

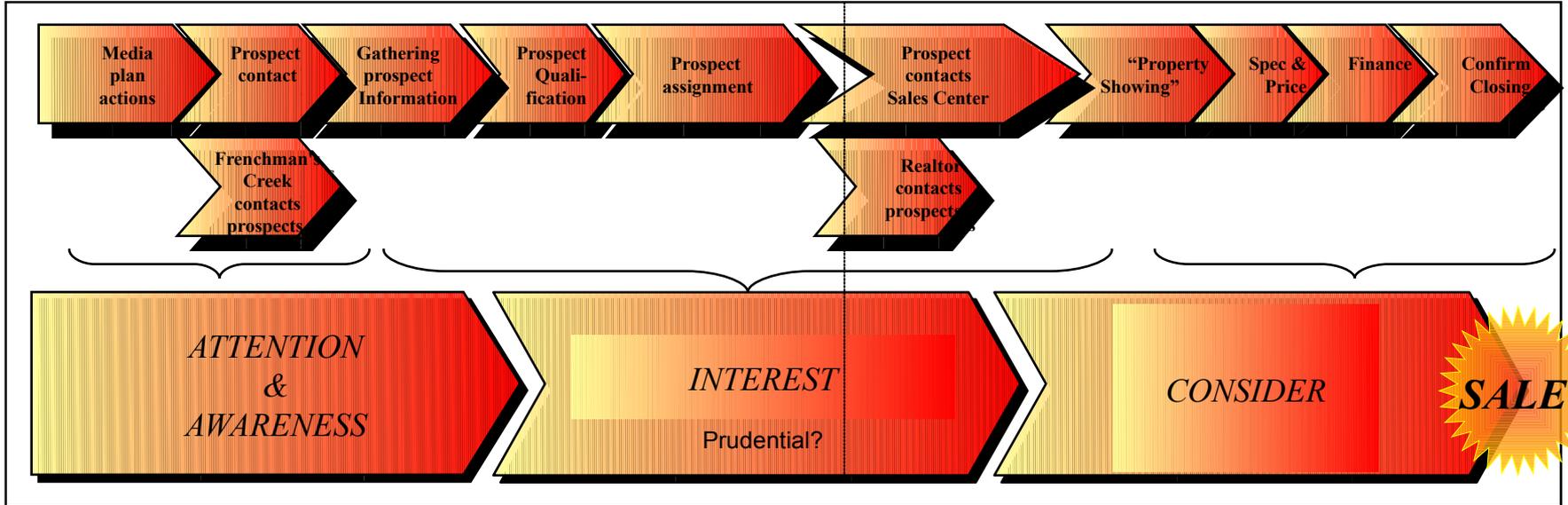


# Frenchman's Creek Website Redesign

**Project Team Kickoff  
January 2005**

- The Frenchman's Creek website is a key element to the Sales and Marketing program
- The website is the primary and consolidating tool to create attention and awareness
- The website, through illustrations, animation and pictures, will be a 'tangible' view that prospects will be looking at to help make a purchase
- Furthermore, it communicates the brand, image, and specific amenities of Frenchman's Creek
- The website is a key tool for the sales center to use in tracking prospective customers and to make viewing reservations

