Website Blueprint

OP-86275

Location: Stamford, CT, USA (serving nationwide)

Business Type: Commercial and Investment Residential Lender

Target Audience: Borrowers in need of financing for commercial and investment properties, including real estate investors and businesses in the cannabis industry, located across the United States. Typically, these are individuals or organizations seeking funding solutions that traditional lenders may not provide, valuing speed and flexibility.

Executive Summary

A.J.T.M. Financial Group, Inc. is a nationwide lender based in Stamford, CT, with over 20 years of experience funding commercial and investment residential loans for clients who cannot secure financing from traditional sources. The company stands out by offering quick decisions, funding hard-to-do loans including projects in the cannabis industry, and a flexible approach that provides solutions where other lenders fall short. The new website and gallery page will highlight their track record, showcase funded deals, and reinforce their reputation as a reliable financial partner for real estate investors and business owners.

Primary Goals

- Enhance online presence and website effectiveness
- Attract and convert borrowers seeking commercial and investment property financing
- Position as a financial partner for real estate investors nationwide

Brand Values

- Experience and expertise (20+ years in the industry)
- Flexibility in funding loans that others cannot
- Speed and reliability in loan processing

Competitive Advantages

- Over 20 years of industry experience
- Ability to fund loans that other lenders cannot or will not
- Quick turnaround on loan approvals and funding

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#00284d
Secondary		#49a942
Accent		#e8b021

Rationale: We picked dark blue as the main color because it feels stable and trustworthy, which is important for a lender. The green brings in the idea of growth and money, which connects well with lending and investment. The gold accent adds a touch of success and energy to help key actions and offers stand out. Together, these colors are strong, clear, and encourage action.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family;=Open+Sans:wght@400&display;=swap

Imagery Style

Use high-quality, real photos of funded properties and projects in the gallery to build trust. For other parts of the site, show a mix of people in business settings and real estate images, focusing on commercial buildings, investment properties, and construction. Avoid stock photos that look unrealistic; aim for natural, bright images.

Overall Aesthetic

The site should look modern, clean, and professional, balancing a sense of experience and approachability. It should be clear, uncluttered, and easy for visitors to find what they need. Key benefits and offers should catch the eye right away.

Theme Style

Businesslike and confident with pops of color on buttons or offers. Use plenty of white space so information is easy to read. Add subtle touches of gold for highlights. Rounded buttons and soft corners can keep it friendly and approachable.

Layout Approach

Keep the layout simple and direct. Use large headlines, clear calls to action, and organized sections for the most important services. Make contact options and gallery links visible and easy to use. Use Pro Website features like sections, service blocks, and the Gallery to show off deals and success stories.

Regional Recommended

- Show real estate images from various parts of the U.S. to reflect your nationwide service.
- Include images with city and suburban backgrounds, not just local to Stamford.

Regional Avoid

- Avoid showing only Connecticut or Northeast-focused imagery.
- Do not use photos with snowy winter scenes or other regional markers unless the page is about that location.

Requirements & Features

Contact Information

Description: Show the phone number, email address, and full business address on every page so customers always know how to reach you.

Validation: Contact details are clearly visible on all main website pages in the header or footer.

Homepage Content

Description: Clearly show what the business offers, including experience, what sets you apart, and your promise to fund deals others will not. Make sure the message is obvious as soon as someone visits.

Validation: Homepage headline and intro explain the main service, unique value, and target audience.

Programs & Services Pages

Description: Make separate pages for programs like Construction Financing, Long Term Financing, and Hard Money Financing. Clearly describe each and include how to get started.

Validation: Each main lending program has a dedicated page with a simple summary, benefits, and a way to contact you.

Gallery ('Deals Funded')

Description: Use the Gallery product to show recent deals that were funded, giving examples of properties, loan types, and outcomes. Use provided images and make it a dedicated page.

Validation: Gallery page displays funded deals with short descriptions and images.

Contact Form

Description: Use an easy-to-use form so visitors can reach out for more information or a loan quote.

Validation: Contact page has a simple form asking for name, email/phone, and brief message.

Testimonials

Description: Display feedback from real customers to build trust, especially highlighting successful funding stories.

Validation: Testimonials page or section with at least 2 real customer quotes, tailored to your lending niche.

SEO Basics

Description: Use words that customers might type into Google, like 'construction loan', 'hard money loans', and 'commercial loans', throughout your site.

Validation: Main service pages include relevant Google search terms customers use when searching for your product.

