

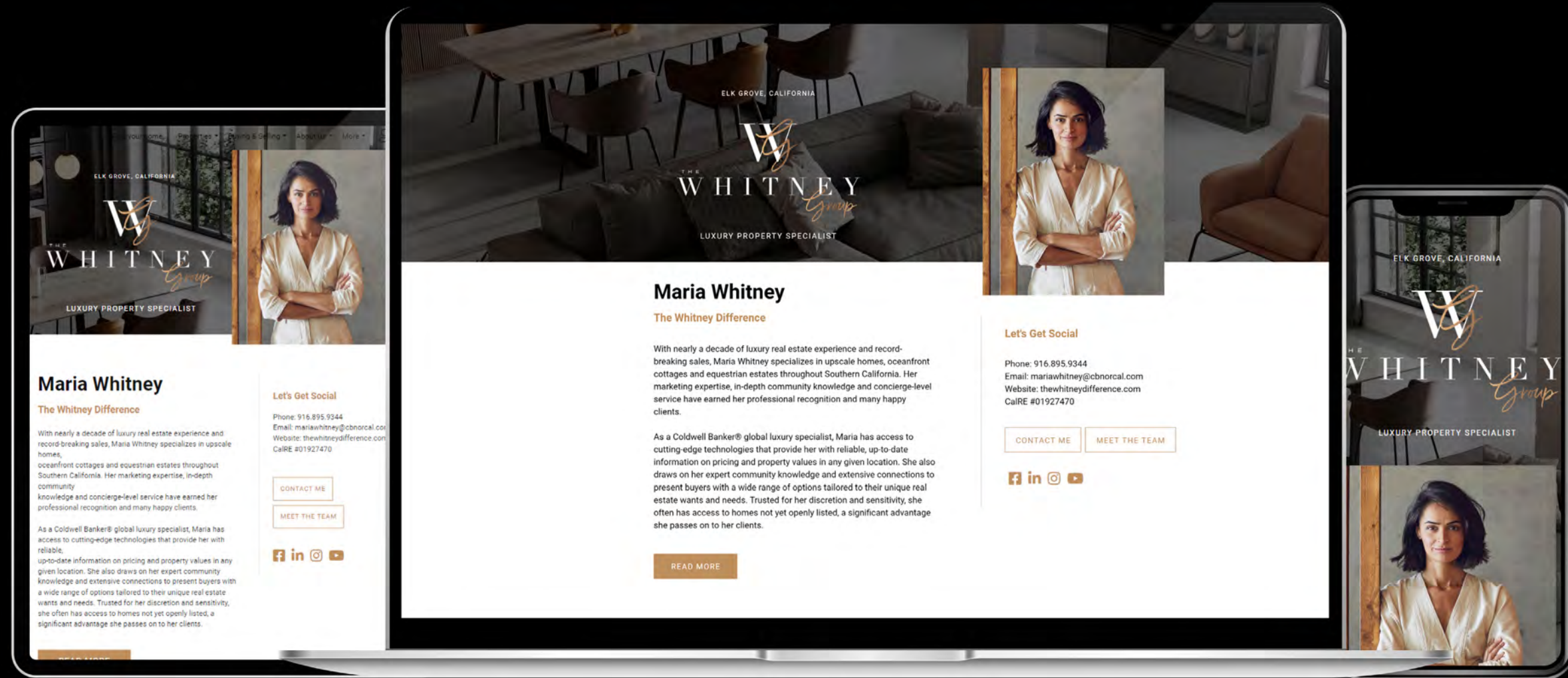
Semi-Custom MoxiWebsites

PRODUCT GUIDE



Updated February 2023

ELEVATE YOUR ONLINE PRESENCE



Showcasing your personal brand has never been easier. With a sleek, modern design and the latest in web technology, the semi-custom MoxiWebsite product available on Design Concierge will elevate your online presence. So why wait? Get started today and take the first step towards a more professional website.

Each template option includes the following customizable pages:

- Home (Single Agent)
- Home (Team)
- About Me
- Testimonials
- Meet the Team
- Contact

Pages with Limited Customization:

- Selling Your Home
- Buying Your Home

Pages with Limited Customization:

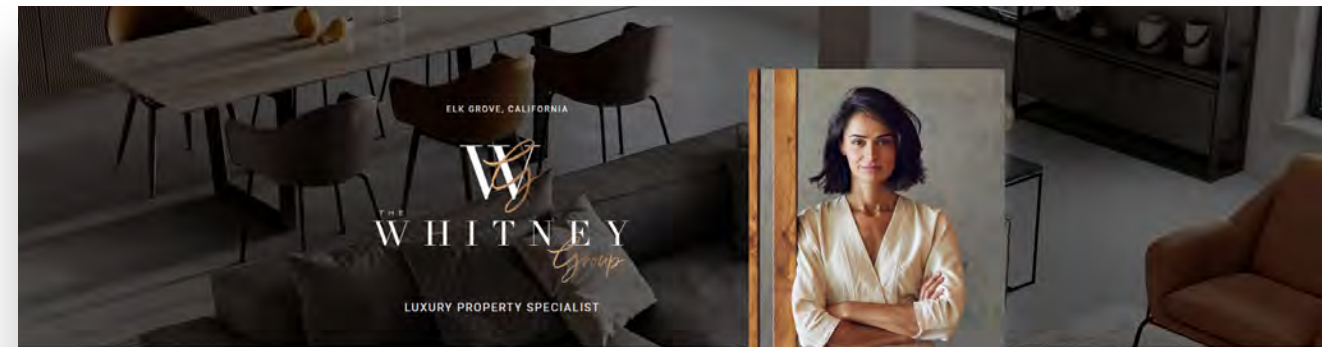
- Property Search
- Financial Calculator

AGENT BRANDING OPTION 1

PRODUCT FEATURES

HOMEPAGE:

- Fully Agent Branded
- Animated Elements
- Responsive Design
- Testimonial Carousel
- Animated Stats Counter
- Move Meter (Widget Coming March 2023)
- CB Estimate (Widget Coming March 2023)
- Youtube Video Banner or Map
- Scroll Animation



Maria Whitney

The Whitney Difference

With nearly a decade of luxury real estate experience and record-breaking sales, Maria Whitney specializes in upscale homes, oceanfront cottages and equestrian estates throughout Southern California. Her marketing expertise, in-depth community knowledge and concierge-level service have earned her professional recognition and many happy clients.

As a Coldwell Banker® global luxury specialist, Maria has access to cutting-edge technologies that provide her with reliable, up-to-date information on pricing and property values in any given location. She also draws on her expert community knowledge and extensive connections to present buyers with a wide range of options tailored to their unique real estate wants and needs. Trusted for her discretion and sensitivity, she often has access to homes not yet openly listed, a significant advantage she passes on to her clients.

[READ MORE](#)

Let's Get Social

Phone: 916.895.9344
Email: maria@whitneydifference.com
Website: thewhitneydifference.com
CAIRE #01927470

[CONTACT ME](#) [MEET THE TEAM](#)



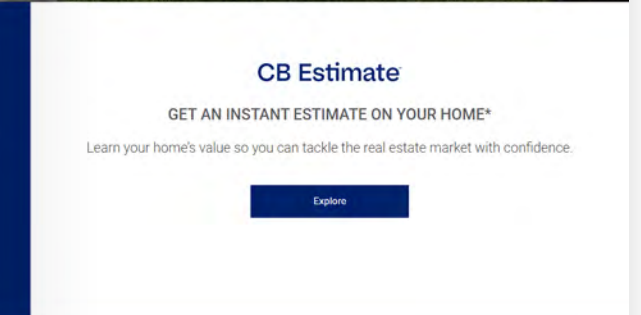
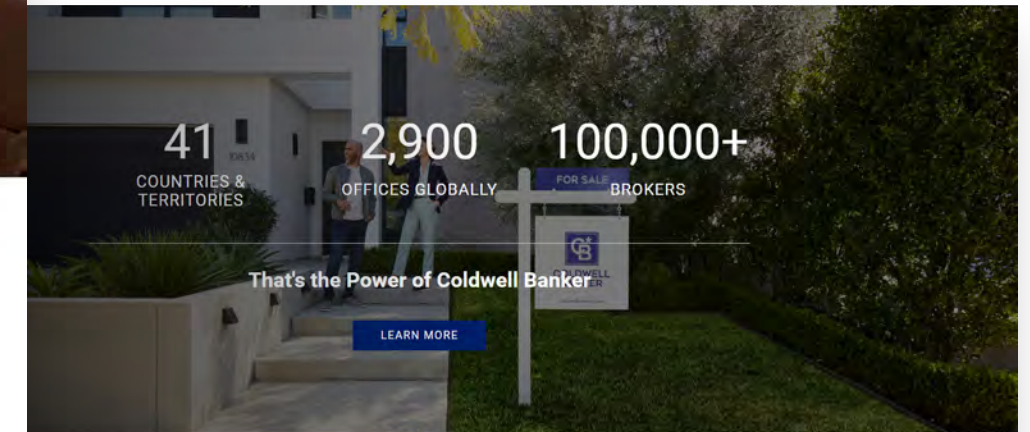
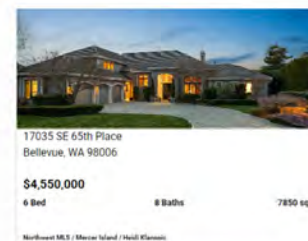
Testimonials

"Maria helped us to sell our home, and it was a true pleasure to work with her! She helped prepare our home for sale, taking us through the entire process, from staging to photos and inspections, and had multiple offers for us within days. She also helped guide us through a multi-offer process and the typical (yet always unique to each sale) steps to close. We were very pleased with Maria's professionalism, her responsiveness and her being just a very nice person!"

