



WEBSITE DEVELOPMENT FOR

SpencerRealtyLLC

**WEBSITE
DEVELOPMENT**

**IDX BROKER
API**

WEBSITE

LINK <https://www.spencerrealtyllc.com/>

**DETAILED
CASE STUDY**

<https://colorwhistle.com/casestudy/real-estate-website-development-using-idx-broker/>

BUSINESS NAME

SRLLC

INDUSTRY

REAL ESTATE

CLIENT'S REQUIREMENT:

To develop a Real Estate Listings website which is quick to load with property details, wishlist properties and contact agents who are handing those properties. Client's major requirement was to display the properties under our client and the agents who are associated with our client's office.

PROCESS FOLLOWED

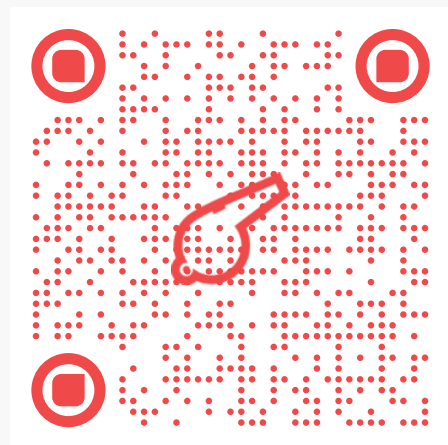
- ▶ At the beginning of the project, the client selected a 3rd party theme(HomePress) from (themeforest.net).
- ▶ That theme has an inbuilt property management system and also supports IDX broker integration in a basic level.
- ▶ But since the client was looking for a customized design for IDX related pages, the suggested theme was of no use in terms of IDX related pages.
- ▶ Since ColorWhistle suggested (based on the initial discussion and requirement) the theme and the client had bought the same, we used the HomePress theme for non IDX related pages and for the LMS system and we planned to develop the IDX related pages using the IDX Broker API and by keeping the theme's property related pages as a design reference.

WHAT DID WE DO FOR THE CLIENT?

- ▶ Analyzing the impact of the third party theme(HomePress) which client purchased and its features, it was necessary for us to compare it with custom theme development and decide the best one based on various factors like time, cost and performance etc.
- ▶ Since the client wanted the design of the property oriented pages to be like HomePress theme design, we developed property listing related pages using the IDX Broker API with HomePress theme designs as reference.
- ▶ The website had 20+ pages with about us, team member pages, blog, contact us, seller, buyer, agent and other pages built in wordpress.

As a result –

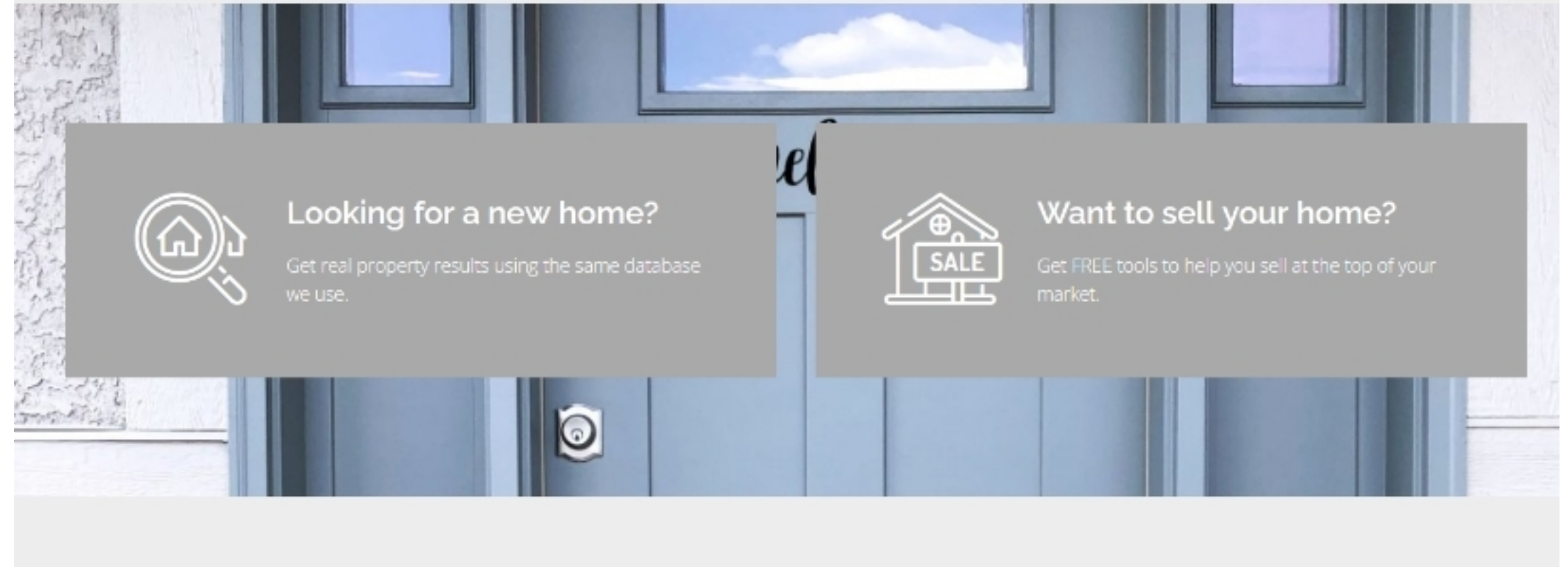
1. New server loads the redesigned website 80% faster
2. Easy navigation in the header increases 200% more clicks
3. Pages speed has been increased and loads in 4 seconds



Scan for our other portfolios

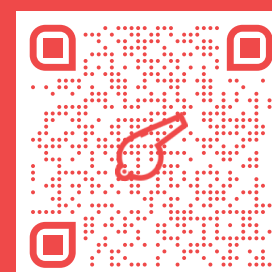
colorwhistle 

Featured Properties



Alright, sounds like a plan!

Let's go!!



SEND DIRECT MAIL
hi@colorwhistle.com