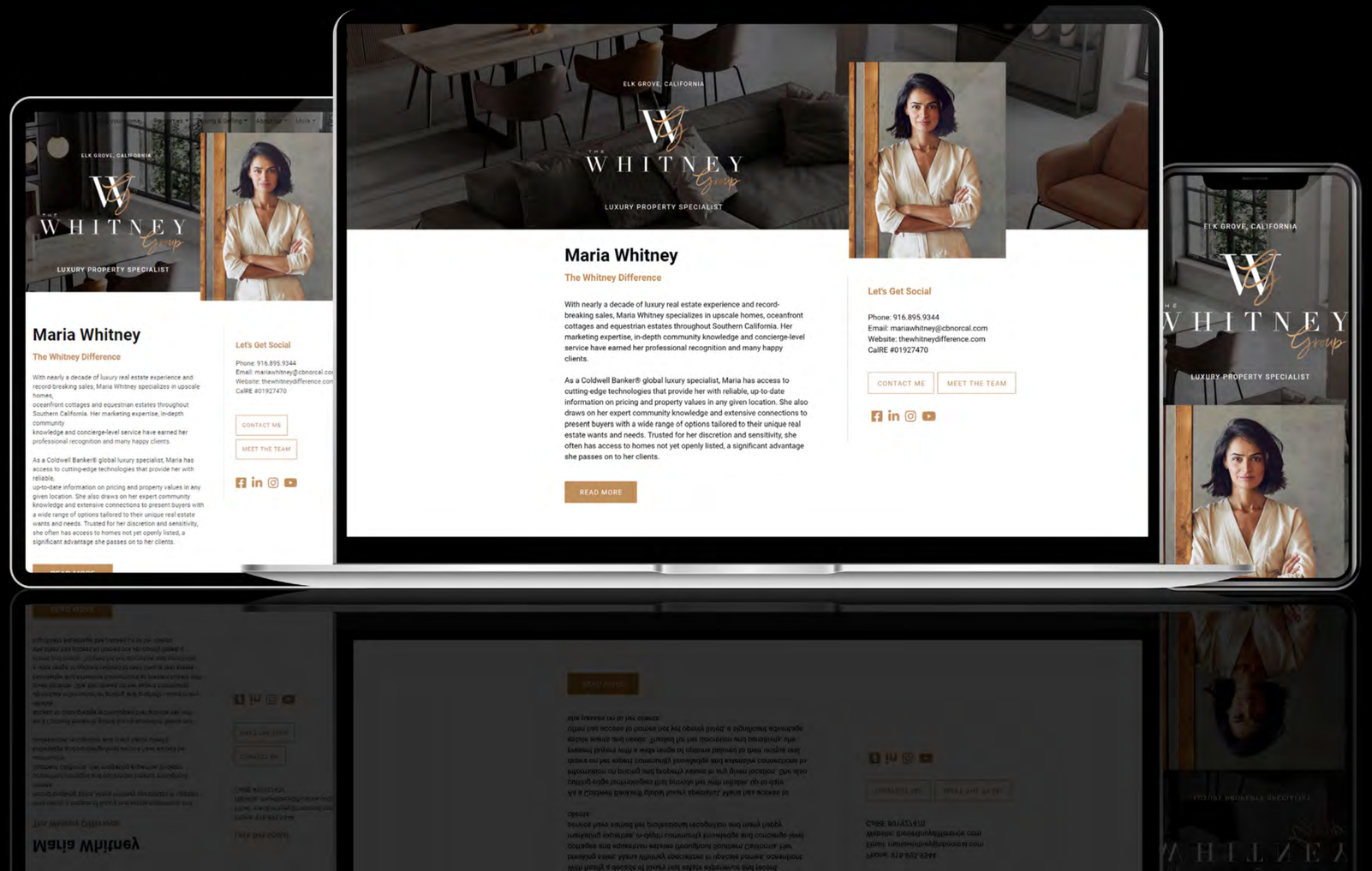
THE STUDIO DESIGN CONCIERGE

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:

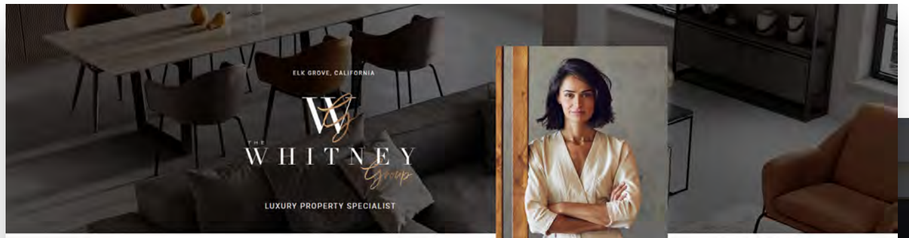
- Property Search
- Financial Calculator

