

RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

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SACS – Share a Commercial Success

REALTORS® Commercial Alliance of Southeastern North Carolina

Web site Development

Two years ago our RCA Commercial Board of Directors decided to focus on developing a Web site. The first question we asked ourselves was, "Who do we want to attract to it?". We narrowed this down to one major group that we felt needed to be more effectively reached – potential members. Once this question was answered it provided us with a guideline for the content and look we needed to achieve. We worked with a local web design company, providing them with ideas and features that we wanted, such as a news pane to provide information, a calendar to show what events we would be having and a membership directory to provide contact information for all of our members. We had multiple meetings over the next five months that produced a clean and simple Web site that we felt met our goal of reaching potential members.

While providing potential members information about our Alliance is still an important component of our Web site, it is slowly becoming more focused on our current members and fulfilling their growing needs. One tool I use to understand what visitors to our site are looking for and what media delivery methods they prefer is the executive report our web host provides. This report shows me where they are going, what they are looking at and how they choose to view the information (video, print, audio, etc). We now provide visitors with streaming and downloadable iPod videos from our meetings, print information on all issues that affect commercial real estate in our area, and provide access to our web based MLS system. We create a lot of our own content, but we also look to outside groups such as our state RCA and the national RCA to provide information that we cannot produce in house.

In order to generate new ideas for our site, I look at Web sites that are not within our industry. Doing this provides me with new ideas on how to reach our target market in creative ways. A great place to see innovative Web sites is at the Webby Awards home page www.webbyawards.com. They provide you with links to award winning Web sites that are guaranteed to open your mind to the unlimited potential your new or current Web site can reach.

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