



Diana Gracia Realtor Project Plan

www.dianagraciarealtor.com

Purpose Statement

- The Diana Gracia real estate website is going to provide home buyers the opportunity to have everything they will need to know when purchasing, selling a home. They will also have the opportunity to communicate with Diana Gracia so she can answer any questions that arise.

Increase Impact on Business Benefit

(Customer Loyalty, Traffic Increase, Donations, Business Profit, Inventory Control, etc.)

Term	Goal	Desirability	Obtainability	Total
L	Generate return traffic on a regular basis of 1,000 site visitors a year	8	7	15
M	1 out of 5 contacting us on the site for more information	7	7	14
S	Provide plenty of reliable information through out the website to gain the trust of the customers to contact Diana for more information or to represent them in buying a home.	10	8	18

Operation Efficiency

(Easy Info Access, Effective Business Process with Sponsors, Improve P2P connections)

Term	Goal	Desirability	Obtainability	Total
S	Provide a website that is bilingual for both English and Spanish at launch so it caters to both types of clientele	10	10	20

Brand Awareness

(Raise Market Share, Social Community, Promotions, Sharing, Charity connection)

Term	Goal	Desirability	Obtainability	Total
M	Increase Diana's social network presence. With her social network presence Diana wants to keep people up to date with the current trends and programs available. Her social network sites are linked to her website.	8	8	16

Main Audience

- Men and women ranging from the ages of 35-55 that are looking into purchasing a home in the DFW area.
- Due to Diana Gracia being bilingual and most of her clientele being Spanish speaking people I would estimate at least half being Spanish speakers.
- Diana gives her clients the opportunity to search for homes on her site. Due to the use in internet home search has risen to 92 percent.

<http://www.realtor.org/reports/highlights-from-the-2013-profile-of-home-buyers-and-sellers>

Demographic: Susan Rivas



- **Story** (6 lifestyle motivations to use website- be specific):

- First child on the way
- Wants to move out of her apartment
- Wants to move in to a better neighborhood with better schools.
- She wants to learn more about the first time home buyer program and found out Diana specializes in the program
- Wants to learn more about the process in purchasing a home and finds Diana's site informative.
- Wants to see what neighborhoods are safer and better to raise a family.

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- 30 years of age
- Lives in Fort Worth
- Married for a year
- Has her first child on the way.
- Makes \$50,000 a year combined with her husband

- **6 Goals** (of what to accomplish on the business website):

- Find out more about the First Time Home Buyer Program
- Contact Diana for assistance using the contact form
- Ability to search for homes on the website in the area she is looking for
- Feel confident that Diana is knowledgeable enough to hire her to be her realtor
- Feel a little more comfortable with what to expect when purchasing a home
- Read the testimonials on Diana's page to see what her previous clients have to say

- **6 Needs** (motivations user building website business relationship):

- Needs a site with the ability to look up homes
- A good relatable realtor with specialty in first time home buyer program
- Needs a site that is informative in the buying process
- Needs to be able to contact a realtor though a site without issues
- Needs to be able to see reviews on the realtors prior clients
- Needs a realtor that knows the area she is looking at

Demographic: Frank Thomas



- **Story** (6 lifestyle motivations to use website- be specific):

- Married for 45 years to Elizabeth
- Is retiring at the end of the year
- Wants to sell their house
- Wants to move Florida and retire on the beach
- Wants to learn more about the process in selling a home and finds Diana's site informative
- Needs tips on how to make their home more marketable so they do not have issues selling

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- 65 years of age
- Lives in Arlington
- Married for a 45 years to Elizabeth
- Retiring and wants to move to Florida

- **6 Goals** (of what to accomplish on the business website):

- Find out more about process in selling a home
- Contact Diana for assistance using the contact form
- Feel confident that Diana is knowledgeable enough to hire her to be her realtor
- Get tips on making their home more marketable
- Feel a little more comfortable knowing that Diana can provide them with a free comparative market analysis on their home
- Read the testimonials on Diana's page to see what her previous clients have to say

- **6 Needs** (motivations user building website business relationship):

- Needs a site with plenty of reliable information on selling a home
- A good relatable realtor with years on experience
- Needs to be able to contact a realtor though a site without issues
- Needs to be able to see reviews on the realtors prior clients
- Needs a realtor that knows the Arlington area so they can put their house at a good price
- Needs a site that their realtor can put their home on for marketing purposes

Competitor 1

www.lisaculptaylor.com

Pros

- The design of the home page and how it shows you a few images of the area that she covers.
- The design of the site and how it is very clean.
- Area info tab is nice and very informative on the schools in the area.