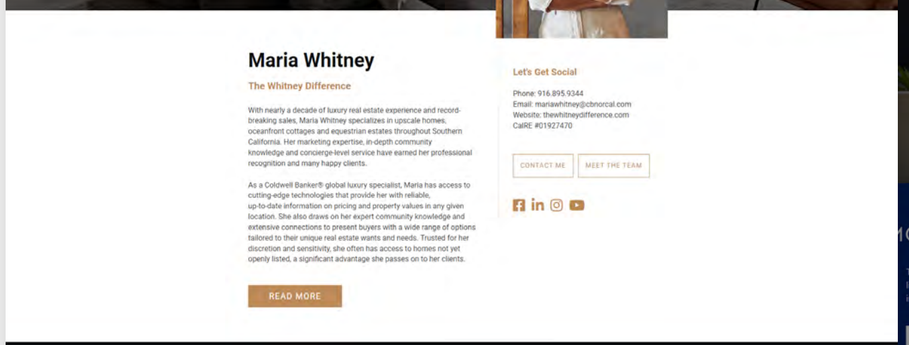
AGENT BRANDING OPTION 1

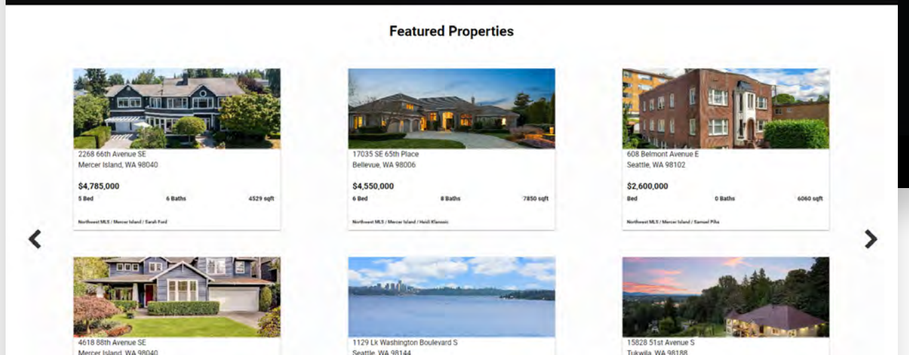
PRODUCT FEATURES

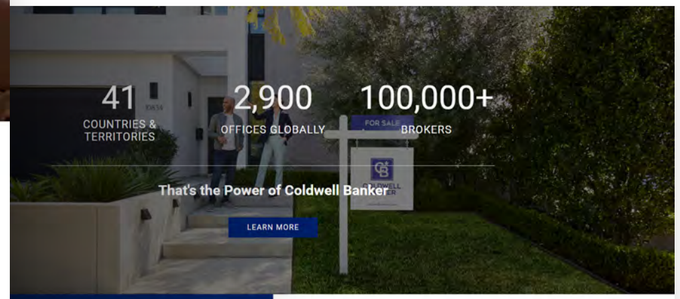
HOMEPAGE:

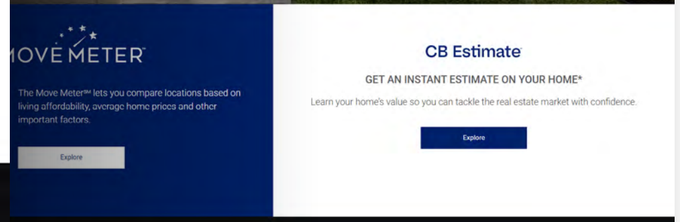
- Fully Agent Branded
- Animated Elements
- Responsive Design
- Testimonial Carousel
- Animated Stats Counter
- Move Meter (Widget Coming March 2023)
- CB Estimate (Widget Coming March 2023)
- Youtube Video Banner or Map
- Scroll Animation

