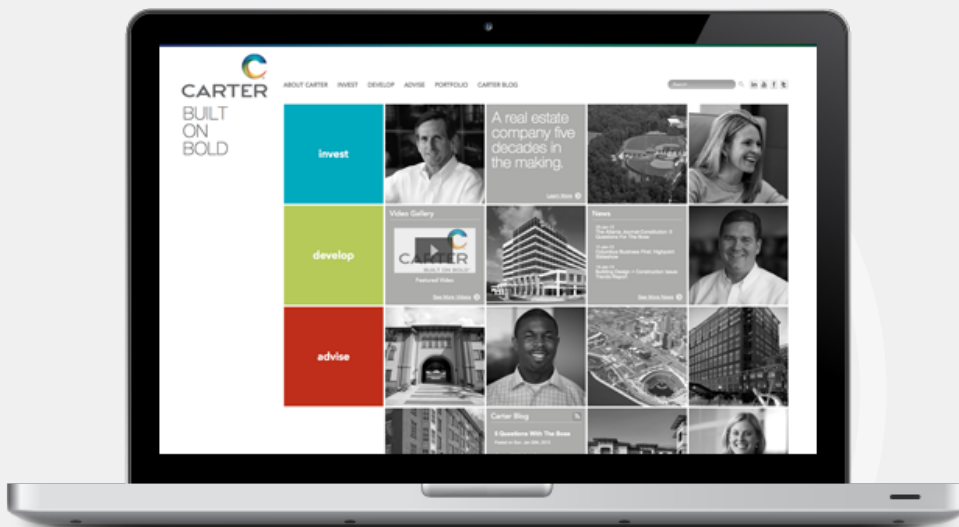




## SimpleFlame Success Story | Carter: A Real Estate Innovator



Carter is a leading real estate investment, development and advisory firm renowned for its bold approach to creating value.

### Background:

Carter was a commercial real estate industry leader with more than five decades of experience. In late 2011, the company sold its brokerage and property management divisions, narrowing its focus on its investment, development and advisory businesses. The Carter which emerged had a renewed energy characterized by its unique entrepreneurial spirit; however, its old brand elements no longer adequately conveyed the company's bold new approach.

Carter hired TG Madison, a digital agency, to facilitate a rebranding effort. David Massey, TG Madison's Director of Digital Development, approached us with some ambitious goals and designs for Carter's new website. A critical component of the overall rebrand, the website would need to help Carter reestablish its leadership position in the marketplace, put a fresh face on the company, and clearly define Carter's lines of business.

## Process:

The amazing creative staff at TG Madison created the brand and designs for the new website. With David's guidance, there was an integrated collaboration between TG Madison and our agency to ensure scalable designs and usability best practices. After all, the website would need to work across desktop, tablet and mobile platforms. Once we received the final Photoshop design concepts, we were ready to cut and integrate Carter's new website into Adobe Business Catalyst.

Integrated projects like this bring together the best of both worlds (design and development). Consistent collaboration and communication are crucial to pulling off unique requests like Carter's responsive site. It required a very specific homepage feed functionality and project showcasing. But we, TG Madison and, most importantly, Carter could not be happier with the results.

## Project Results:

- Built a responsive website that provides a unique user experience for desktop, tablet and mobile
- Re-established leadership position in the market
- Re-branded with a fresh look that also clearly defines what Carter offers and what they stand for
- Provided easy ways for non-technical staff to optimize website content and execute commerce and marketing functions

## Technology:

- ✓ Multi Web App Driven Feeds
- ✓ Leadership Web App
- ✓ Project Portfolio
- ✓ Investment Web Apps
- ✓ Responsive Website
- ✓ Video Web App
- ✓ News Web App



*Learn more about how SimpleFlame can help you achieve online success through a website solution built on Adobe Business Catalyst. Contact us today at [314.266.348](tel:314.266.348)*