Cons

- The MLS search does not work when you initially click on it.
- When you go to the community info it just gives you a link to other pages but does not explain anything.

Competitor 2

www.dianagarciarealestate.com

Pros

- Her information is on all pages so people don't have to find it.
- There are testimonials that show that she is a good realtor.
- On the left side it has tips available for people.

Cons

- There is too much information on the home page
- The site is not very appealing

Competitor 3

www.dallasluxehomes.com

Pros

- The areas around Dallas on the home page is nice
- The IDS search for home is very nice tool for the site.
- Different pages for buying and selling that is very informative

Cons

- Way too much information on the home page. Turns me off of the page instantly
- The titles on pages do not stand out from the rest of the content.

Competitor 4

www.brants.com

Pros

- The interactive map on the home page is nice
- Very informative site

Cons

- It is a very cluttered website
- Some of the links on the site do not work.

Competitor 5

www.virginiacook.com

Pros

- Looks like the site is well thought of and organized
- Like the home page and how it have news and how it is organized

Cons

- Don't like that every page is a search.
- The visual appearance of the site is not very appealing

E-mail

To Whom It May Concern:

My name is Vanessa, and I am a student at The Art Institute of Dallas studying Web Design and Interactive Media.

I am currently enrolled in a class that requires me to plan and create a website for a fictional company: I'll be creating an informative interactive/animated real estate website for a fictional realtor in the DFW area.

I am emailing you today to request if you would allow me permission to use some of the quality resources on your site. These resources would possibly include images on your website along with the content that accompanies them if needed.

Because potential employers will eventually view this project, I will give you credit on all anything and everything that I use. If desired, I will gladly provide you with a link to the project when I complete it so you can monitor that your resources were not used for monetary gain and within the constraints of the request.

Any help is greatly appreciated.

