

# Website Blueprint

## OP-86898

Location: Northfield, Illinois, USA

Business Type: Real Estate Agency

Target Audience: Motivated sellers, luxury home buyers, real estate investors, banks and asset management companies seeking REO specialists; clients who expect high-level service, strong negotiation, and consistent results; primarily located in Chicagoland, Illinois; typically affluent, discerning, and value expertise in real estate transactions.

## Executive Summary

Century 21 Dream Homes is a leading real estate agency in the Northfield, Illinois area, known for its 27+ years of experience and consistent recognition as a top producer by the Chicago Association of REALTORS®. The agency stands out through its award-winning broker, diverse property specialties including luxury and REO, and personalized high-level service tailored for affluent sellers, buyers, and investors in Chicagoland. Their reputation is built on expert negotiation, advanced marketing, and proven results that drive higher returns for their clients.

## Primary Goals

- Enhance online presence and visibility for luxury and REO real estate services
- Attract motivated sellers, buyers, and institutional clients in the Chicagoland area
- Deliver expert pricing, strategic marketing, and proven results for clients

## Brand Values

- Commitment to excellence
- Deep market knowledge
- Trust and integrity

## Competitive Advantages

- Over 27 years of experience in Chicago and North Shore real estate markets
- Top-producing agent recognized by Chicago Association of REALTORS®
- NAHREP Certified Coach and experienced REO specialist
- Advanced marketing strategies and proven negotiation skills
- Consistent delivery of top dollar for sellers and strong returns for investors

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#1C1C1C
Secondary		#C9B037
Accent		#FFFFFF

Rationale: The main color is a deep charcoal which feels elegant and trustworthy—important for luxury real estate clients. The gold brings a sense of success, experience, and high value, matching your brand and logo. White keeps things clean and easy to read, helping properties and information stand out.

## Typography

Heading Font: Playfair Display

Body Font: Open Sans

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

## Imagery Style

Use large, bright, high-quality photos of homes and neighborhoods—focus on natural light, clean lines, and uncluttered rooms. Showcase features that show off luxury and comfort (like kitchens, entryways, and beautiful exteriors). Use banners and galleries for a strong visual impact.

## Overall Aesthetic

Professional, upscale but friendly, and very clean. The site should make visitors feel confident in your expertise and comfortable exploring properties. Avoid anything too flashy or busy—focus on warmth and trust.

## Theme Style

Modern luxury with classic touches—combining elegant colors and fonts with clean layouts. This gives a sense of stability and high service while still feeling current and high-tech.

## Layout Approach

Keep information organized, with clear sections for buying, selling, and specialties like REO and luxury homes. Use clear menus and lots of white space so users never feel overwhelmed. Place contact and

call-to-action buttons in easy-to-find spots on every page. Make sure home, gallery, and neighborhood search pages are both attractive and simple to use, with big images and helpful info.

## **Regional Recommended**

- Use imagery and references from Northfield, Winnetka, Glenview, Wilmette, and Chicagoland neighborhoods.
- Showcase seasonal imagery (like leafy green summers and snowy winters) that makes Illinois feel like home.
- Highlight local schools, parks, and community features important to local buyers.

## **Regional Avoid**

- Avoid stock images that don't look like local homes or neighborhoods.
- Do not use colors or fonts that feel overly casual or do not match the area's upscale market.
- Skip loud graphics, flashy animations, or anything that distracts from your professional look.

# Requirements & Features

**string**

**Description:** string

**Validation:** string

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Create a memorable first impression and help visitors quickly see what Century 21 Dream Homes does, who you help, and why you're different. It guides people to the right service, invites them to explore homes or connect, and shows your experience right away.

### Sections

#### Hero

Purpose: Catch attention as soon as someone lands on the site by showing your brand, trust, and main message.

Key Elements:

- Large, eye-catching photo or rotating banner of luxury homes
- Your logo and slogan: 'Decades of Deals. Decades of Trust.'
- Text showing what you do: Full-service real estate experts, luxury homes, REO specialists, and more
- A main button leading to see listings, get a home valuation, or contact you
- Short mention of your service location: Chicago & North Shore

Strategy: Showcase expertise, local credibility, and how you help buyers and sellers. Encourage clicks to view homes or get a free home valuation.

Psychology: People want to see trust, experience, and clear next steps quickly. Photos of homes and proof of results help visitors imagine their own goal.

Tone: Warm, confident, and inviting. Use plain language that feels personal and trustworthy.

#### Cta Block

Purpose: Prompt visitors to take a clear next step based on their needs, like viewing properties, asking for a home value, or speaking to an expert.