Design and Visuals

Description: Use a modern, clean design with up-to-date images to replace the outdated look of your old website. Use high-quality images from your gallery and stock photos as needed.

Validation: Site looks modern, professional, and consistent across all pages.

Mobile Access

Description: Make sure all pages are easy to use on phones and tablets.

Validation: All pages display clearly and are easy to read on mobile devices.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, quickly explain who you are and what you do, and encourage them to take action such as contacting you or exploring your loan programs.

Sections

Hero

Purpose: Make a strong first impression and clearly state what your business offers.

Key Elements:

- Business name (A.J.T.M. Financial Group, Inc.) and placeholder logo
- Clear statement: 'Funding what others can't and won't'
- Brief description of your main service: lending for commercial and investment properties
- Simple background photo (stock imagery of commercial properties or real estate investing)
- Contact phone number and email displayed right away

Strategy: Let visitors know you are available and ready to respond quickly, making it easy to reach out.

Psychology: People seeking loans for tough or unique situations need to feel understood and reassured that you are different from typical lenders.

Tone: Direct, confident, and trustworthy. Use everyday words and make the message approachable.

Cta Block

Purpose: Get visitors to contact you or start their loan inquiry.

Key Elements:

- Large button to contact you ('Get Started' or 'Apply Now')
- Quick note about a special offer (Loan brokers protected and backend fees paid on some programs)
- Direct phone number and email repeated below the button

Strategy: Highlight how fast and flexible your service is, and remove any hesitation by showing real incentives.

Psychology: Visitors want reassurance that it's easy and low risk to reach out. Placing your contact info and special offers upfront builds trust.

Tone: Encouraging and helpful. Use action words and keep it friendly.

Programs (*Inner*)

Purpose: Showcase all main loan programs and explain which clients they suit best.

Sections

Intro

Purpose: Summarize your experience and what sets you apart.

Key Elements:

- Brief company background
- 20+ years of experience

- Funding loans others won't

Strategy: Establish trust and credibility before listing specifics.

Psychology: People trust experience; they are seeking an expert who solves problems others couldn't.

Tone: Reassuring, professional, and honest.

Service List

Purpose: Clearly outline each loan program with a short description.

Key Elements:

- Construction Financing: short summary and who it helps
- Long Term Financing: short summary and who it helps
- Hard Money Financing: short summary and who it helps

Strategy: Match client needs with your solutions; provide a direct button to inquire about each program.

Psychology: Visitors want to quickly find if you offer the right loan for them and an easy way to get started.

Tone: Simple, straightforward, and easy to skim.

Investors (*Inner*)

Purpose: Explain why real estate investors should work with your firm and show how you support them.

Sections

Intro

Purpose: Speak directly to investors and their concerns.

Key Elements:

- Statement about being the financial partner for real estate investors
- Mention experience with unique or challenging situations

Strategy: Position your business as an ally who understands the needs of investors.

Psychology: Investors need to feel their needs are understood and supported, especially if they have been turned away elsewhere.

Tone: Empathetic, knowledgeable, and supportive.

Benefits

Purpose: List clear reasons to choose you over other lenders.

Key Elements:

- Quick decisions
- Flexible solutions
- Funding deals that other banks can't handle

Strategy: Affirm their decision and push them to reach out for tailored advice.

Psychology: People want to feel confident and reassured before contacting a lender.

Tone: Positive, confident, and focused on their goals.

Deals Funded (*Gallery*)

Purpose: Show real examples of loans you have funded—proof you deliver on your promises.

Sections

Gallery Intro

Purpose: Introduce the gallery as evidence of your track record.

Key Elements:

   • Short intro explaining what visitors are seeing: 'Here are some of the deals we've recently funded.'

Strategy: Reassure visitors you are active and successful, making it easier to trust you.

Psychology: Seeing real results helps visitors feel confident you can help them, too.

Tone: Proud but approachable. Let the successes speak for themselves.

Gallery

Purpose: Display photos and short notes about each funded deal.

Key Elements:

   • Photo or image for each deal
   • Brief location and loan type
   • Amount funded (optional, if privacy allows)

Strategy: Help visitors see themselves as your next success story.

Psychology: Visual proof gives visitors the nudge they need to reach out.

Tone: Clear, straightforward, and factual.

Testimonials (*Inner*)

Purpose: Share real feedback from happy clients to build trust.

Sections

Intro

Purpose: Explain why testimonials matter: proof of client satisfaction.

Key Elements:

   • Short statement inviting visitors to read what others say

Strategy: Reduce doubt and reinforce credibility.

Psychology: Hearing from others in the same situation helps visitors imagine a successful outcome for themselves.