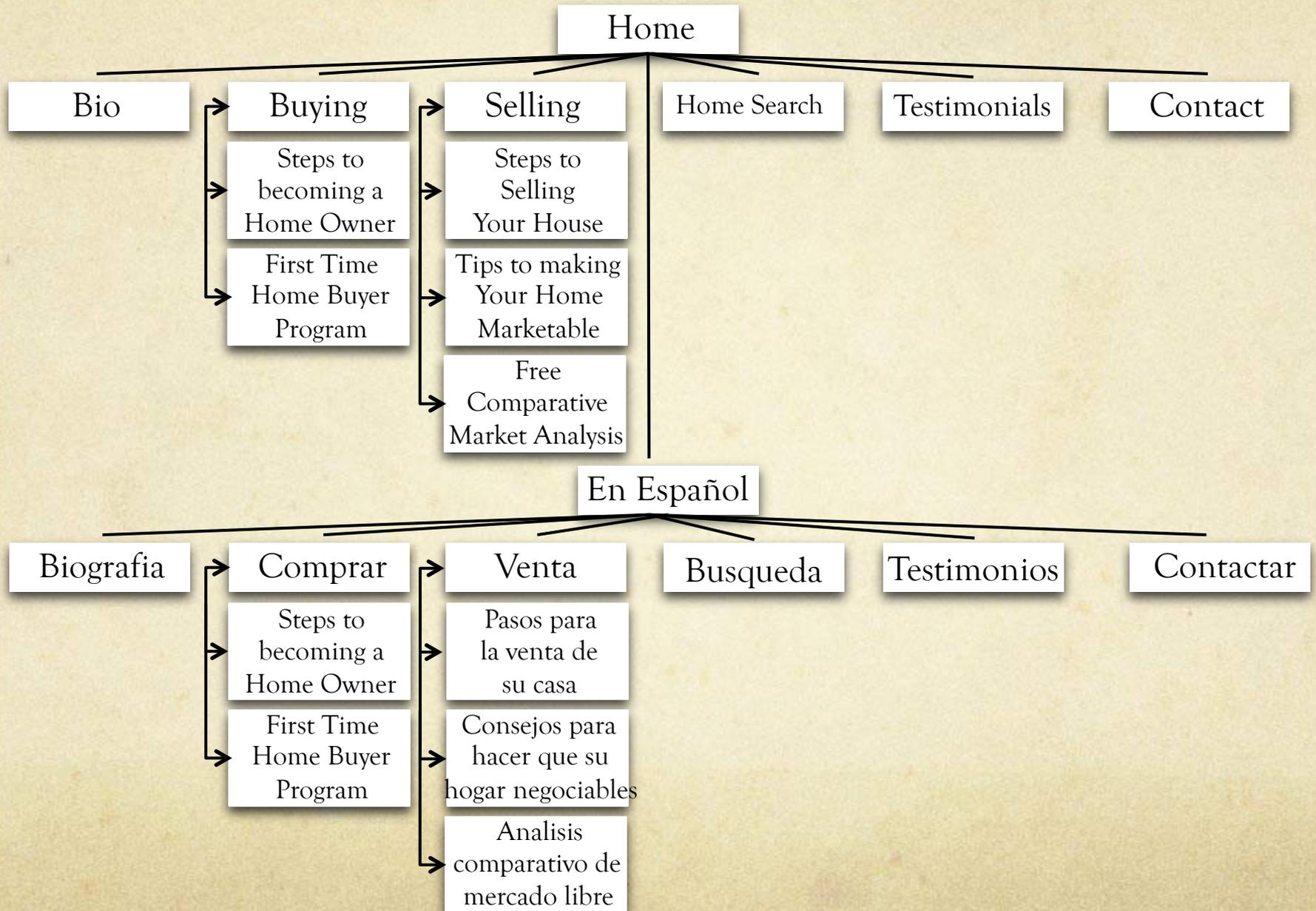
Thank you,

Vanessa Vitte

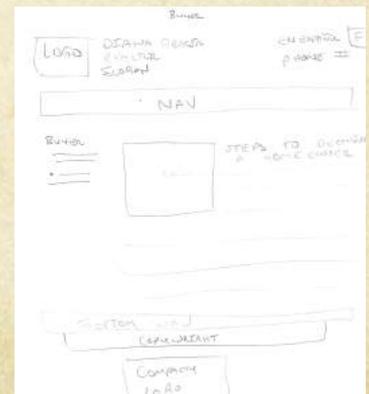
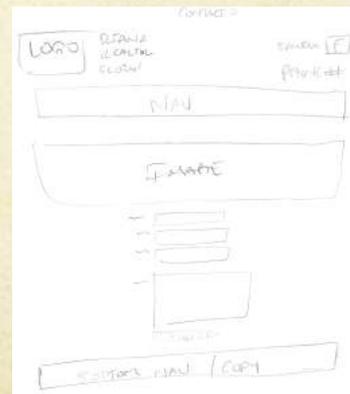
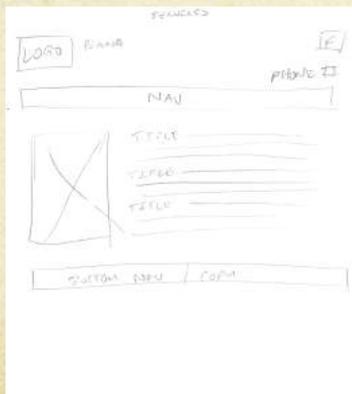
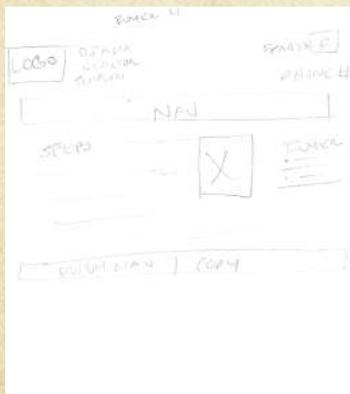
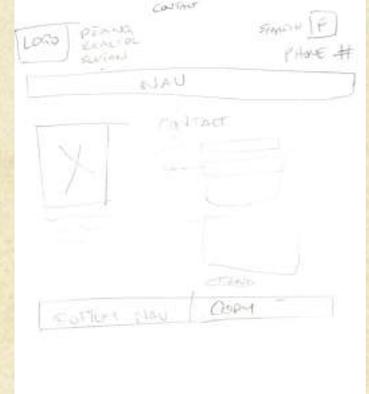
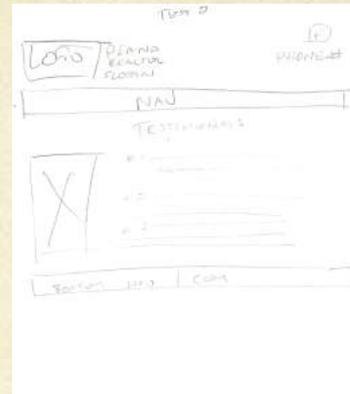
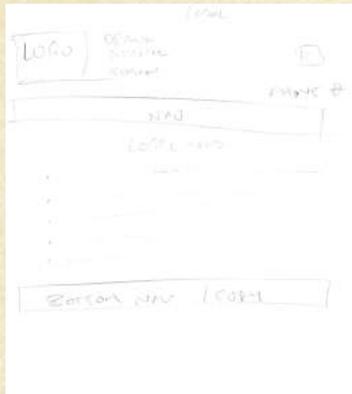
List of 12 companies