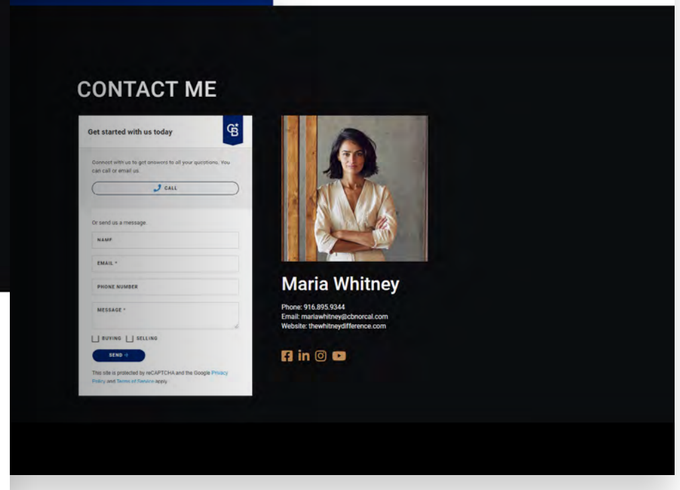










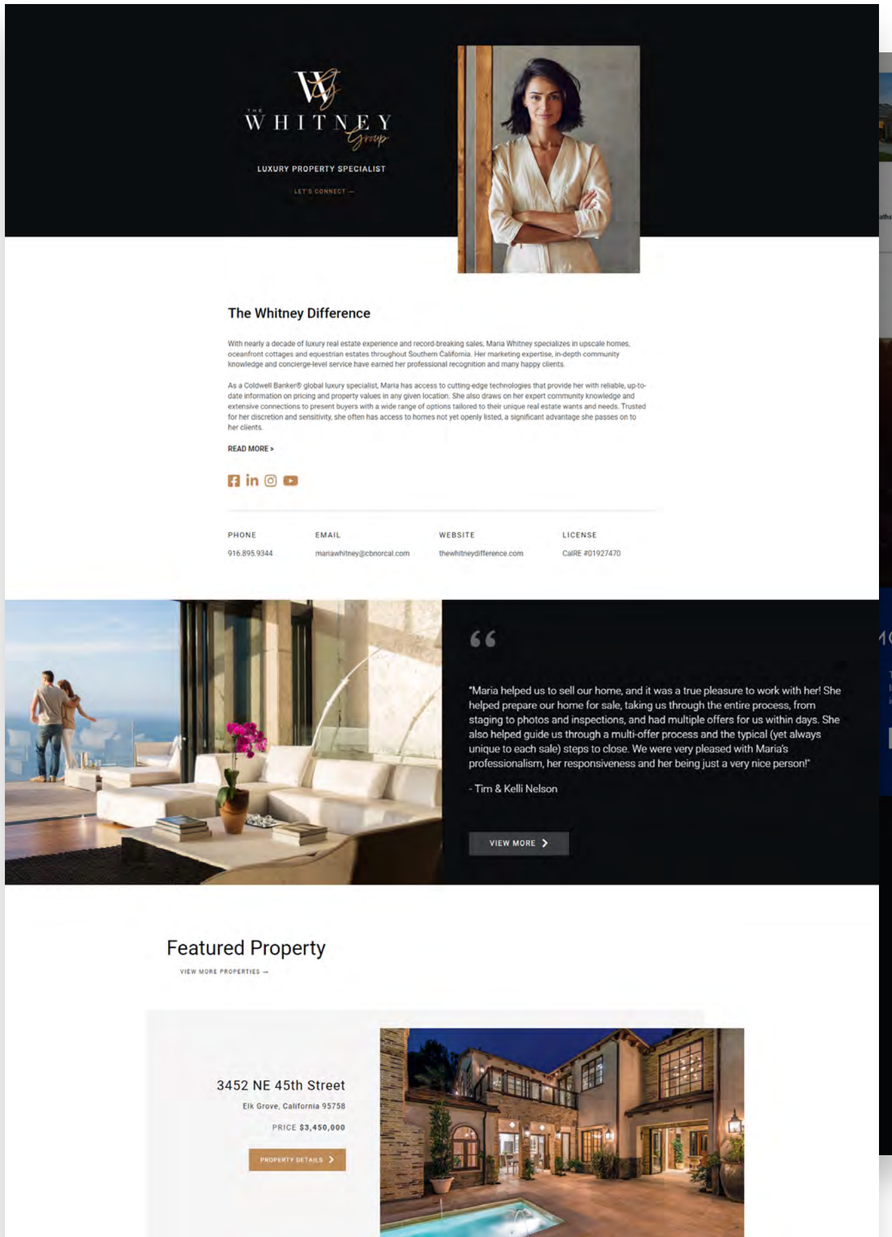


AGENT BRANDING OPTION 2

PRODUCT FEATURES

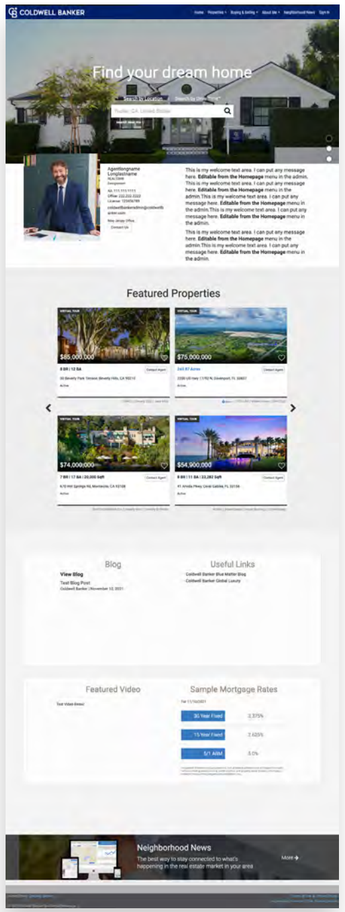
HOMEPAGE:

- 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

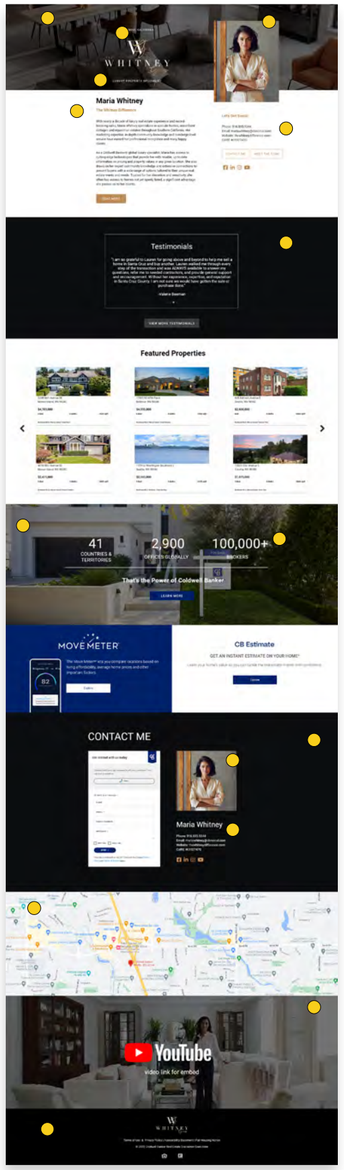


HOME PAGE - INDIVIDUAL

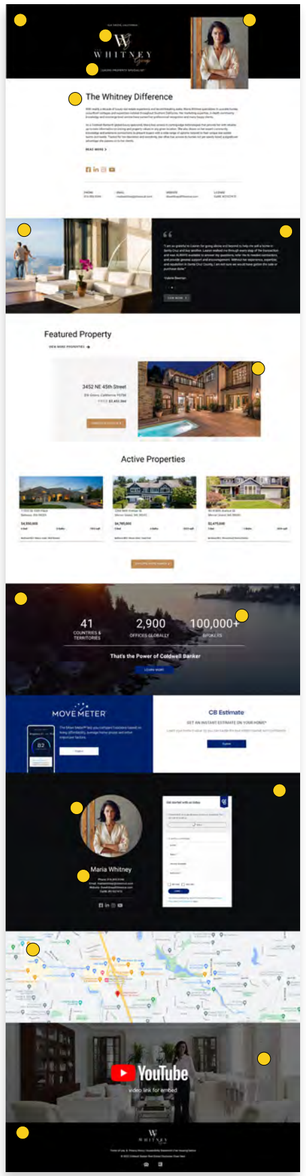
Default MoxiWebsites Offering



Design Option 1



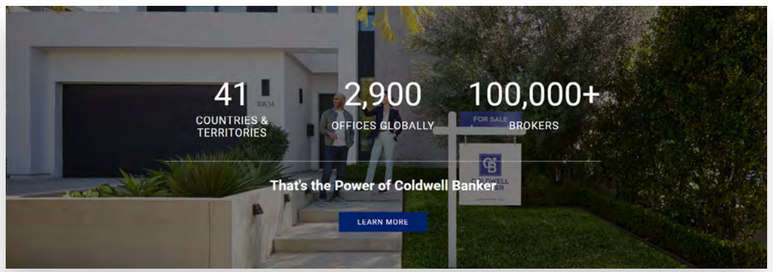
Design Option 2



- **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



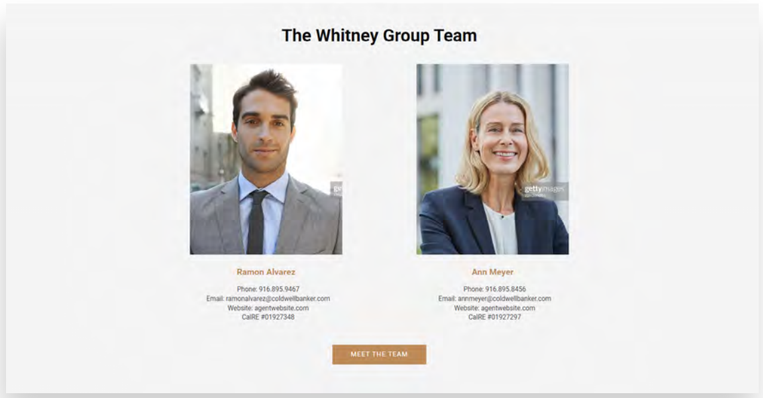
The stat counter animates 3 Coldwell Banker stats by default. With customization, the agent can choose a metro area specific background image or video, as well as metro or agent specific stats (with a provided disclaimer).