Key Elements:

- A large, clear button for each action: 'Start Home Search', 'Book a Consultation', 'See My Home Value'
- Short, friendly lines explaining each choice
- Mention of special offer: 'Ask us about Senior Specials.'
- Quick contact info: phone, email, address

Strategy: Offer three easy ways to start a conversation, making it simple for buyers, sellers, and investors. Helps capture different kinds of clients.

Psychology: People are more likely to act if shown just a few, clear options without feeling overwhelmed.

Tone: Encouraging, trustworthy, focused on results and personal service.

## About (*Info*)

Purpose: Share your story, introduce Meldina Dervisevic and the team, and prove why clients can trust you.

### Sections

## **Main Story**

Purpose: Introduce who you are, your track record, and your unique approach.

Key Elements:

- Story of Meldina's 27+ years experience
- Details on awards, leadership, and certifications
- Photo and short bio of Meldina
- Spotlight on team values: integrity, results, and client focus

Strategy: Build trust by showing the faces and credentials behind the service.

Psychology: People want to work with professionals they like and trust—they connect with personal stories.

Tone: Genuine, relatable, friendly, and professional.

## **Services (Info)**

Purpose: Show all main services in one place. Help visitors see solutions for sellers, buyers, investors, and banks.

### **Sections**

#### **Service Grid**

Purpose: Let visitors pick the service that fits them.

Key Elements:

- Short, plain description and photo/icon for each service (Buy, Sell, Home Valuation, Luxury/New Development, REO/Bank-Owned, Join Us)
- Link or button to learn more about each service
- Unique perks—drone photos, 3D tours, AI market analysis, and more

Strategy: Visitors quickly see how you solve their needs, leading them to deeper pages or contact options.

Psychology: People are motivated by ease and expertise. Short, benefit-focused sections help them take action.

Tone: Direct, approachable, and focused on what clients gain.

## **Listing Search (Interactive)**

Purpose: Help visitors find homes for sale easily, search neighborhoods, and start their buying journey with your team.

### **Sections**

#### **Search Intro**

Purpose: Showcase the search tool as a high-end, easy way to see available homes.

Key Elements:

- Simple search box or plugin that lets users filter by city, type, price, and more
- Introduction to exclusive access (Zenlist VIP link)
- Brief statement about your expertise with local neighborhoods
- Highlight on luxury and new development homes

Strategy: Makes it easy for buyers to start looking right away, keeping them on your site.

Psychology: People want convenience and quick results—this encourages them to interact and see you as their guide.

Tone: Encouraging, upbeat, and expert, showing you make searching simple.

## **Broker Open Houses (Info)**

Purpose: Explain your exclusive open house events for agents and sellers, building credibility in selling strategy.

### **Sections**

#### **Open House Intro**

Purpose: Let sellers and partner agents see the value of a broker open house.

Key Elements:

- Clear description of what broker open houses are
- List of benefits for sellers and agents (early buzz, expert feedback, faster offers)
- Typical schedule and how to get involved

Strategy: Shows added value to sellers and agents, encouraging them to request an event.

Psychology: People want exposure and quick results when selling—shows you offer something extra.

Tone: Straightforward, positive, focused on benefits.

## **Neighborhoods (Info)**

Purpose: Showcase key neighborhoods with short descriptions, great images, and links to view available listings by area.

### **Sections**

#### **Neighborhood Grid**

Purpose: Let visitors quickly pick a neighborhood that interests them.

Key Elements:

- List of neighborhoods with photos, brief descriptions, and local highlights
- Each neighborhood has a 'Learn More' button to view available listings or see a detailed page
- Option for visitors to request information about a neighborhood or get connected with an agent

Strategy: Makes it easy for users to explore or narrow their search, keeping their attention on your site.

Psychology: People often shop by location—this helps them picture themselves living there.

Tone: Excited, community-focused, and descriptive. Paint a picture of each area.

## **Contact (Info)**

Purpose: Give visitors a simple way to reach out for help, a consultation, or more information.

### **Sections**

#### **Contact Form**

Purpose: Offer an easy form to ask questions or start the process.

Key Elements:

- Simple contact form (BUY OR SELL WITH US) with required fields
- Visible phone number and email address
- Office address, hours, and location map
- Quick social media links

Strategy: Removes barriers to reaching out, boosts trust, and starts more conversations.

Psychology: If it's easy to connect, people are more likely to do it.

Tone: Friendly, helpful, clear—encourage people to reach out, no pressure.

## **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:** string

**Application:** string

**Implementation:** string

## Content Strategy

**Area:** string

**Recommendation:** string

**Implementation:** string

## Conversion Optimization

**Technique:** string

**Rationale:** string

**Implementation:** string

## Priority Focus

**Category:** string

**Description:** string

**Reason:** string

## Implementation Order

1. array

## Risk Mitigation

string

**Category:** string

**Suggested Action:** string

## Business Impact

**Impact Level:** High | Medium | Low