- Tim & Kelli Nelson

[VIEW MORE TESTIMONIALS](#)

Featured Properties



CONTACT ME

Get started with us today

Connect with us to get answers to all your questions. You can call or email us.

Or send us a message

NAME

EMAIL

PHONE NUMBER

MESSAGE

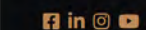
BUYING SELLING

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



Maria Whitney

Phone: 916.895.9344
Email: maria@whitneydifference.com
Website: thewhitneydifference.com

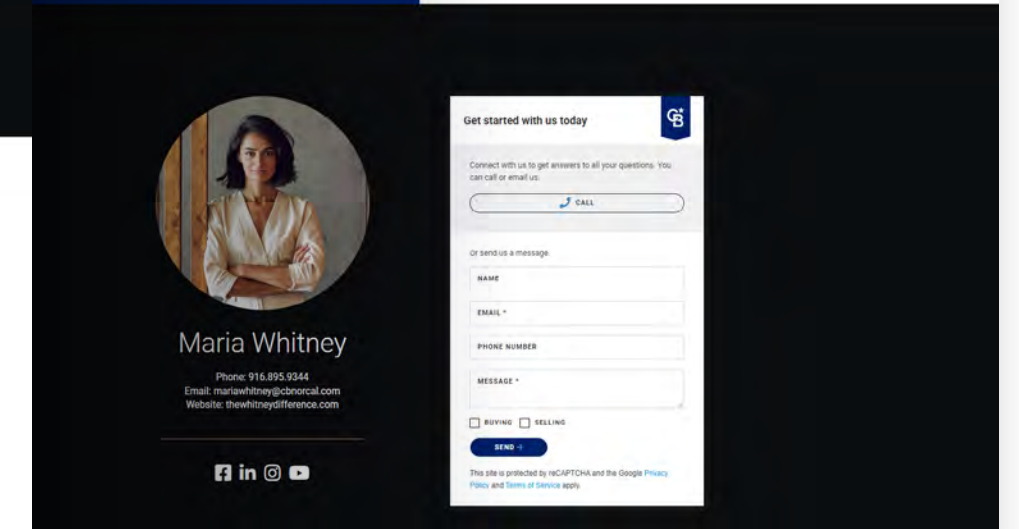
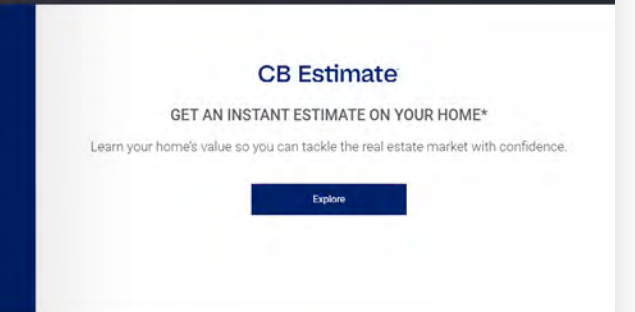
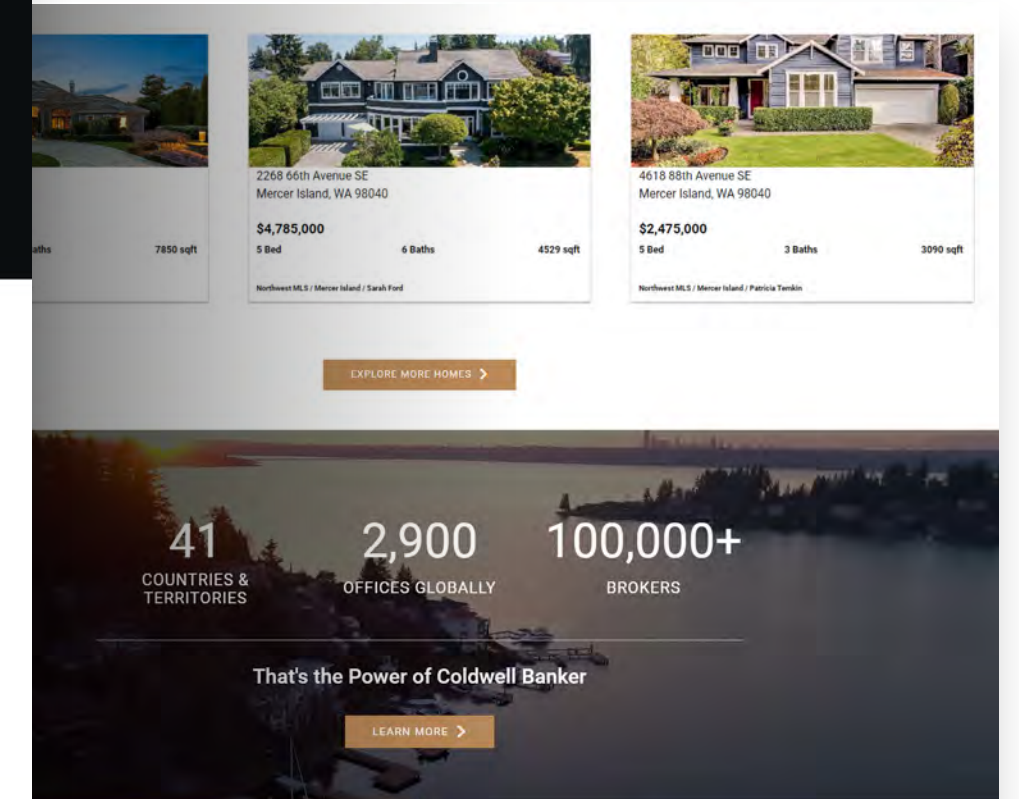
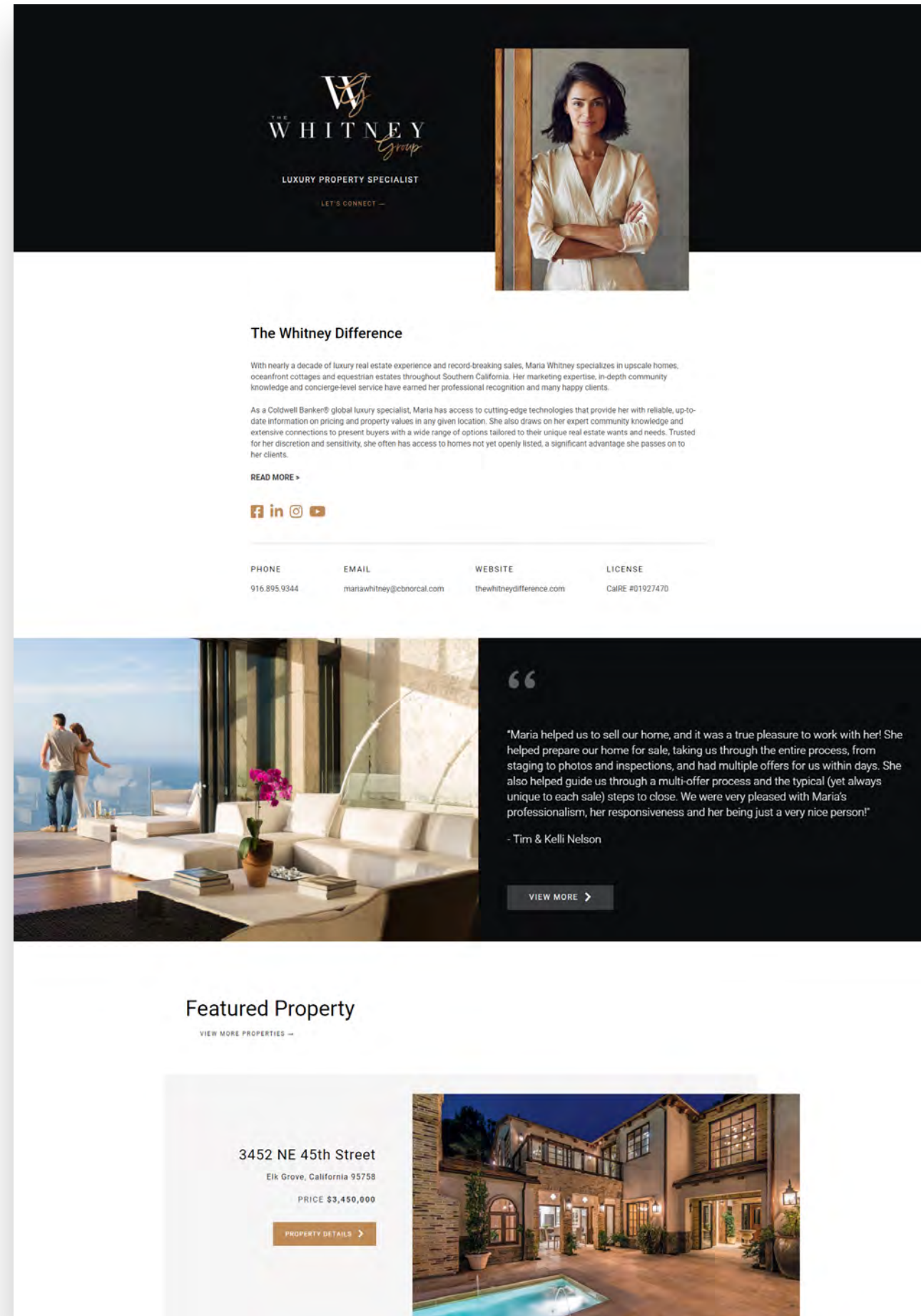


