through to large, enterprise-class web applications. It is the gold standard for corporate web development today.

SQL Server was chosen as the backend database to house the dynamic content for the website. This data included property information, photographs, and documents.

After approval of the graphic designs, the website was constructed in a few short weeks. The customer was amazed with the website. He felt that it had captured the perfect balance of friendliness and professionalism. He was also astounded at the ease of use built into maintaining his dynamic information.

Technology Applied

Microsoft's ASP.Net and SQL Server