HOME PAGE - TEAM

CUSTOMIZABLE AREAS

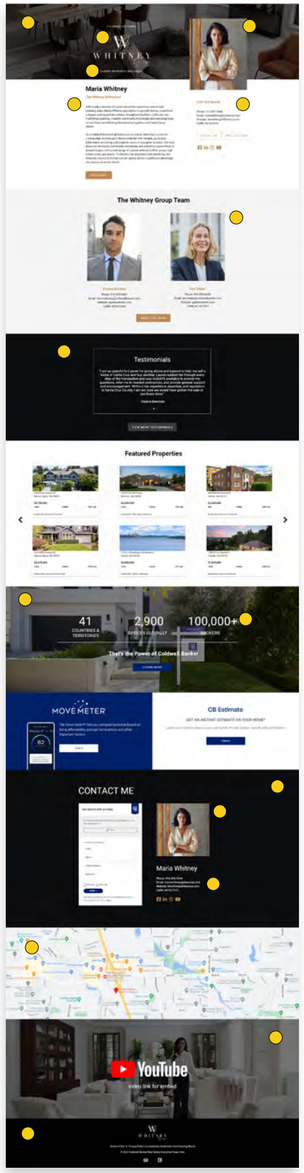
- Agent Logo
- Agent Headline
- Agent Branding Color
- Hero Background Image/Color
- Agent Bio
- Team Member Details
- Testimonial Copy
- Testimonial Image (Option 2)
- Featured Property (Option 2)
- Stats In Stats Counter
- Stats Background
- Youtube Video Link or Office Map
- Agent Branded Footer

Team Module:
Agent Branded with Customized Content

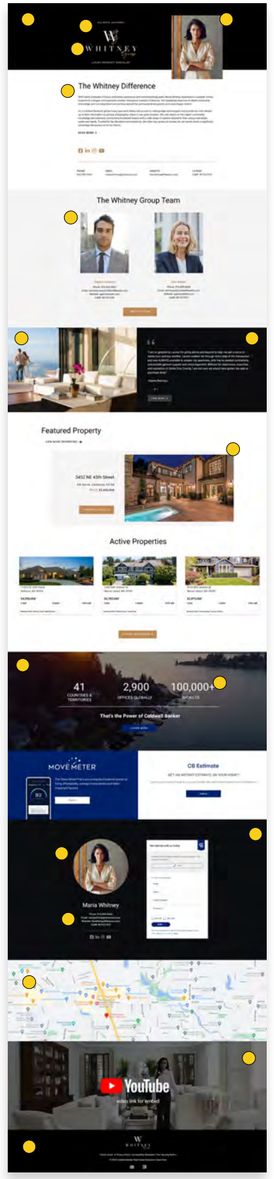


This is an overview banner of the team. The button click-through allows the user to engage with biographies and further contact information in the designated Team Page. This homepage team section allows for up to 9 team member boxes.