AGENT BRANDING OPTION 2

PRODUCT FEATURES

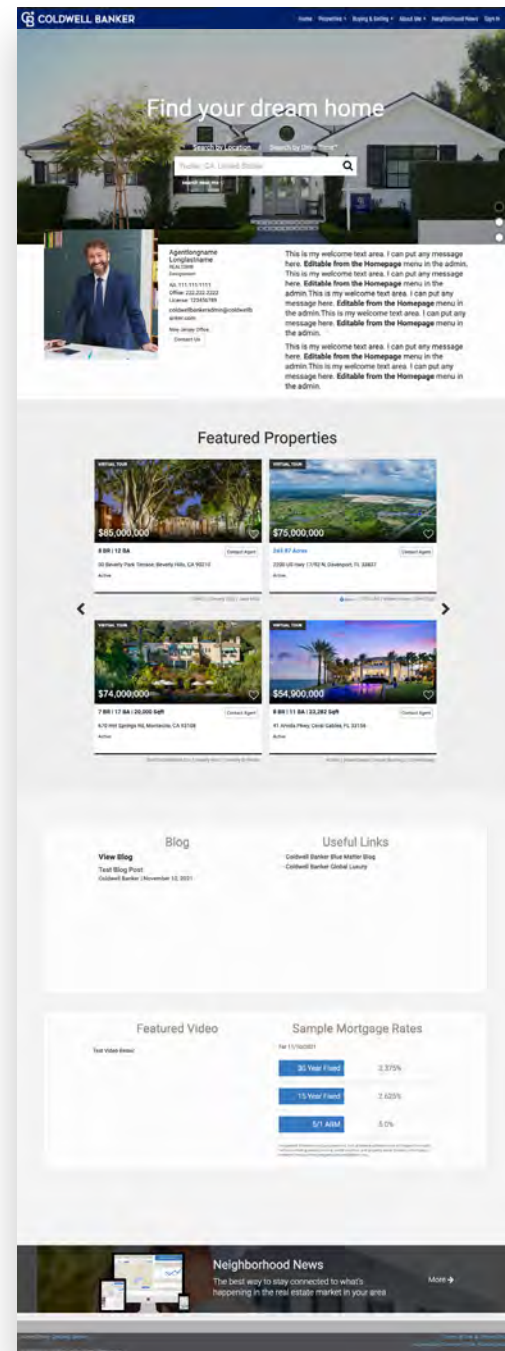
HOMEPAGE:

- Fully Agent Branded
- Animated Elements
- Responsive Design
- Testimonial Carousel
- Animated Stats Counter with Video Background
- Move Meter (Widget Coming March 2023)
- CB Estimate (Widget Coming March 2023)
- Youtube Video Banner or Map
- Selected Featured Property
- Scroll Animation

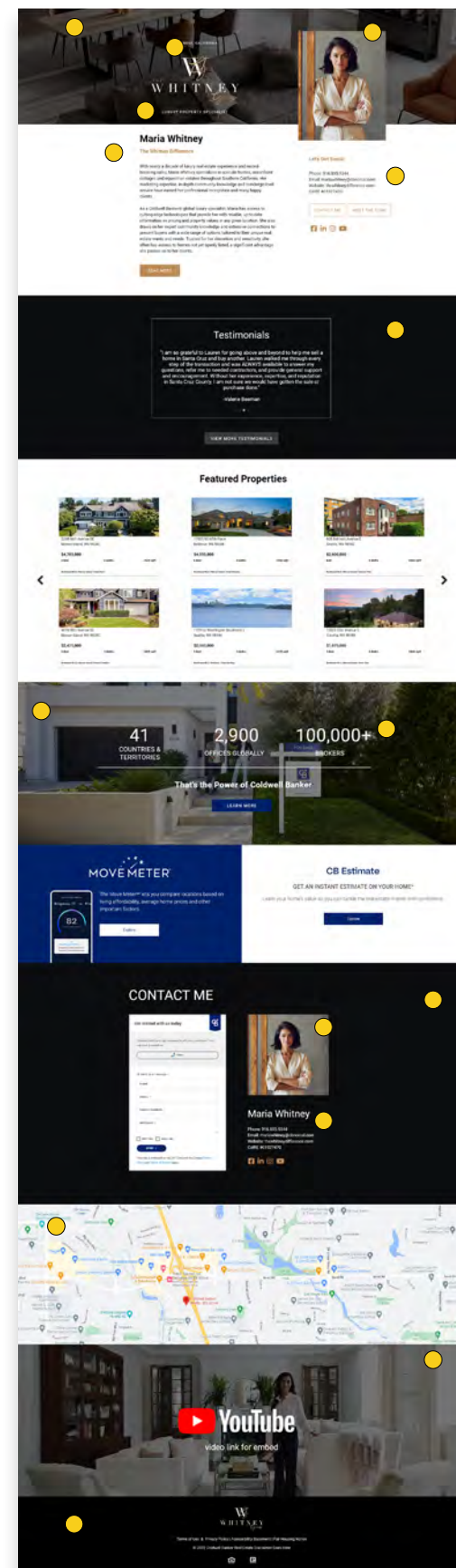


HOME PAGE - INDIVIDUAL

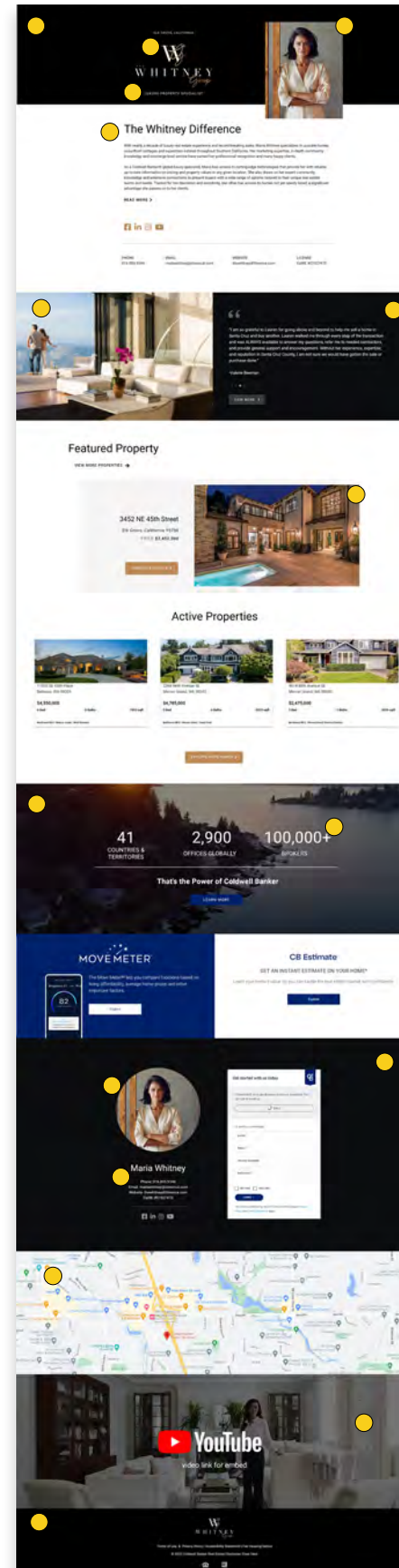
Default MoxiWebsites Offering



Design Option 1



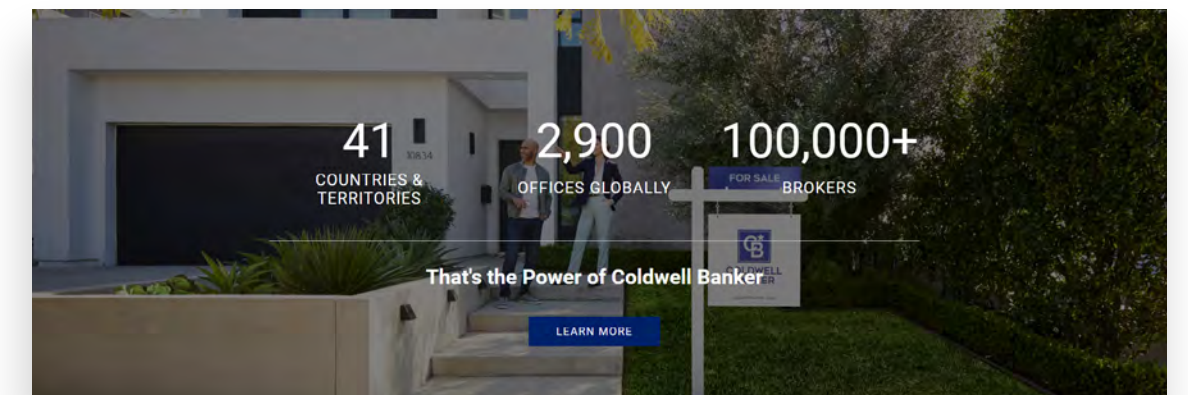
Design Option 2



CUSTOMIZABLE AREAS

- Agent Logo
- Agent Headline
- Agent Branding Color
- Hero Background Image/Color
- Agent Bio
- Testimonial Copy
- Testimonial Image (Option 2)
- Featured Property (Option 2)
- Stats In Stats Counter
- Stats Background
- Youtube Video Link or Office Map
- Agent Branded Footer

Animated Stats Counter Module



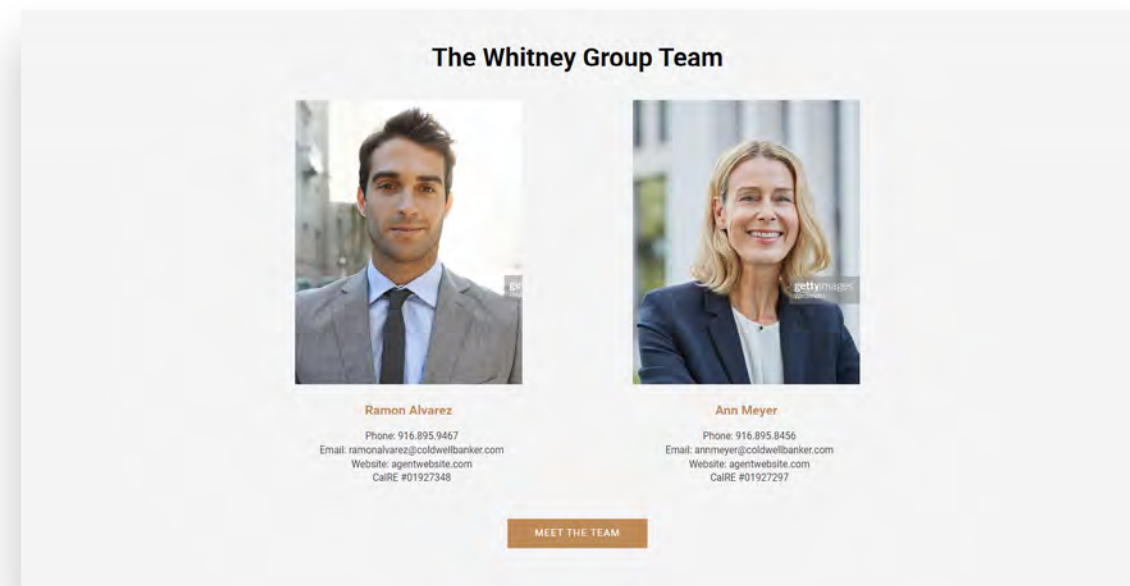
The stat counter animates 3 Coldwell Banker stats by default. With customization, the agent can choose a metro area specific background image or video, as well as metro or agent specific stats (with a provided disclaimer).