- Fort Worth Stock Yards
 - fortworthstockyards.org
- Dallas Cowboys Stadium
 - stadium.dallascowboys.com
- Rangers Ballpark
 - texas.rangers.mlb.com
- The Michael Group
 - themichaelgroup.com
- Fort Worth Botanic Gardens
 - fwbg.org
- Century Custom Homes
 - centurycustomhomes.net
- Texas Bluebonnet Sightings
 - .texasbluebonnetsightings.com
- Tarrant County Housing Partnership
 - tchp.net
- Texas State Affordable Housing Corporation
 - .tsahc.org
- KB Home
 - kbhome.com
- Tarrant County
 - tarrantcounty.com
- Fort Worth Website
 - fortworthtexas.gov

Flowchart



Interface Brainstorming



Interface Thumbs



1. Logo
2. Link to the Spanish site
3. Navigation Bar
4. Slide show of 4 or 5 images of the area
5. Featured stories
6. Bottom Navigation



1. Logo
2. Link to the Spanish site
3. Navigation Bar
4. Slide show of 4 or 5 images of the area
5. Description of the image that is being shown
6. Featured stories
7. Bottom Navigation

Logo



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“Helping achieve the American dream one family at a time”

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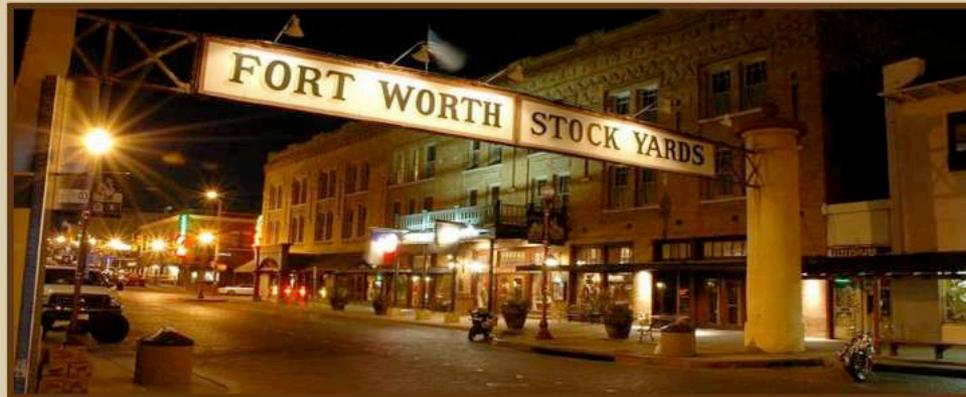
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Diana's Bio

I am committed to achieving your real estate goals, and my passion to exceed expectation is relentless. My dedication to my Clients is reflected in their smiles and satisfaction after I have assisted them in purchasing their dream home. Read More About Diana...



First time home buyer

Knowing what to expect during the home-buying process will allow you to enjoy the adventure and to better understand the steps that are needed in buying a home. You don't want to feel lost in a very important decision in your life. I have provided you with a detailed list of what to expect when buying your home. List Of Steps...