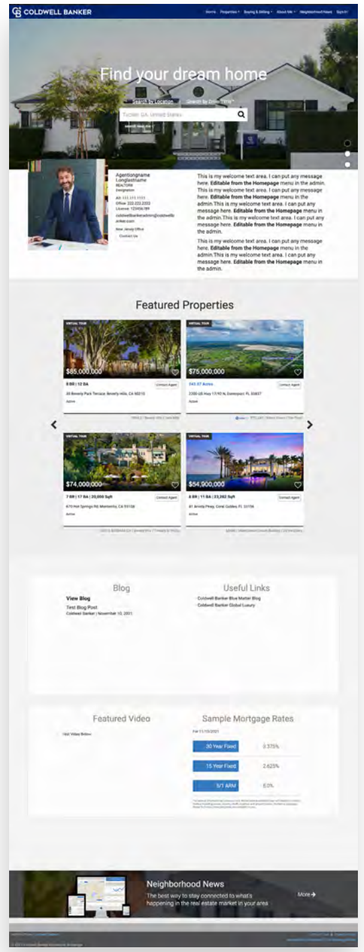
Design Option 1



Design Option 2

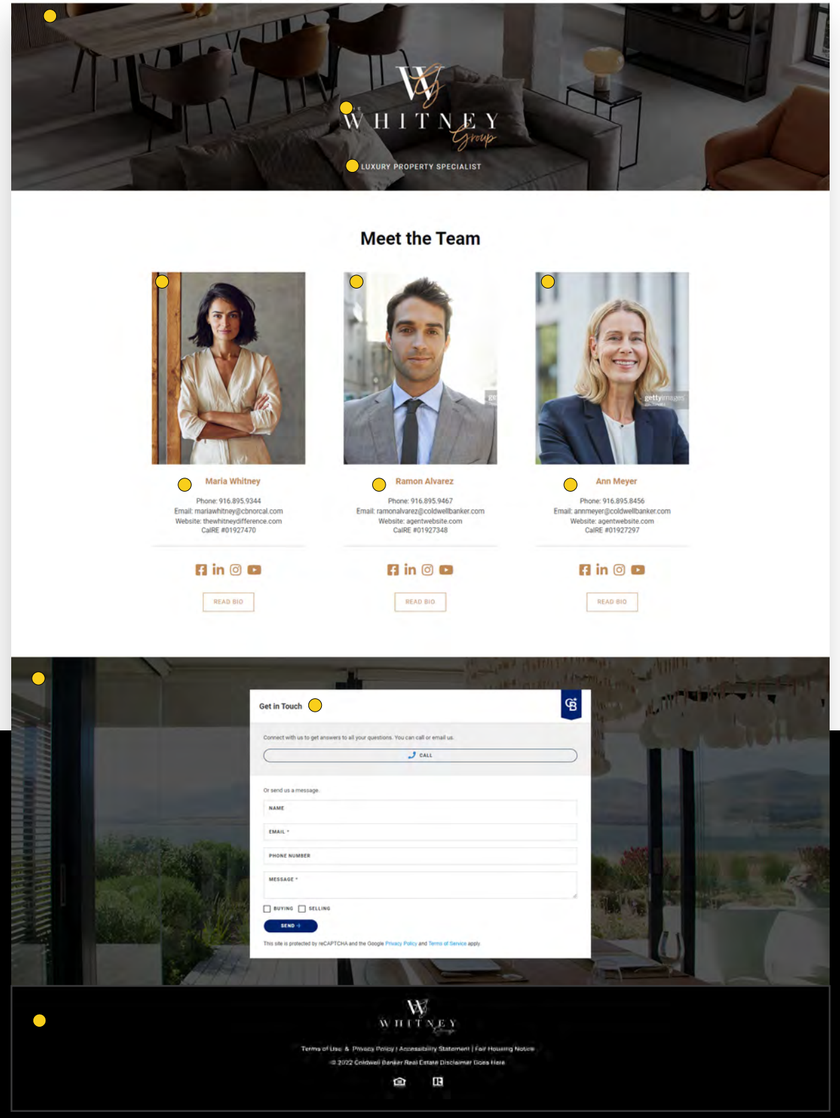


Default MoxiWebsites Offering

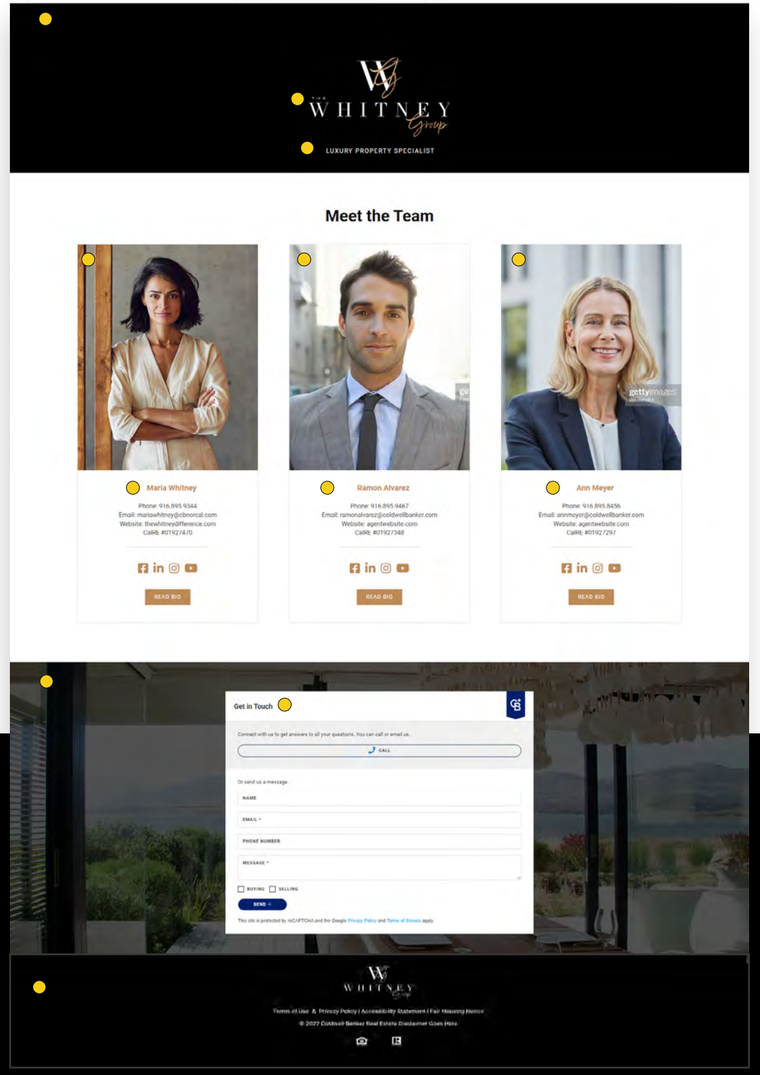


MEET THE TEAM

Design Option 1



Design Option 2



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

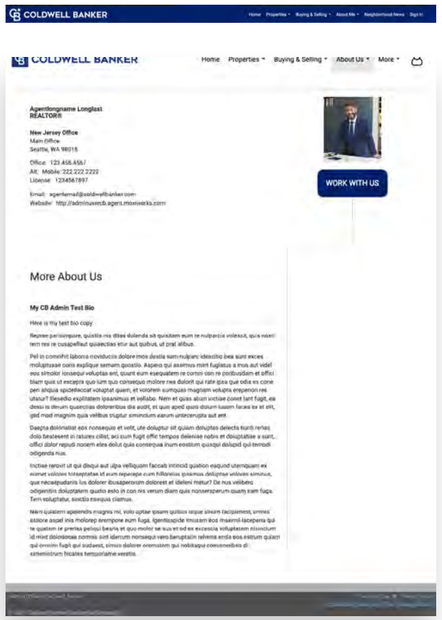
Option to have header banner image. This option also includes boxed width 'Meet the Team' section, with up to 9 Team members. Contact banner includes customizable background.

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.