HOME PAGE - TEAM

CUSTOMIZABLE AREAS

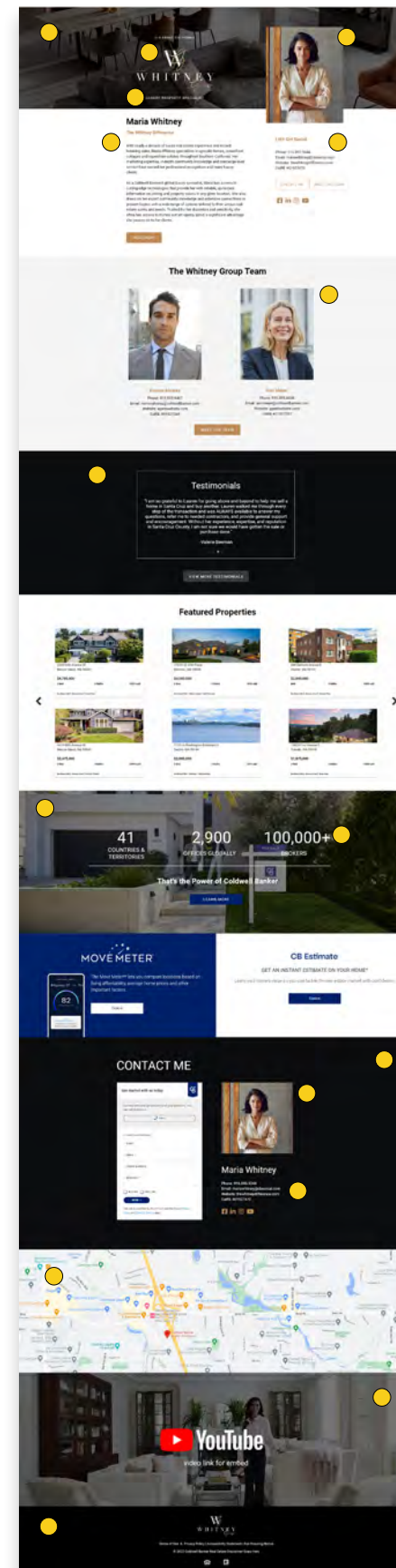
- Agent Logo
- Agent Headline
- Agent Branding Color
- Hero Background Image/Color
- Agent Bio
- Team Member Details
- Testimonial Copy
- Testimonial Image (Option 2)
- Featured Property (Option 2)
- Stats In Stats Counter
- Stats Background
- Youtube Video Link or Office Map
- Agent Branded Footer

Team Module: Agent Branded with Customized Content

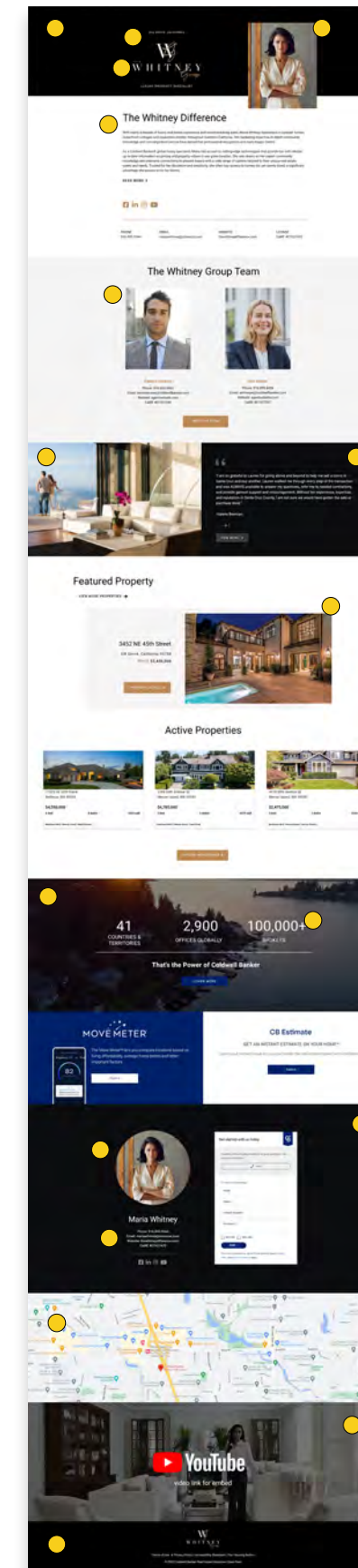


This is an overview banner of the team. The button click-through allows the user to engage with biographies and further contact information in the designated Team Page. This homepage team section allows for up to 9 team member boxes.

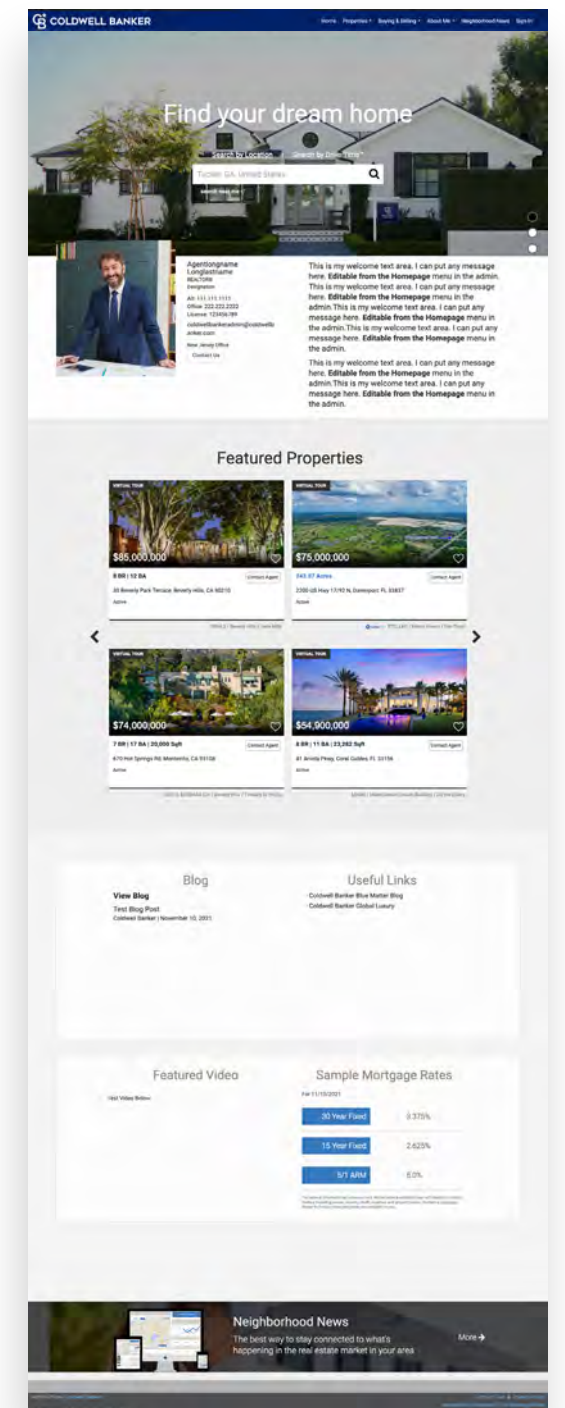
Design Option 1



Design Option 2

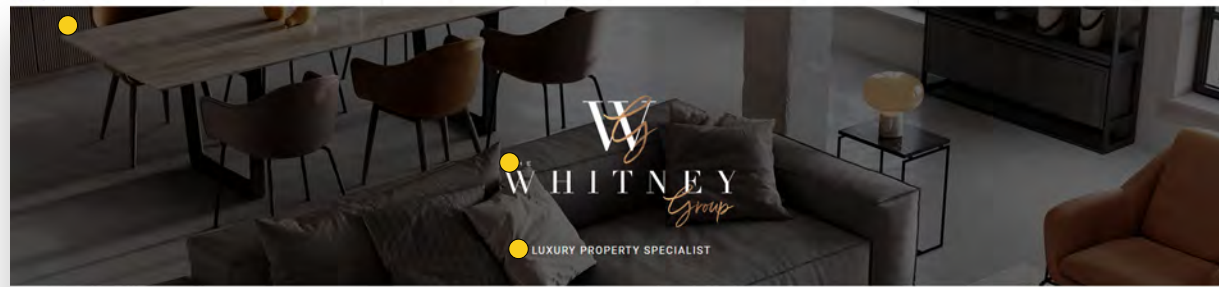


Default MoxiWebsites Offering



MEET THE TEAM

Design Option 1



Meet the Team



Maria Whitney
Phone: 916.895.9344
Email: maria@whitneygroup.com
Website: thewhitneygroup.com
CARE #01927470



