

SitePal Case Study Think Big Real Estate

About Think Big Real Estate

Think Big Real Estate, located in Coral Springs Florida, specializes in the Florida pre-construction and condo conversion markets as well as residential/commercial/land purchases and re-sales throughout the state. Investors and buyers around the globe that are interested in purchasing property in the Sunshine State turn to Think Big Real Estate for the company's expertise and ability to identify and negotiate the best real estate deals.

The Think Big Challenge and The SitePal Solution

In a very competitive marketplace, Think Big Real Estate.com needed to stand above the rest of the competition. With statistics showing that over 75% of homebuyers search for



a new property by using the Internet, Think Big executives wanted to be sure to grab the attention of every potential client that visited the Website. They needed an innovative tool that would engage site visitors and guide them through researching and learning about new properties in a unique way. The team at Think Big Real Estate also wanted to ensure that navigating through the site would be an intuitive process.

After learning about SitePal and conducting research on the product's effectiveness, the company was convinced that SitePal talking characters could help to solve their marketing challenges.

The company created multiple talking characters that acted as virtual greeters on the site using SitePal's user-friendly workshop. The characters deliver important call-to-action information (that could be change based on specific marketing programs and/or deals) and provide navigational detail that makes site navigation simple and easy to understand.

The Program Success

"Our team of real estate experts looked at other companies that are using SitePal and knew that this unique tool would definitely help to differentiate our offering and gain more business. The tool helped us accomplish our key objectives and deliver information in a quick and concise manner resulting in clear competitive differentiation and more informed and satisfied customers." *Michael Citron, Think Big Real Estate, Co-Owner.*

In the year that Think Big Real Estate has been in business (and the site has been operating) the company has sold over \$25,000,000 in property throughout the State of Florida and other states around the country. The increase in sales has been attributed to the unique website, where a plethora of information is provided for potential and existing

clients. The SitePal character adds to this uniqueness and helps to position Think Big as the ultimate source for all real estate needs.

Site visitors have stated that the SitePal character was the one unique feature that caught their attentions and kept them interested in learning more about the company. They also feel that the character helps to guide them through the services and other pages of the site.

On a particular page of the Website where users can schedule inspection trips to preview properties, another unique SitePal character is used to guide the reservation and scheduling process. A number of clients have applauded Think Big on this feature stating that the character made it easier to fill out the appropriate information on the page.

“Real estate professionals in the Florida marketplace have complimented us on our innovative use of technology, specifically our use of the SitePal character. They have said that our website is unique and stands above the average real estate websites in the business. As a result, many of our fellow real estate agents have implemented SitePal characters on their websites and have seen immediate results in sales due to this addition.” *Michael Citron, Think Big Real Estate, Co-owner.*