

Valley City Real Estate Firm Overcomes Competition Through Improved SEO and Web Design

Client Background



 www.lawnrealty.com

Lawn Realty is a growing real estate agency located in Valley City, North Dakota. They're experts in helping homeowners list and buy property. They serve the growing community, from farmers who want to live in the city limits, to young families looking for their first dream home.

Their Previous Website:

When RE/MAX Lawn Realty first opened their doors in 1965, they didn't have a terrible amount of competition in Valley City. Business was a steady stream of clients. But in recent years, they found they were losing customers to new real estate competitors, and needed to take action to remedy this.

Valley City is also growing as a property market, with the overall population increasing with no signs of stopping. With new people moving to the town, it was creating more demand for real estate companies. That's when RE/MAX Lawn Realty, knew they needed to draw in more traffic. They needed a website that would give them a competitive edge, and an overall better regional online presence.

Why They Chose BNG Design:

RE/MAX Lawn Realty's team wanted a web designer from North Dakota, someone who could shake their hand, if need be. They searched in Google for a website designer in Fargo and found BNG Design on the first page.



The Result:

RE/MAX Lawn Realty was thrilled that BNG Design could turn their website idea into a reality. RE/MAX Lawn Realty wanted specific functions on their site. They wanted aspects like a virtual home tour on their website, so homeowners could see every part of a prospective home, a website that can easily be viewed on a mobile device, and a real estate website that gets found on the first page of search results when their prospective clients are searching for them. RE/MAX Lawn Realty got every item on their wish list, as a result of working with BNG Design.

“The experience with BNG Design was all I wanted. They under promised and over delivered. I trust them. They had their own ideas, and also worked with mine. I knew I wasn’t their biggest client, but they still treated me like I was. I could tell they cared about me.

James Jensen, Broker



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