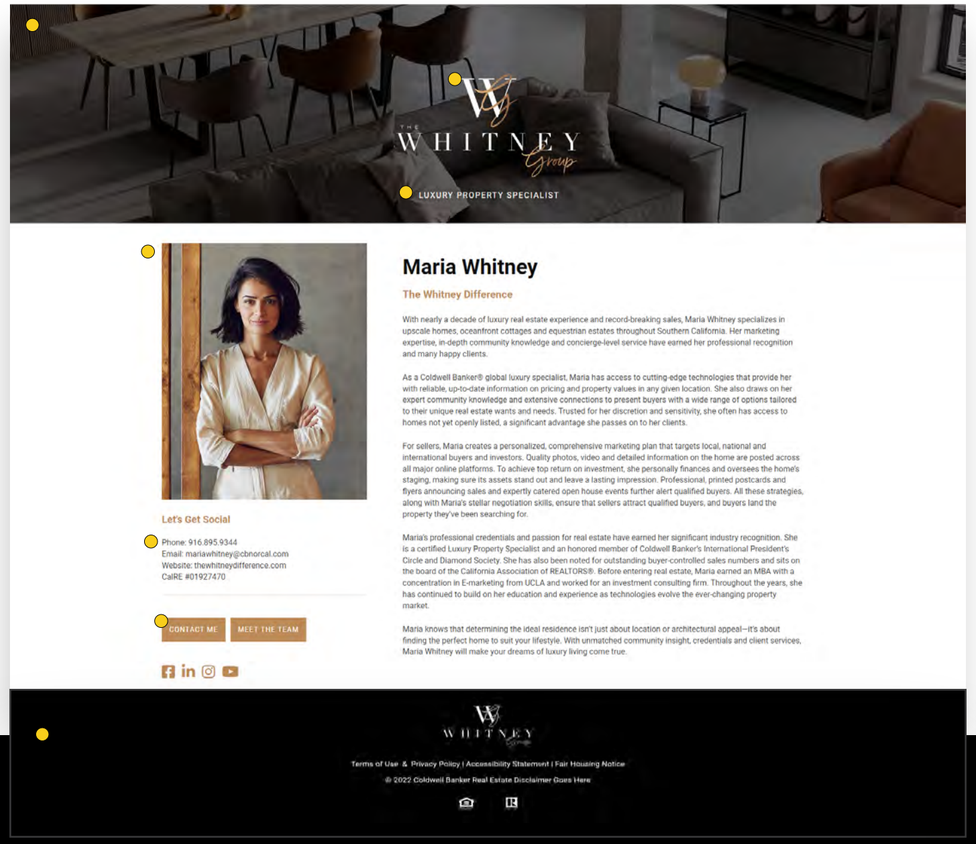
ABOUT PAGE

Default MoxiWebsites Offering



- **CUSTOMIZABLE AREAS**
  - Agent Logo
  - Page Headline
  - Page Description
  - Agent Branding Color
  - Agent Bio
  - Agent Branded Footer