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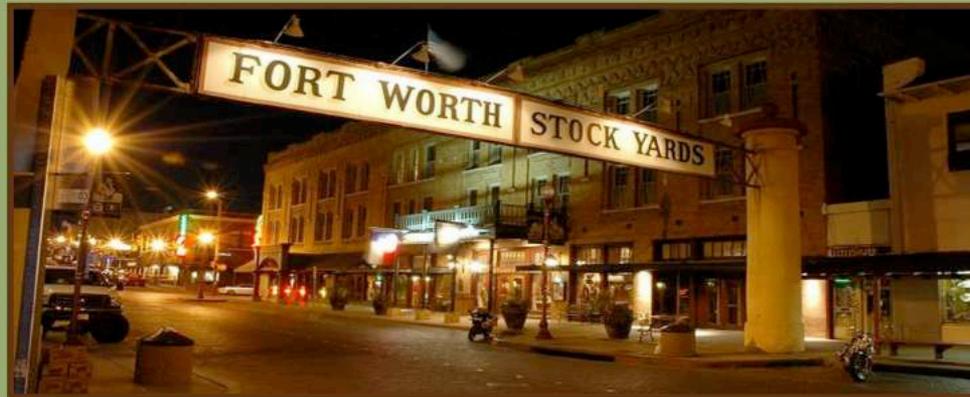
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My Love for Real Estate brings a refreshing high level of sincere enthusiasm to every transaction. I am committed to achieving your real estate goals, and my passion to exceed expectation is relentless. I am widely respected for honesty, market knowledge, and my professionalism. My dedication to my clients is reflected in their smiles and satisfaction after I have assisted them in purchasing their dream home. [Read More About Diana...](#)



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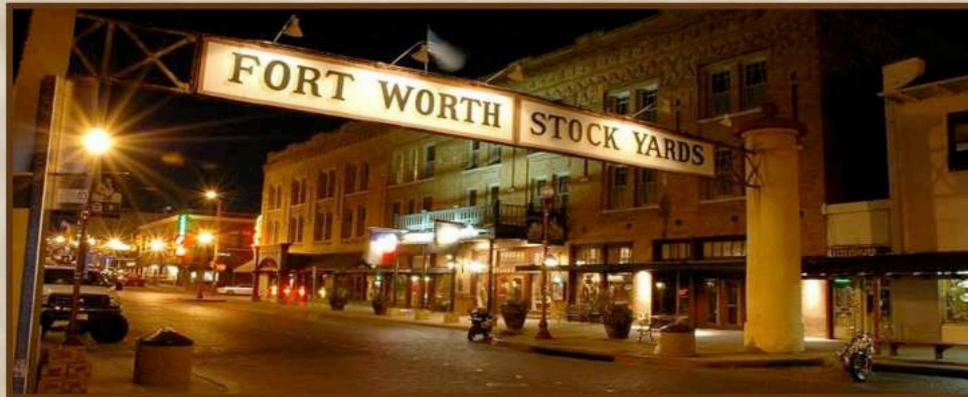
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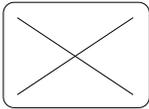
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Wireframes



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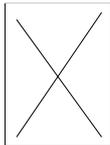
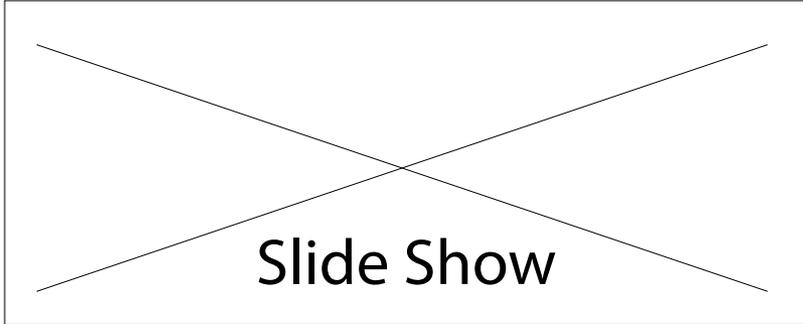
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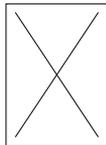
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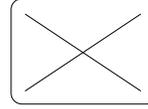


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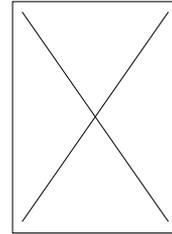
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My Bio

Finding the right home for your clients, negotiating & successfully closing a real estate transaction requires an agent with persistence, dedication, patience, integrity and at times a good sense of humor. I am committed to achieving your real estate goals, and my passion to exceed expectations is relentless. I am known for my attention to detail, communication, and negotiating skills. I guide my clients through the areas of the buying and selling process; enabling them to make well-informed decisions. I apply my vast knowledge and love of Real Estate to every transaction. My Real Estate knowledge helps me exceed client expectations.