READ BIO



Ramon Alvarez
Phone: 916.895.9467
Email: ramon@whitneygroup.com
Website: agentwebsite.com
CARE #01927348



READ BIO



Ann Meyer
Phone: 916.895.8456
Email: annmeyer@coldwellbanker.com
Website: agentwebsite.com
CARE #01927297



READ BIO

Design Option 2



Meet the Team



Maria Whitney
Phone: 916.895.9344
Email: maria@whitneygroup.com
Website: thewhitneygroup.com
CARE #01927470



READ BIO



Ramon Alvarez
Phone: 916.895.9467
Email: ramon@whitneygroup.com
Website: agentwebsite.com
CARE #01927348



READ BIO

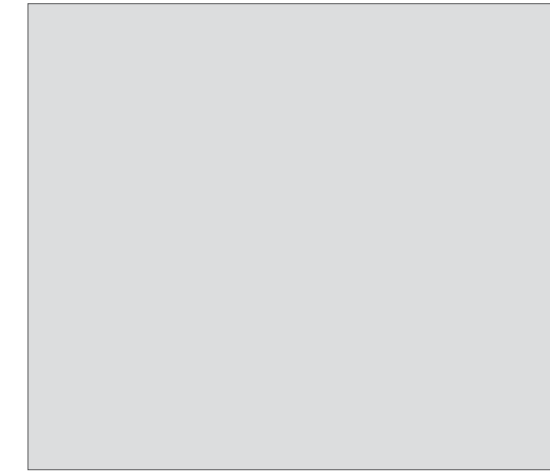


Ann Meyer
Phone: 916.895.8456
Email: annmeyer@coldwellbanker.com
Website: agentwebsite.com
CARE #01927297



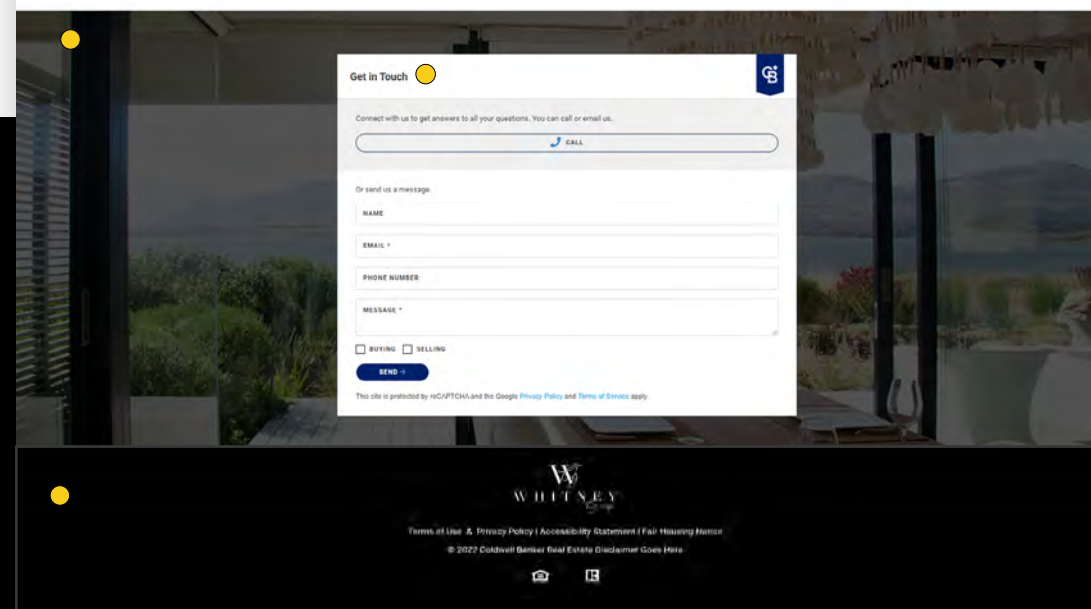
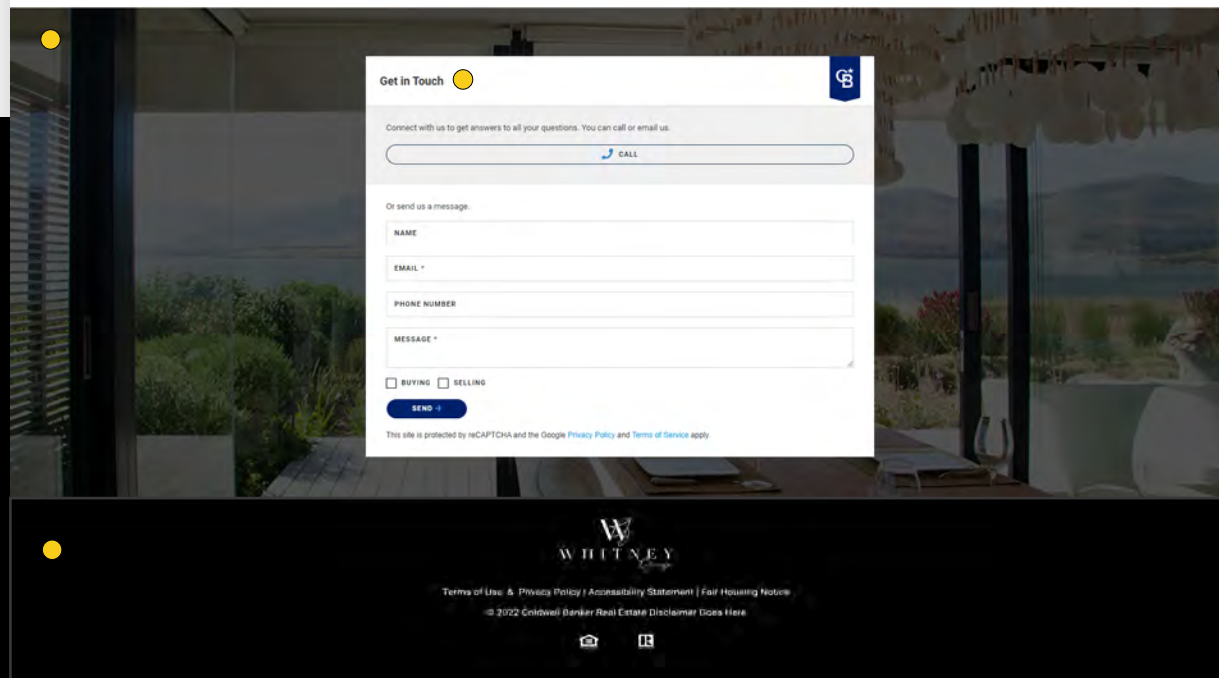
READ BIO

No Default MoxiWebsites Offering



CUSTOMIZABLE AREAS

- Agent Logo
- Page Headline
- Hero Image/Color
- Team Photo(s)
- Team Contact Information
- Agent Branded Colors
- Customizable Contact Banner Background
- Contact Form Headline
- Agent Branded Footer



Agent Branding 1

Option to have header banner image. This option also includes boxed width 'Meet the Team' section, with up to 9 Team members. Contact banner includes customizable background.

Agent Branding 2

Option to have Agent Brand color header banner. This option also includes full width 'Meet the Team' section, with up to 9 team members. Contact banner includes customizable background.

ABOUT PAGE

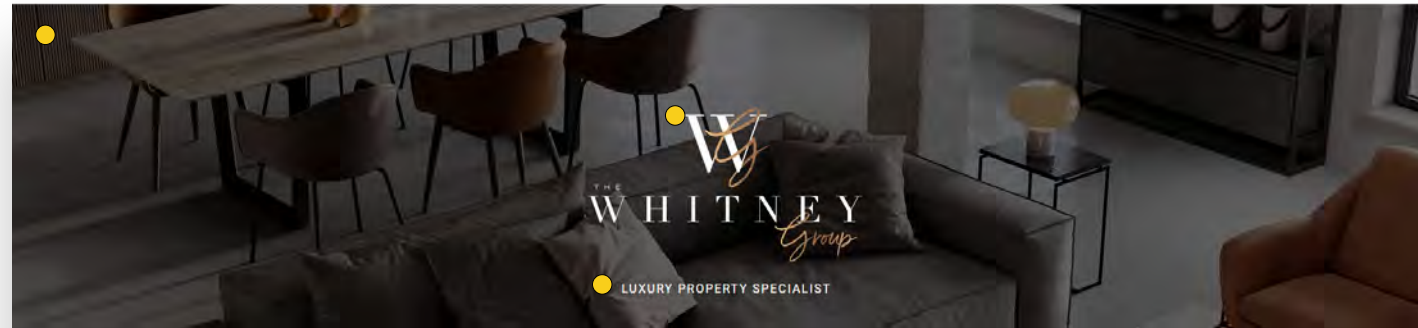
Default MoxiWebsites Offering



CUSTOMIZABLE AREAS

- Agent Logo
- Page Headline
- Page Description
- Agent Branding Color
- Agent Bio
- Agent Branded Footer

Design Option 1



Let's Get Social

Phone: 916.895.9344
Email: maria@whitneygroup.com
Website: thewhitneydifference.com
CalRE #01927470

CONTACT ME MEET THE TEAM



Maria Whitney

The Whitney Difference

With nearly a decade of luxury real estate experience and record-breaking sales, Maria Whitney specializes in upscale homes, oceanfront cottages and equestrian estates throughout Southern California. Her marketing expertise, in-depth community knowledge and concierge-level service have earned her professional recognition and many happy clients.

As a Coldwell Banker® global luxury specialist, Maria has access to cutting-edge technologies that provide her with reliable, up-to-date information on pricing and property values in any given location. She also draws on her expert community knowledge and extensive connections to present buyers with a wide range of options tailored to their unique real estate wants and needs. Trusted for her discretion and sensitivity, she often has access to homes not yet openly listed, a significant advantage she passes on to her clients.

