



**Redinger Technologies, LLC**  
PO Box 1005  
Sheridan, WY 82801  
**Kaden:** 307.752.0843  
kaden@redingertechnologies.com  
**Ian:** 307.751.3968  
ian@redingertechnologies.com  
**www.redingertechnologies.com**

## **Real Estate Websites**

Building a website is a big step for any company, much less a real estate company. Between the information just about your company on top of building data, photographs, site plans, and all the other details needed for this type of website, it can be a daunting task. However, we can break this down into 3 manageable bite sized pieces: cost outline, outsourcing and website size. Over the course of this article, we will dive into each of these pieces, both explaining what they are and how they are relevant to your business as well as what Redinger Technologies has to offer.

### **Cost Outline**

While a website is important, so is the cost that it takes to build one. Depending on how hands-on you want to be with your website will determine how much you spend on outsourcing. Below are the basic steps explained throughout the entire process.

#### 1. Creation

- Who will gather the information you want to put on your website? Even if you know exactly what you want to add to your site, gathering all the information, charts, photographs and everything else you need can be an exhaustive process if you already have a lot on your plate. Whether you choose to do it yourself, delegate or hire professionals to collect all that data- this is one of the first steps in the process.

#### 2. Management

- A project manager is essential to your website design. They are responsible for making sure that all the moving pieces are coming together as they should. Building a website is a big project, so they act as a contact point for you to voice your needs and questions throughout the entire operation.

### 3. Design

- While this is typically seen as the fun part of the project, there is a lot more that goes into design than just picking out colors and fonts. Your website not only needs to look good, but it also needs to be effective for users. Designing multiple pages and graphics can be a complex task and depending on how advanced your website needs to be will dictate how much time, energy and money you spend.

### 4. Development

- This is where things start to come together. The actual development of the website can be as easy or complex as you want it to be. Real estate websites are especially unique in their complexity because they may include search filters, interactive maps, charts and graphics, property details, and other portals your clients and investors need. The more information you want to put on your website, the more complex the development process gets.

### 5. Content Management

- After your website is up and running, there is still plenty that needs to be done. Properties are constantly changing and that information needs to be updated regularly to keep your website relevant. There are many different content management systems available that help make this significantly easier. This allows you to make the necessary changes without having to constantly rely on a third party every time an update is needed.

### 6. Maintenance

- Similar to content management, your website itself will need maintenance to ensure it keeps working the way you need it to. This could be as simple as technical support when needed all the way to data back-ups, security issues and updates, and monthly reporting.

Any or all of these could be done by your company or outsourced to a professional. The biggest decision you will have to make is the classic money versus time question: the more time you put in, the less money you will spend on outsourcing.

## Outsourcing

No matter how involved you want to be in building your website, there are 3 types of outsourcing you can do: professional agencies, freelancers and tools to do it yourself, each with their own pros and cons.

#### 1. Professional Agency

- **Pros:** Broader range of resources and experience, efficiency, professionalism
- **Cons:** Typically more expensive

2. Freelancer
  - **Pros:** Specialized in a particular area, competitive cost
  - **Cons:** Limited resources leading to lower efficiency, slower output and ongoing help
3. Tools
  - **Pros:** Inexpensive, fast
  - **Cons:** Little to no support or customizability, must learn and do it yourself

Each type of outsourcing has its advantages and disadvantages, as well as a direct correlation to the size and complexity of your website. Redinger Technologies balances between professional agency and freelancer, allowing us to offer you all the pros of an agency while giving you the competitive costs of a freelancer.

### **Website Size**

At the end of the day, the size and complexity of your website is what will ultimately determine how expensive your website will be. Generally speaking, there are three main sizes of websites, each more expensive and custom than the last.

1. Simple (\$5,000 - \$8,000)
  - These are just a basic, small website that doesn't have too many custom features.
2. Custom Functionality (\$9,000 - \$30,000)
  - Websites that are around 10-50 pages will be on the lower end of this spectrum, and more than 50 will be on the higher end. No matter the size in that range, these sites require more features and complex systems to keep them updated with property details.
3. Large (\$31,000 - \$100,000)
  - This type of website is completely custom from the design, details, and features to even the management system that runs the entire site.