I am widely respected for honesty, market knowledge and professionalism, My love of Real Estate brings a refreshingly high level of sincere enthusiasm to every transaction. My dedication to my clients is reflected in their smiles and satisfaction after I have assisted them in purchasing their dream home. Buying or selling a home is a big event and I am there for my clients 100%. I am a member of the National Association of Realtors® as well as a member of the Arlington Board of Realtors.

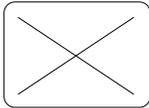
I currently live in Fort Worth with my husband Robert. I am a former president of my neighborhood association, and am still active in my community. I love long walks, dancing and reading a book. I received the Graduate Realtor Institute designation as well as the Texas Affordable Housing Specialist designation. I delight in assisting first time home buyers. I am very involved with the City of Fort Worth as well as the City of Arlington's grant programs for housing first time home buyers.

My motto is helping one family at a time achieve "The American Dream".

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Services

Buyer Services

Buying a home can get quite detailed. Make sure you are prepared by familiarizing yourself with the buying process.

Seller Services

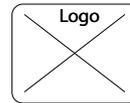
There are a few things more frustrating to a seller than a home that sits on the market. It's stressful to keep a house in showing condition, and not selling can cost you lots of money.

Builder Services

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Buyer

- **Steps to Becoming a Home Owner**
- First Time Home buyers programs

Steps to Becoming a Home Owner

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Image

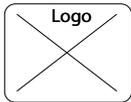
Widely respected for her honesty, market knowledge and professionalism, Diana also brings a refreshingly high level of sincere enthusiasm to every transaction. Her dedication to her clients shows in everything she does. "Buying or selling a home is a big deal to my clients and I want to be there for them 100%." She is a member of the National Association of Realtors® and Member of the Arlington Board of Realtors; in addition to being an active participant in numerous industry networking groups. "You have to be fully engaged with the entire real estate community, not just your own firm, to know who or what firm may have that perfect home coming on the market."

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Seller

Steps to Selling Your Home

- **Steps to Selling Your Home**
- Tips to Making Your Home More Saleable
- Free Comparative Market Analysis

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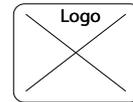


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Builders that Diana Works with

Builder 1

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Builder 2

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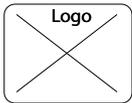
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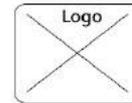
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List of Builders

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- **[Builder 2](#)**
- [Builder 3](#)
- [Builder 4](#)

Builder 2

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Widely respected for her honesty, market knowledge and professionalism, Diana also brings a refreshingly high level of sincere enthusiasm to every transaction. Her dedication to her clients shows in everything she does. "Buying or selling a home is a big deal to my clients and I want to be there for them 100%." She is a member of the National Association of Realtors® and Member of the Arlington Board of Realtors; in addition to being an active participant in numerous industry networking groups. "You have to be fully engaged with the entire real estate community, not just your own firm, to know who or what firm may have that perfect home coming on the market."

Diana currently lives in Fort Worth with her husband Robert. She is active within her community and enjoys long walks, dancing and reading a book. Diana received her Graduate Realtor Institute Designation as well as Texas Affordable Housing Specialist. She also enjoys helping first time home buyers and is very involved with the City of Fort Worth grant programs for first time home buyers as well as the City of Arlington.

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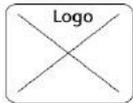
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Wireframes



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Local Areas

Arlington

Century Custom Homes was established in 2002 by David Andrews who wanted a home building company that would provide a personal approach at an affordable price.

Blue Mound

DR Horton was established in 2002 by David Andrews who wanted a home building company that would provide a personal approach at an affordable price.

Crowley

KB Homes Homes was established in 2002 by David Andrews who wanted a home building company that would provide a personal approach at an affordable price.