For sellers, Maria creates a personalized, comprehensive marketing plan that targets local, national and international buyers and investors. Quality photos, video and detailed information on the home are posted across all major online platforms. To achieve top return on investment, she personally finances and oversees the home's staging, making sure its assets stand out and leave a lasting impression. Professional, printed postcards and flyers announcing sales and expertly catered open house events further alert qualified buyers. All these strategies, along with Maria's stellar negotiation skills, ensure that sellers attract qualified buyers, and buyers land the property they've been searching for.

Maria's professional credentials and passion for real estate have earned her significant industry recognition. She is a certified Luxury Property Specialist and an honored member of Coldwell Banker's International President's Circle and Diamond Society. She has also been noted for outstanding buyer-controlled sales numbers and sits on the board of the California Association of REALTORS®. Before entering real estate, Maria earned an MBA with a concentration in E-marketing from UCLA and worked for an investment consulting firm. Throughout the years, she has continued to build on her education and experience as technologies evolve the ever-changing property market.

Maria knows that determining the ideal residence isn't just about location or architectural appeal—it's about finding the perfect home to suit your lifestyle. With unmatched community insight, credentials and client services, Maria Whitney will make your dreams of luxury living come true.

THE WHITNEY Group
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Design Option 2



Maria Whitney

The Whitney Difference

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Let's Get Social

Phone: 916.895.9344
Email: maria@whitneygroup.com
Website: thewhitneydifference.com
CalRE #01927470

CONTACT ME MEET THE TEAM



THE WHITNEY Group
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Agent Branding 1

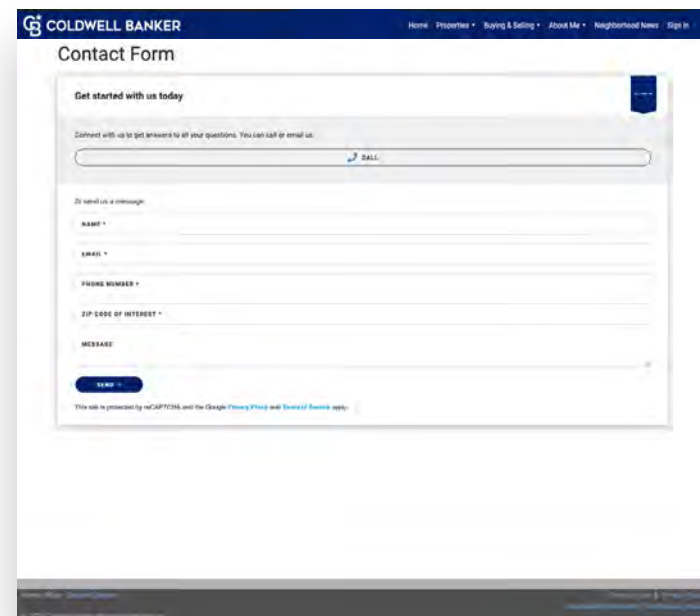
Option to have header banner image. This option includes left-aligned contact image and information, with option for Agent branded colors.

Agent Branding 2

Option to have Agent Brand color header banner. This option includes right-aligned contact image and information, with option for Agent branded colors.

CONTACT PAGE

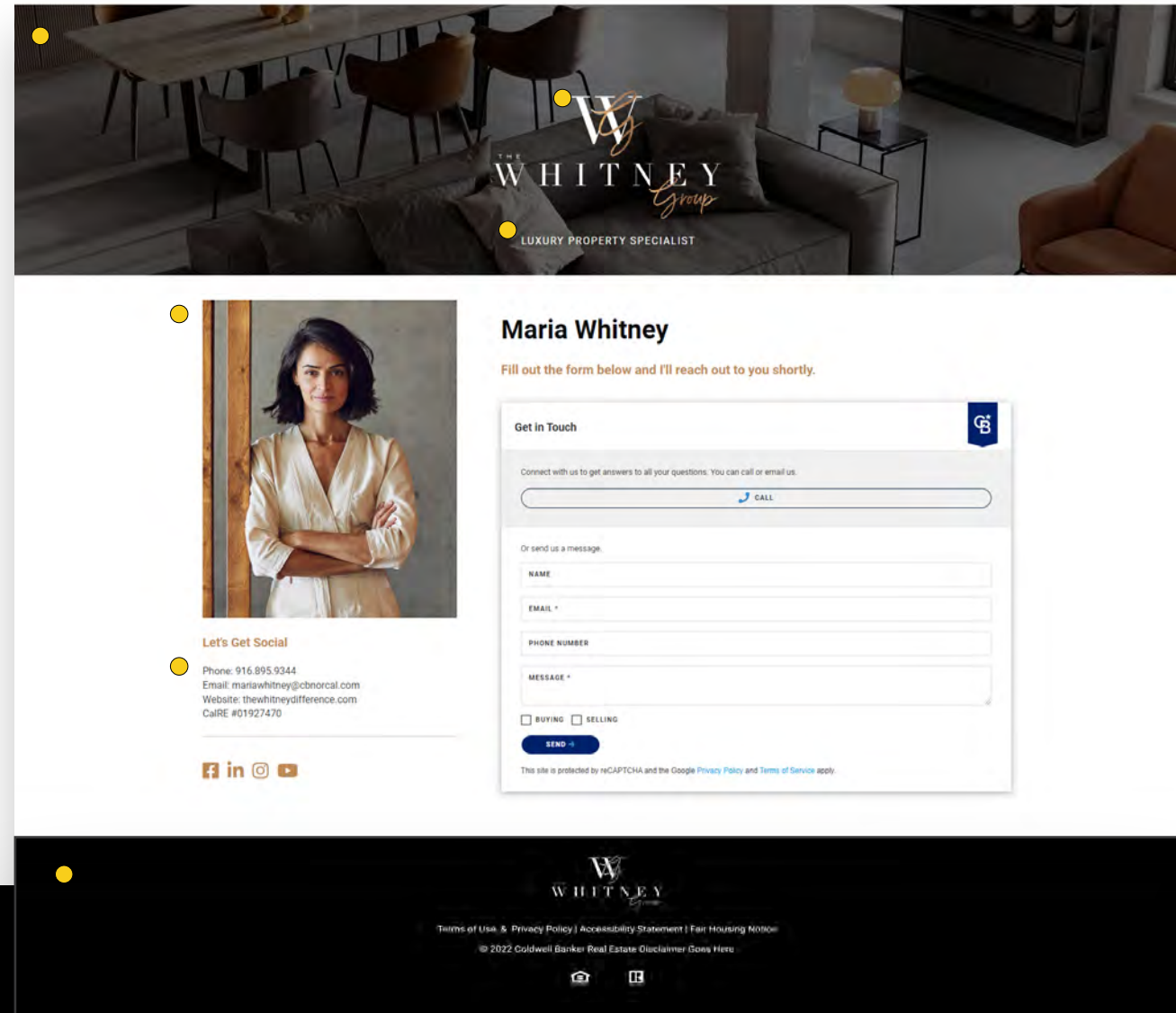
Default MoxiWebsites Offering



CUSTOMIZABLE AREAS

- Agent Logo
- Page Headline
- Page Description
- Agent Branding Color
- Agent Bio
- Agent Branded Footer