Tone: Authentic and grateful.

Testimonial List

Purpose: Show short quotes from real clients.

Key Elements:

   • Name or initial
   • Short quote about their positive experience

Strategy: Provide social proof to move visitors closer to contacting you.

Psychology: People are more likely to trust the experience of others.

Tone: Friendly and humble.

Contact (*Inner*)

Purpose: Make it simple to reach you for questions, applications, or consultations.

Sections

Contact Details

Purpose: Display all the ways to reach your team.

Key Elements:

- Phone number
- Email address
- Physical address (243 Tresser Blvd 17th Floor Stamford, Ct 06901)
- Map view of your office (if available)
- Hours of operation: Monday–Friday 9:00 AM–5:00 PM

Strategy: Build trust with multiple clear ways to get in touch.

Psychology: Visitors want reassurance you are a real, reachable business.

Tone: Honest, open, and responsive.

Contact Form

Purpose: Let visitors send you a message quickly.

Key Elements:

- Simple form fields (name, email, message)
- Short privacy statement

Strategy: Lower the barrier for first contact—make it as easy as possible.

Psychology: Quick forms encourage visitors to reach out without hesitation.

Tone: Welcoming and straightforward.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity

Application: Make the main message and offers obvious as soon as visitors land on your homepage.

Implementation: Use bold headlines with simple explanations and a clear path to contact or learn more.

Principle: Trust Signals

Application: Show testimonials and deal examples to give proof that you deliver for clients that other lenders turn away.

Implementation: Add a deals gallery page and customer testimonial section with real examples and quotes.

Principle: Reduce Friction

Application: Make it easy for visitors to take the next step.

Implementation: Place simple contact forms and clear buttons to call or message you on every main page.

Content Strategy

Area: Homepage and Service Pages

Recommendation: Rewrite and upgrade content to speak directly to real estate investors, business owners, and cannabis field borrowers. Focus on quick turnaround, special funding cases, and customer protection.

Implementation: Use bullet points, plain English, and meaningful calls-to-action like 'Talk to us about your loan needs today.'

Area: Gallery (Deals Funded)

Recommendation: Highlight a strong track record by sharing funded deal examples with outcome details and photos.

Implementation: Add a dedicated 'Deals Funded' gallery using uploaded images, showing variety and success stories.

Area: SEO Content

Recommendation: Naturally work in phrases like 'construction loan', 'hard money loans', and 'commercial loans' where they fit.

Implementation: Add these key words to main page headlines, service descriptions, and the meta descriptions for each page.

Conversion Optimization

Technique: Multiple Contact Options

Rationale: Some customers prefer phone, others email, and some want a form. Giving choices increases chances they will reach out.

Implementation: Show your phone number, email, and a short contact form clearly on every page, at the top, bottom, and on a dedicated contact page.

Technique: Highlight Special Offers

Rationale: Special deals attract more attention and can win over hesitant visitors.

Implementation: Feature offers like 'Free consultation' or 'Backend fees paid' in a highlighted box on the homepage and services pages.

Technique: Clear Proof of Performance

Rationale: Seeing successful funded deals makes visitors feel more confident starting a conversation.

Implementation: Use the Gallery to show recent deals, adding short captions and outcomes for each.

Priority Focus

Category: Clarity and Trust

Description: Show what makes you unique and reliable right away.

Reason: Quick trust is needed in the finance industry, especially for customers turned away by traditional lenders.

Category: Gallery Page

Description: Show off your successful deals with images and details.

Reason: Proof of past funding helps new visitors feel confident and get inspired to contact you.

Category: Modern Design and Simple Access

Description: Make every page easy to read and access from any device.

Reason: Old-looking or hard-to-navigate sites drive customers away quickly.

Implementation Order

1. Update homepage and contact info for clarity
2. Create and rewrite service pages for each lending program
3. Build the 'Deals Funded' gallery page with images and success stories
4. Add testimonials and special offers
5. Review and update SEO keywords on all pages
6. Make sure the design and images look modern and load well on phones/tablets

Risk Mitigation

Lack of Social Media

Category: Visibility Risk

Suggested Action: Consider adding at least one business social media link in the future to improve online credibility, even if just a LinkedIn business page.

Outdated content or images

Category: Perception Risk

Suggested Action: Replace all old images and revise text to be current and professional. Use plain language.

Missing Contact Options

Category: Lead Loss Risk

Suggested Action: Check every page to make sure at least one way to reach you is always visible and working.

Business Impact

Impact Level: High