



# Web Dev for Commercial Real Estate Company

## PROJECT DETAILS

 Web Development

 Dec. 2016 - Ongoing

 Less than \$10,000



*"Each website was done professionally, efficiently, and cost-effectively, and they continue to serve our needs."*

## PROJECT SUMMARY

Perpetual Solution created a responsive website for a commercial real estate company. The site features CAD layouts of apartments, an online application form, and a contact form.

## PROJECT FEEDBACK

The website helped the client rent out an 18-unit building before construction was complete. Based on this success, Perpetual Solution continues to maintain and improve the site as needed. The team stands out in their expertise and ability to facilitate a professional process from start to finish.



## The Client


Introduce your business and what you do there.


I'm the president at First Quebec-Genix. We own and operate apartment buildings.


## The Challenge


What challenge were you trying to address with Perpetual Solution?

We just built two apartment buildings and needed to make a website to give tenants an idea of what we had to offer.

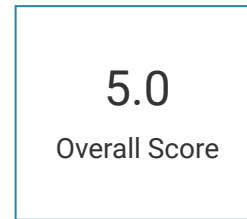
 **James Gutherz**  
President, FirstQuebec-Genix

 **Real Estate**

 **1-10 Employees**

 **Montreal, Canada**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Perpetual Solution built a website from scratch to feature our new apartment buildings. The website featured apartment layouts using computer-aided designs (CADs), an online application form, and a contact form for prospective tenants to send in questions. It saved a lot of back-and-forths. The online application was an especially seamless process: people can complete an application and submit documents so we can assess their qualifications.

The websites are accessible for any browser on desktops, smartphones, and tablets. Perpetual Solution has been able to make changes as our needs evolve organically.

### What is the team composition?

I only work with Geneviève (Senior Account Manager).

### How did you come to work with Perpetual Solution?

I learned about Geneviève through a recommendation from a friend of mine.

### How much have you invested with them?

We spend about \$100 CAD per month (approximately \$71 USD), which is an extremely fair price.

### What is the status of this engagement?

The project started in December 2016 and is ongoing. I call Geneviève whenever I need her for maintenance and a little bit of SEO.





## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

Once we put up the CADs – the 3D renderings – of our 18-unit building, we rented out every unit before the construction was complete. That has partly to do with the demand in the area and with what Perpetual Solution put up there for renters to get an idea of what the apartment was about.

The websites have allowed us to work smarter and easier. The layouts allowed us to save time on tours with tenants that aren't going to take the unit. If they were interested, they can send an email or go straight to the online application. That's streamlined as you can process this interaction. Each website was done professionally, efficiently, and cost-effectively, and they continue to serve our needs.

### How did Perpetual Solution perform from a project management standpoint?

We communicate a little bit by email and a little bit by phone. We still need to have conversations. Geneviève will go part by part and get my approval before proceeding. She's done apartments for other people so she knew intuitively what our needs might be in this situation.

### What did you find most impressive about them?

Their pure facilitation from concept to realization to execution to actual usage stands out. It's been really easy for us to get what we want out of it. I wish that building construction could go one-tenth as smoothly as building this website with Perpetual Solution went.





# Perpetual Solution

## Are there any areas they could improve?

Nothing really comes to mind. We'll see what happens. The next step is renewals, so we've been thinking forward about a tenant login to pick up messages, renewal notifications, etc. That'd require a much more detailed website. But that's on the back-burner right now; we don't have the volume of tenants right now that really requires automation.

## Any advice for potential customers?

Just do it. Look and see what Perpetual Solution can offer for you. Find that sweet spot of cost-effective and adequate visual interaction for whatever needs you might have. It's hard for me to speak to what someone in another business might need, but I have to imagine Geneviève can do it. She can communicate effectively enough to get those needs out of a customer.



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