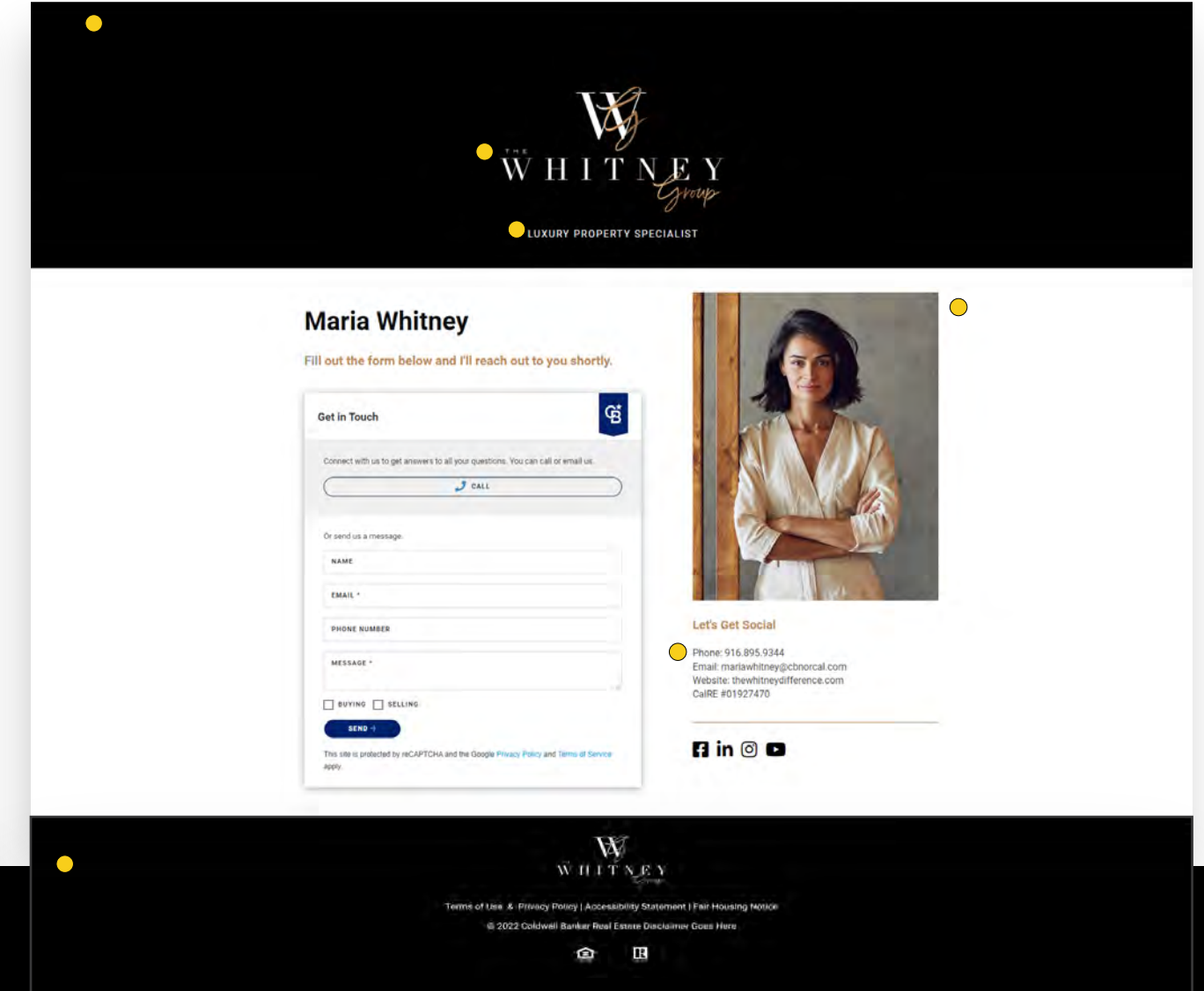
Design Option 1



Agent Branding 1

Option to have header banner image. This option includes left-aligned contact image and information, with option for Agent branded colors.

Design Option 2

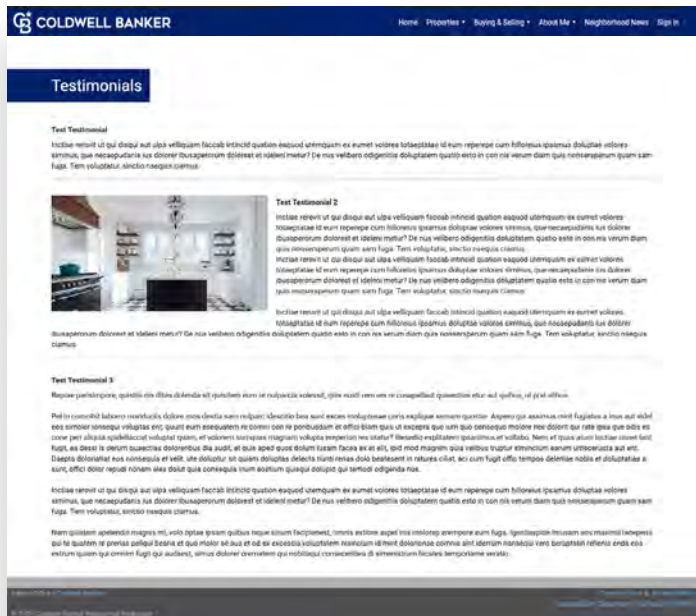


Agent Branding 2

Option to have Agent Brand color header banner. This option includes right-aligned contact image and information, with option for Agent branded colors.

TESTIMONIALS

Default MoxiWebsites Offering



CUSTOMIZABLE AREAS

- Agent Logo
- Page Headline
- Hero Image/Color
- Agent Branded Quotation Color
- Agent Branded Footer

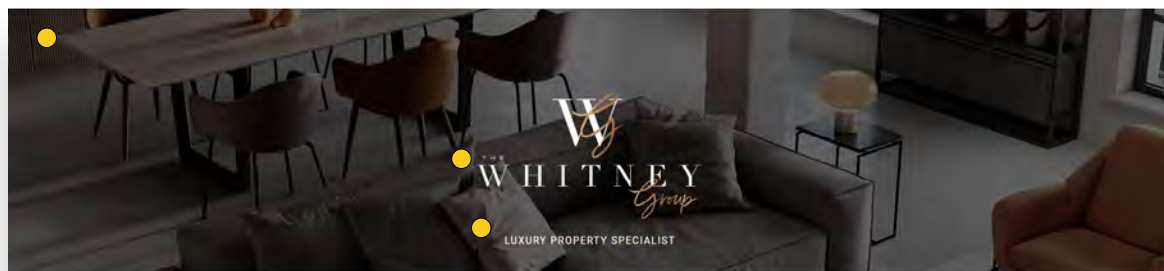
Agent Branding 1

Option to have header banner image. This option also includes 2 column testimonial design, with brand color customization.

Agent Branding 2

Option to have Agent Brand color header banner. This option includes 3 column testimonial design, with brand color customization.

Design Option 1



Testimonials

"I am so grateful to Lauren for going above and beyond to help me sell a home in Santa Cruz and buy another. Lauren walked me through every step of the transaction and was ALWAYS available to answer my questions, refer me to needed contractors, and provide general support and encouragement. Without her experience, expertise, and reputation in Santa Cruz County, I am not sure we would have gotten the sale or purchase done."

— Valerie Beeman

"I am so grateful to Lauren for going above and beyond to help me sell a home in Santa Cruz and buy another. Lauren walked me through every step of the transaction and was ALWAYS available to answer my questions, refer me to needed contractors, and provide general support and encouragement. Without her experience, expertise, and reputation in Santa Cruz County, I am not sure we would have gotten the sale or purchase done."

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— Valerie Beeman



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Design Option 2



Testimonials

"I am so grateful to Lauren for going above and beyond to help me sell a home in Santa Cruz and buy another. Lauren walked me through every step of the transaction and was ALWAYS available to answer my questions, refer me to needed contractors, and provide general support and encouragement. Without her experience, expertise, and reputation in Santa Cruz County, I am not sure we would have gotten the sale or purchase done."

VALERIE BEEMAN

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VALERIE BEEMAN



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PAGES WITH LIMITED CUSTOMIZATION

Selling Your Home and Buying a Home Pages

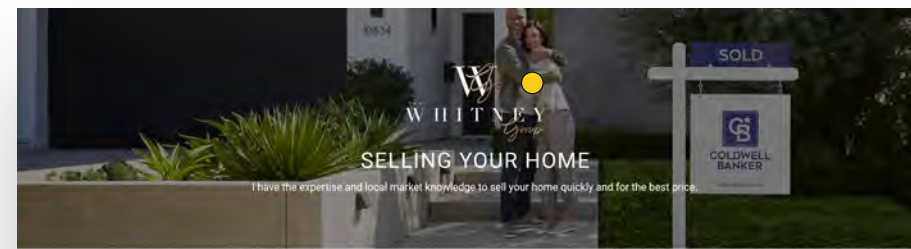
Copy and images for the Selling and Buying pages cannot be edited.

Content will be the same as most current brand template except if agent branding is present, colors will be updated.

Default MoxiWebsites Offering

The screenshot shows a Coldwell Banker website with a blue header. The main content is divided into two sections: 'Buying Tips' and 'Selling Tips'. Each section has a sub-header and a paragraph of text. The 'Buying Tips' section includes a list of bullet points under the heading 'When you work with us, you will:'. The 'Selling Tips' section also includes a list of bullet points under the heading 'By working with us, you will:'. The website footer contains the Coldwell Banker logo and navigation links.

Selling Your Home



ATTRACTING BUYERS

The Coldwell Banker® brand offers powerful and comprehensive marketing tools for attracting buyers and getting houses sold. In addition to our industry-leading online strategy, I use a proven combination of traditional and cutting edge methods to showcase your property.

MARKET YOUR HOME WITH THE
**#1 MOST VISITED
REAL ESTATE BRAND ONLINE***

*Niche Total Website Visits For 2021. Source: ComScore 2021 Media Trends

LEARN ABOUT SELLING A HOUSE



When to Sell
Timing is everything when it comes to selling. Luckily, I have the market insights and expertise needed to sell quickly and for the highest price. I will keep you informed about the transaction process and the current state of the housing market. With me as your partner, you'll always know when it's the right time to make your move.

Preparing to Sell
Now that you've made the decision to sell your house, I will help you put your best foot forward in the preparation process - from walking you through the appraisal and providing staging tips, to advising you on possible renovations or necessary repairs. With my assistance, you'll be armed with the crucial information you need to attract buyers and get the best price possible.

Attracting Buyers
I will market your home to the right buyers with my comprehensive marketing strategy, including exposure on the most popular real estate websites and hosting open houses and individual tours for qualified buyers.

Closing
Congratulations! You've received an offer on your house. But now what? Before completing your transaction, there are a few last minute tasks to deal with - are you prepared to tie up any loose ends? Not to worry with me on your team, I will be there to make sure you're ready for everything that comes next, including offering guidance on whether you should accept that offer or not.

YOUR GUIDE - FROM START TO SOLD

Owning a home is one of the biggest financial commitments of your life, so when it comes time to sell your property, it's important to have a trusted advisor. I will help you determine a pricing strategy and expertly market your home to attract the right buyers.

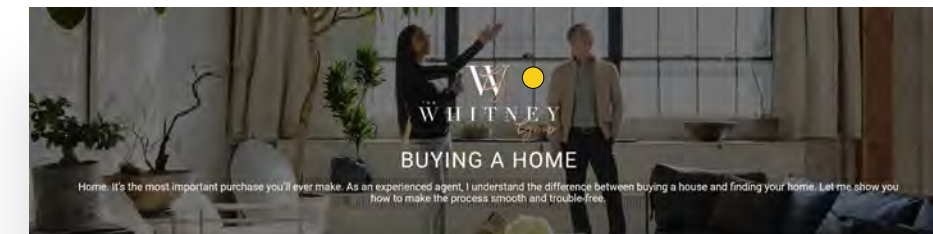
You can depend on me to guide you through the selling process with confidence.



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Buying a Home



The Homebuying Process



Before You Buy
Preparation is key when purchasing a property. From down payments and mortgage prequalification to understanding the types of home that will meet your needs and satisfy your wants, I can make sure your financial status is in a row and your expectations are grounded in reality when preparing to buy.