The website is an 'early attraction' of a marcom's plan



*Onsite Billboard*

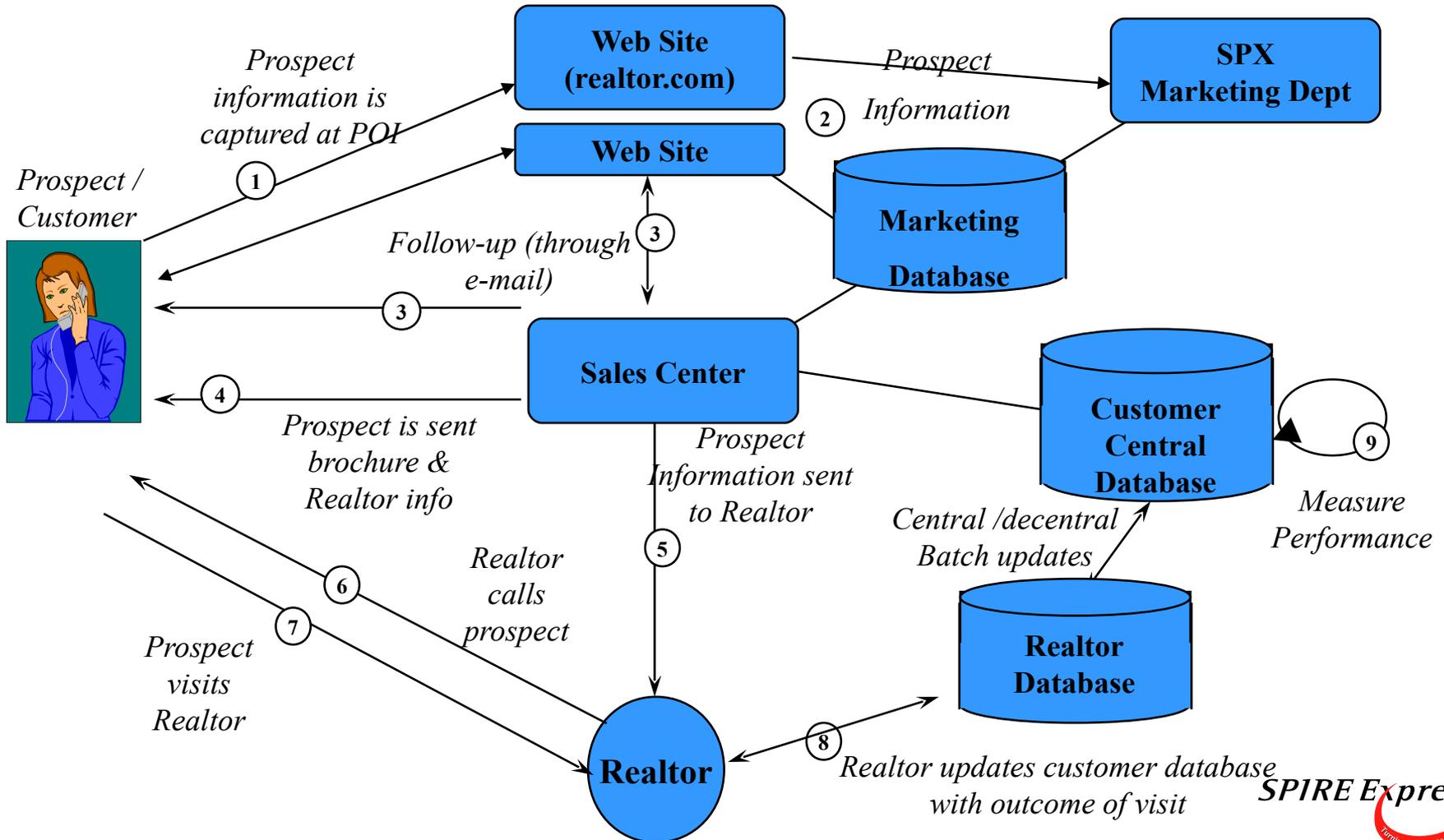
*Sales Center*

*Web Site*

*Direct Mail*

*strong medium weak*  
*Impact level*

## The website is central to communicate with prospects...



- Its primary focus is to take potential clients from all channels (i.e., direct access, onsite realtor, realtor.com, prudential.com, etc.) and promote Frenchman's Creek
- It will be used by realtors/agents/customers to:
  - Access Frenchman Creek information
  - Assess compatibility
  - Submit contact details
  - Order promotional material
  - Schedule showings of the property
  - Gather additional property details



## [www.frenchmancreek.com](http://www.frenchmancreek.com) high-level sitemap

- **Home Page**
- **Living at Frenchman's Creek:** staff, service, recreation, social, etc.
- **Real Estate:** Listings, lot maps, details, virtual tour, style library
- **Facilities:** Beach, Golf, Tennis, Fitness/Spa, Club House, Marine Access, V. Tour
- **Location:** Directions, map, area, amenities
- **Contact Us:** Forms, feedback and database population

The website is search engine optimized and has an internet component architecture; high rankings and scalable

— **Video:**

- Narrated video of the Frenchman's Creek surroundings and amenities

— **Illustrations and/or Pictures:**

- Static renderings of Frenchman's Creek building amenities and landscape
- Real Estate Style Library with floor plans, interior décor, and individual rooms
- “as is” and “to be” depictions (with estimates) on how to create your modern home

Starting today, we should have the website up and running by the middle of April