Flower Mound

Century Custom Homes was established in 2002 by David Andrews who wanted a home building company that would provide a personal approach at an affordable price.

Fort Worth

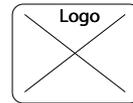
DR Horton was established in 2002 by David Andrews who wanted a home building company that would provide a personal approach at an affordable price.

Mansfield

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Local Areas

- **Arlington**
- Blue Mound
- Crowley
- Flower Mound
- Fort Worth
- Mansfield
- Saginaw

Arlington

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Image

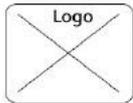
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Testimonials

My husband and I weren't sure about leaving the city as we expanded our family, but Renee made the transition to Marin easy. Without knowing exactly what we wanted or where we wanted it, she patiently spent months with us, never pushing but allowing us to really look around. We found the perfect home for our situation and we know that down the road when it comes time to sell our

-Darren & Caroline T.

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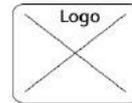
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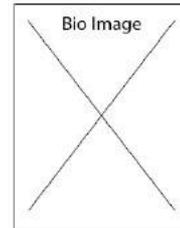
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817-577-9004 fax
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Contact Diana

First Name:

Last Name:

Email:

Phone:

Comments:

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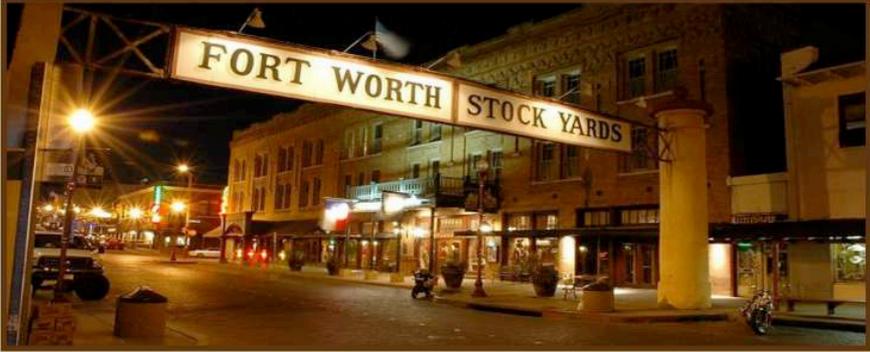


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Diana's Bio
I am committed to achieving your real estate goals, and my passion to exceed expectation is relentless. My dedication to my clients is reflected in their smiles and satisfaction after I have assisted them in purchasing their dream home. [Read More About Diana...](#)



First time home buyer
Knowing what to expect during the home-buying process will allow you to enjoy the adventure and to better understand the steps that are needed in buying a home. You don't want to feel lost in a very important decision in your life. I have provided you with a detailed list of what to expect when buying your home. [List Of Steps...](#)

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My Bio

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I am widely respected for honesty, market knowledge and professionalism. My love of Real Estate brings a refreshingly high level of sincere enthusiasm to every transaction. My dedication to my clients is reflected in their smiles and satisfaction after I have assisted them in purchasing their dream home. Buying or selling a home is a big event and I am there for my clients 100%. I am a member of the National Association of Realtors® as well as a member of the Arlington Board of Realtors.

I currently live in Fort Worth with my husband Robert. I am a former president of my neighborhood association, and am still active in my community. I love long walks, dancing and reading a book. I received the Graduate Realtor Institute designation as well as the Texas Affordable Housing Specialist designation. I delight in assisting first time home buyers. I am very involved with the City of Fort Worth as well as the City of Arlington's grant programs for housing first time home buyers.

My motto is helping one family at a time achieve "The American Dream".

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List of Builders

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Century Custom Homes

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Century Custom Homes builds 5 to 10 custom homes a year and occasionally takes on larger volume housing projects. We can competitively bid your light commercial project or investment home. We build in all towns surrounding Dallas Fort Worth including Flower Mound, Argyle, Denton, Double Oak, Copper Canyon, Corinth, Highland Village, Sanger, Krum, Crossroads, Frisco and Plano. We also travel for some projects. Please contact David directly to discuss building on your land or one of our lots.

David enjoys designing and building homes for each of his customers. In his leisure time, you can find him boating on Lewisville Lake, riding his bike, or playing guitar.

David Andrews
President
Century Custom Homes
817-538-4305

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