The Search
Selecting your perfect home will require research, expert guidance and knowledge of the local market, and you'll need to consider what it is you're looking for. I can help you find the place that fits your taste, your budget, and your lifestyle. It's a home hunter's best friend.

Making the Purchase
So, you've found the perfect home that meets all your criteria. From a great location to just the right square footage. As your trusted agent, I will guide you through the logistical - and emotional - challenges of the purchase process, to ensure you are in a solid position before you sign on the dotted line.

FIND OUT WHAT YOU CAN AFFORD

Click the button below to access a helpful loan calculator - just the tool you need to get a general idea of your home search budget. When the time is right, I can connect you with a trusted lender to begin the preapproval process - a critical first step toward making a smart, solid offer on your dream home.

Home Loan Calculator

Contact



Terms of Use & Privacy Policy | Accessibility Statement | Fair Housing Notice

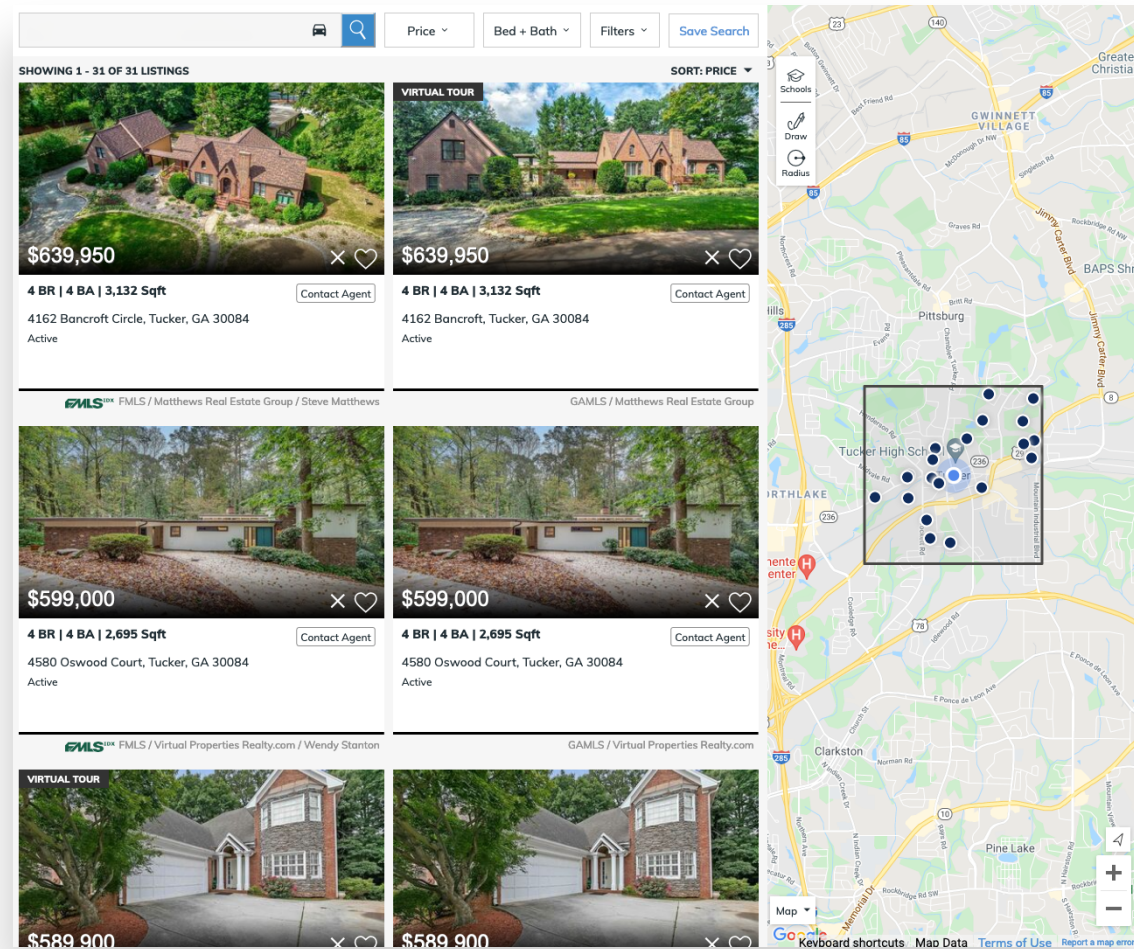
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CUSTOMIZABLE AREAS

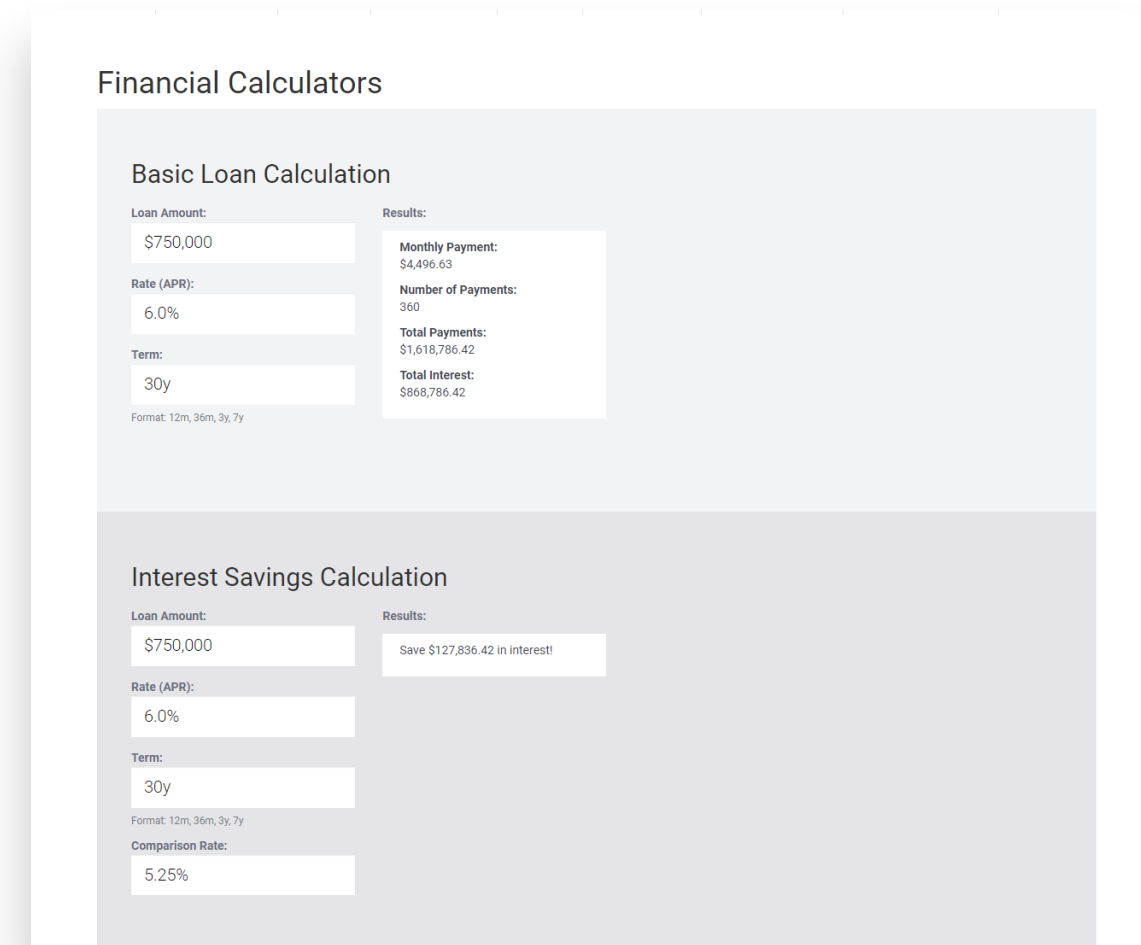
- Agent Logo
- "Learn About Selling A House" Background Color
- "Find Out What You Can Afford" Background Color
- Agent Branded Footer

PAGES WITH NO CUSTOMIZATION

Dynamic Property Search - No Customization



Financial Calculator - No Customization



MOXIWEBSITES WORKFLOW

BEST PRACTICES BEFORE PLACING AN ORDER

Log in to Moxi Websites to create/make note of your Moxi Website URL

- We **cannot** proceed with your MoxiWebsite build if you have not activated your URL in MoxiWebsites.
- Please log in to Desk and click on the MoxiWorks app then choose My Website.
- **If this is your first time logging on**, you will be prompted to create a URL.
- **If it's not your first time**, you can follow the instructions above to log in, then click View Site on the upper left of the screen. Copy your URL from the browser window.

1

PLACE AN ORDER

Navigate to Desk and select the Design Concierge V New APP. Payment will be collected via credit card during order checkout and then you will be prompted to complete your "Design Details."



2

ORDER INTAKE | 24-48 HOUR DURATION

Within 24 hours of placing your order, the Design Concierge team will review the order details. We'll let you know when the order has been approved and assigned to our design team.

If we need any additional information, we'll contact you directly.



3

COPYWRITING + DESIGN | 6 DAY DURATION

Our professional copywriters will review and make minor edits to the copy you provided and our designers will create a mock-up of your semi-custom MoxiWebsite.



4

REVIEW + APPROVAL

You'll receive an email from our Design Concierge team containing your order for you to review.

Please note: Proofing is a critical step in the process and the price includes two rounds of revisions. If additional revisions are required, you will be charged the hourly rate. Once the site is published, no further changes can be made beyond this point without starting a new Design Concierge order.



5

MOXIWEBSITE BUILD + MAKE LIVE | 3 DAY DURATION

After you've approved your order, we'll load your live site into Moxi and let you know via email when it's live.