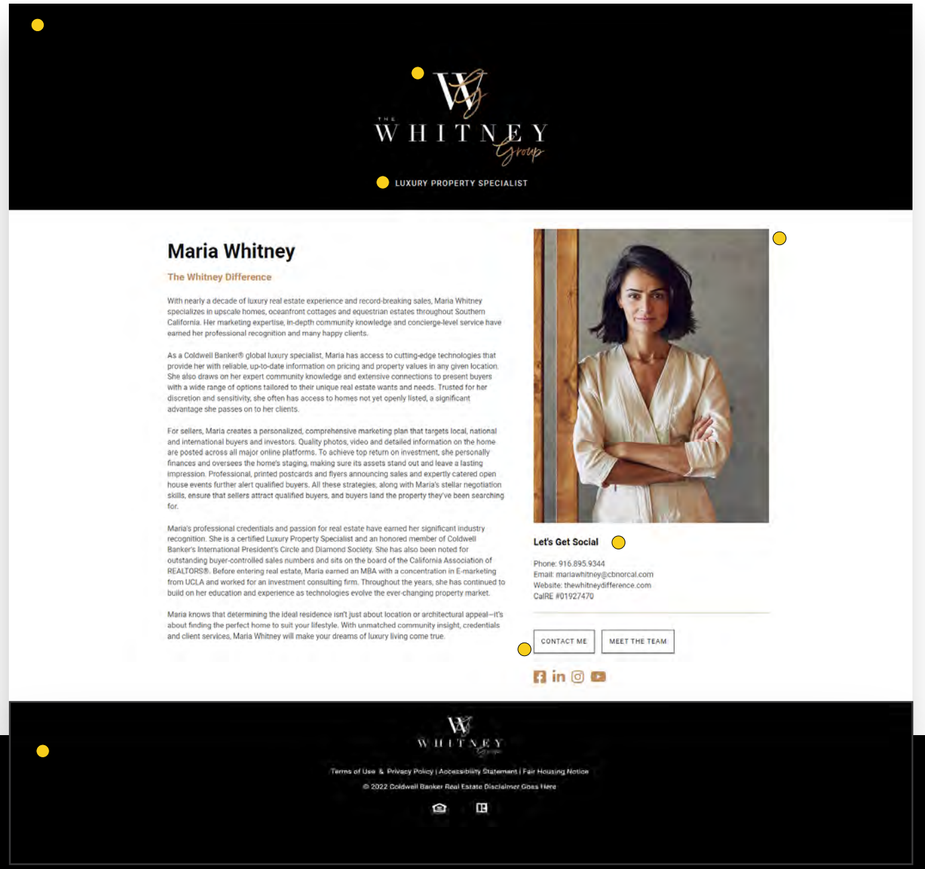
Design Option 1



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

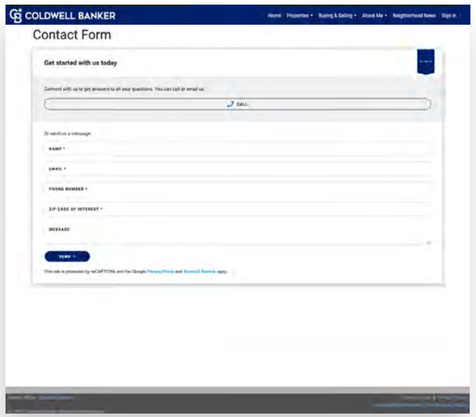


Agent Branding 2

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

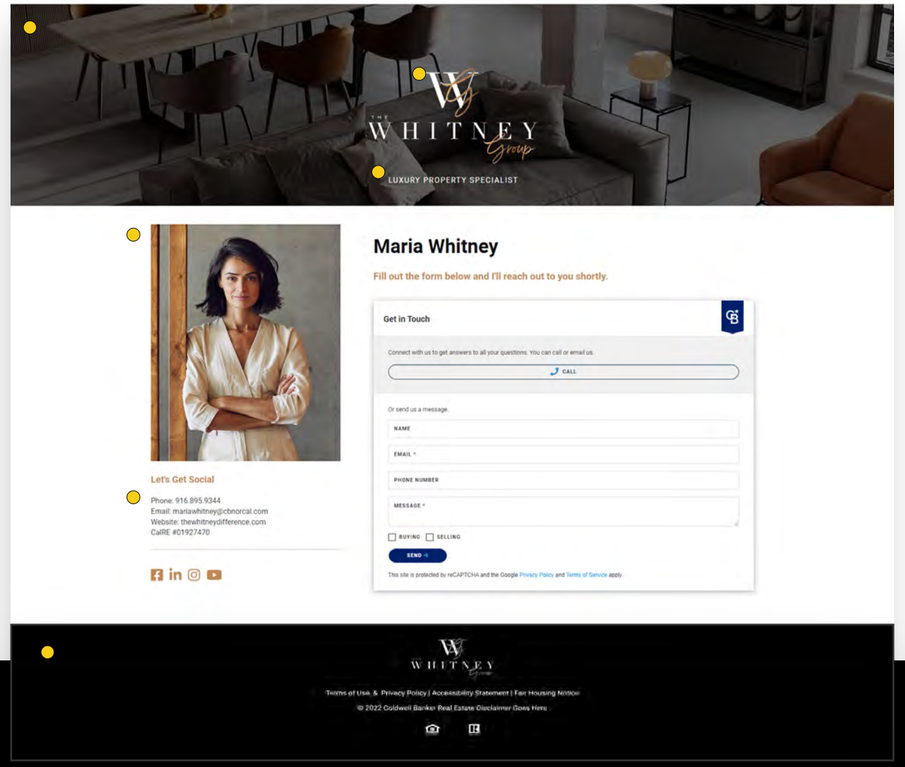
CONTACT PAGE

Default MoxiWebsites Offering



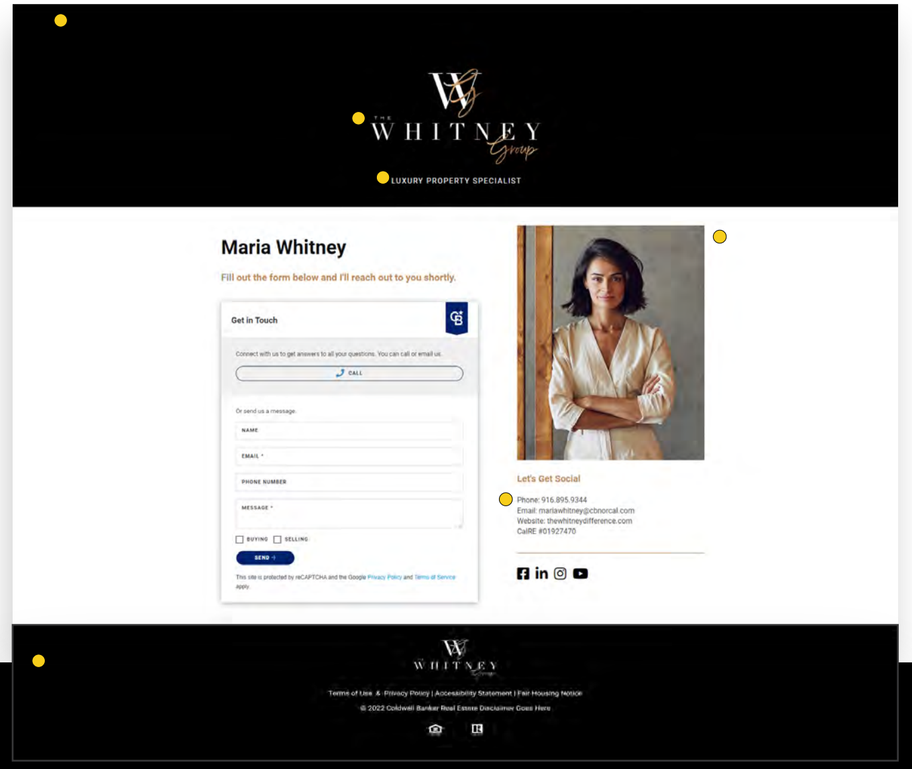
- **CUSTOMIZABLE AREAS**
  - Agent Logo
  - Page Headline
  - Page Description
  - Agent Branding Color
  - Agent Bio
  - Agent Branded Footer

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.

