



REAL ESTATE **BUILDING WEBSITE**

THE BUSINESS - SYSTEMS YOU WILL NEED



RealEstateMediaCourses.com

BUILDING WEBSITE TIPS

SYSTEMS YOU WILL NEED



1 | WORDPRESS

When I started [ListerPros](#) in 2013, WordPress was the standard Website Builder that we used. It was simple, easy to use, and it cost an arm and a leg. So we use WordPress and a plugin called Gravity Forms.

If you're starting a real estate media business today, I recommend that you keep it simple at the beginning because you'll only need a simple website and an order form to start taking orders.



2 | WIX

If you're more tech-savvy and are familiar with building websites, feel free to venture off from these. Wix does have a real estate photography-specific template that you can use, making it really easy to get up and running fast. All you need to do is swap out some photos, update the information and create an order form, and you'll be in business.

You'll pay between 20 and \$30 a month, which is a great deal because that includes your domain, hosting, and other features that Wix offers.

Now the website should be pretty straightforward to set up. Most order forms should be able to handle pricing variables. So if you decide to price based on square footage, you'll have to add these variables.

Some of you may decide not to deal with these variables and go with flat-rate pricing based on the number of photos instead of square footage. Going this route makes the order form setup process a little bit easier as you're not dealing with so many variables.



ZAPIER

Once you get your site and order form up and running, it'll be a little inefficient initially, but in spending time setting up additional tools like Zapier, the process will get easier. So I wouldn't worry too much about efficiency until you start getting a good amount of orders.

When starting, you should spend building relationships with potential customers.