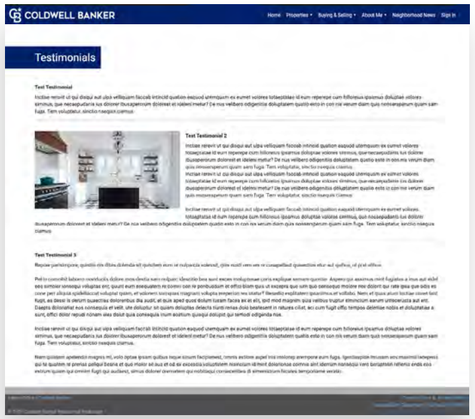
Design Option 2



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



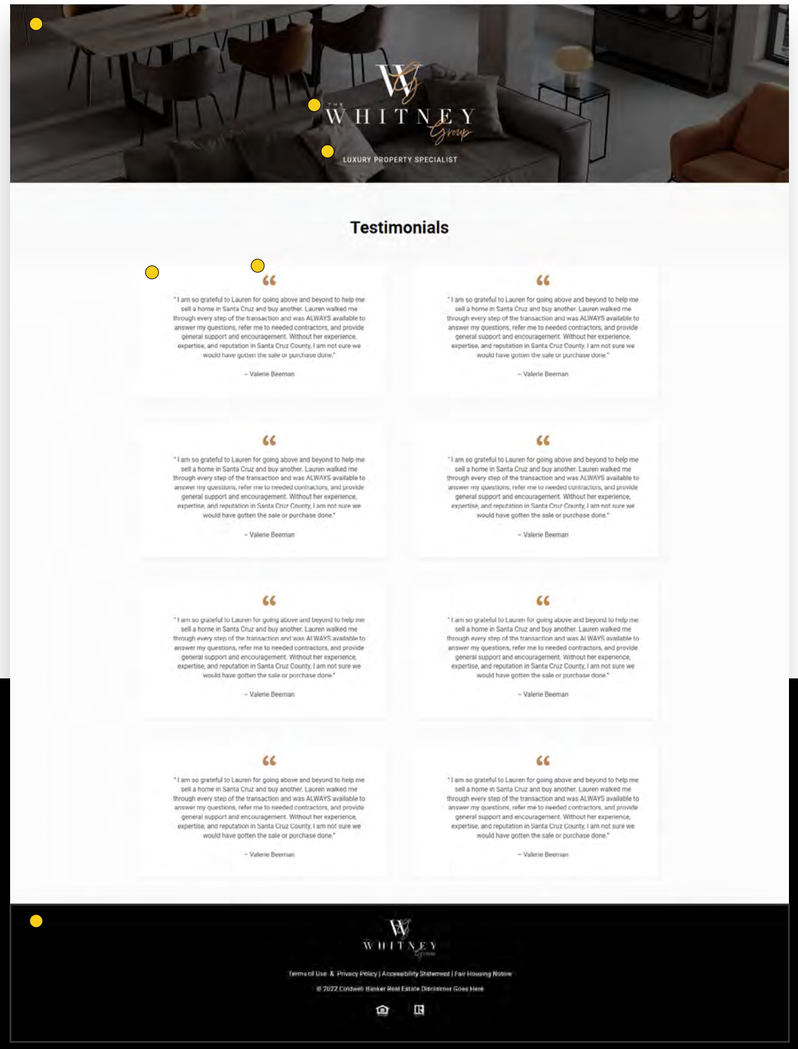
CUSTOMIZABLE AREAS

- 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



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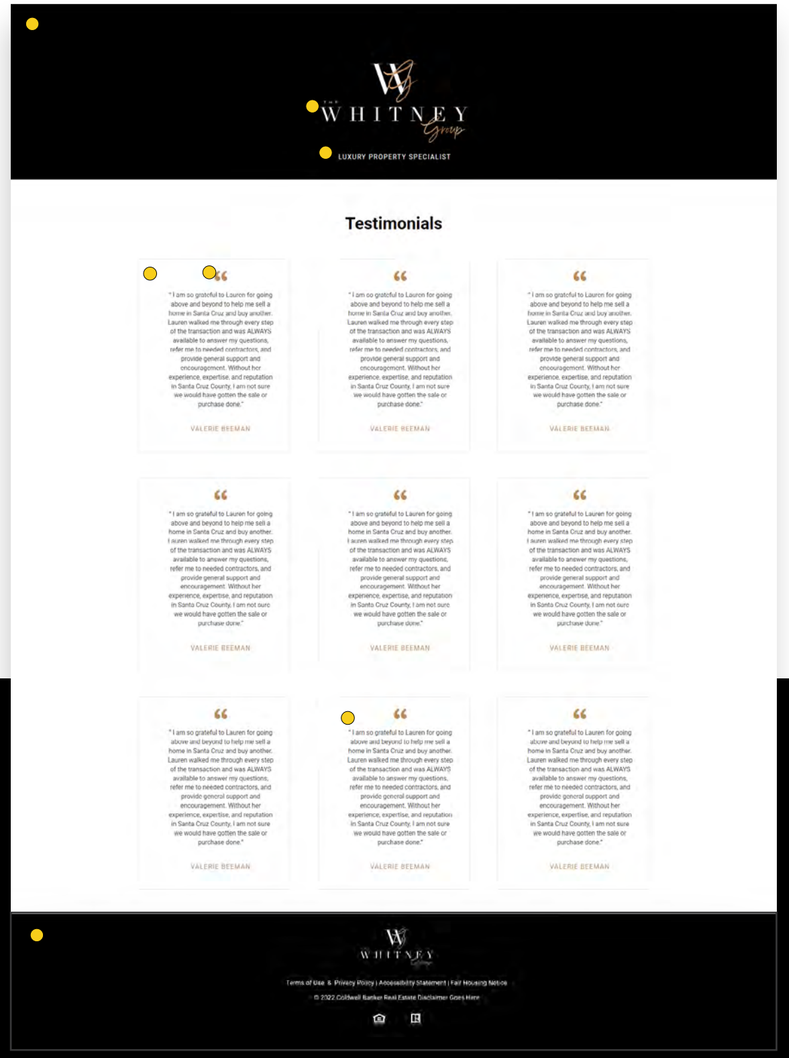


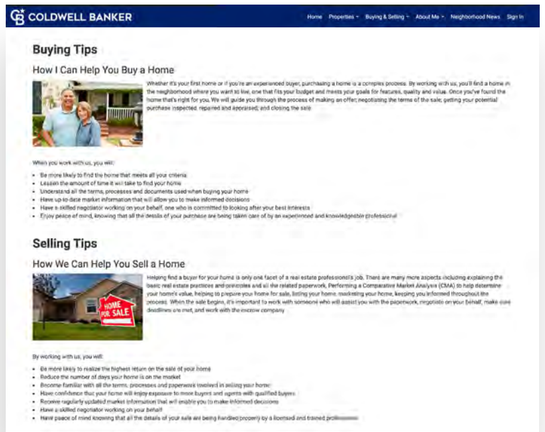
PAGES WITH LIMITED CUSTOMIZATION

Selling Your Home and Buying a Home Pages

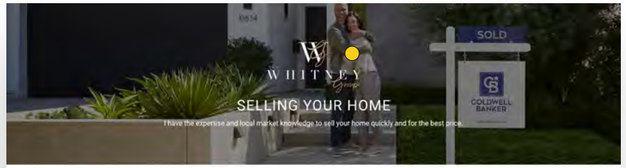
Copy and images for the Selling and Buying pages cannot be edited.

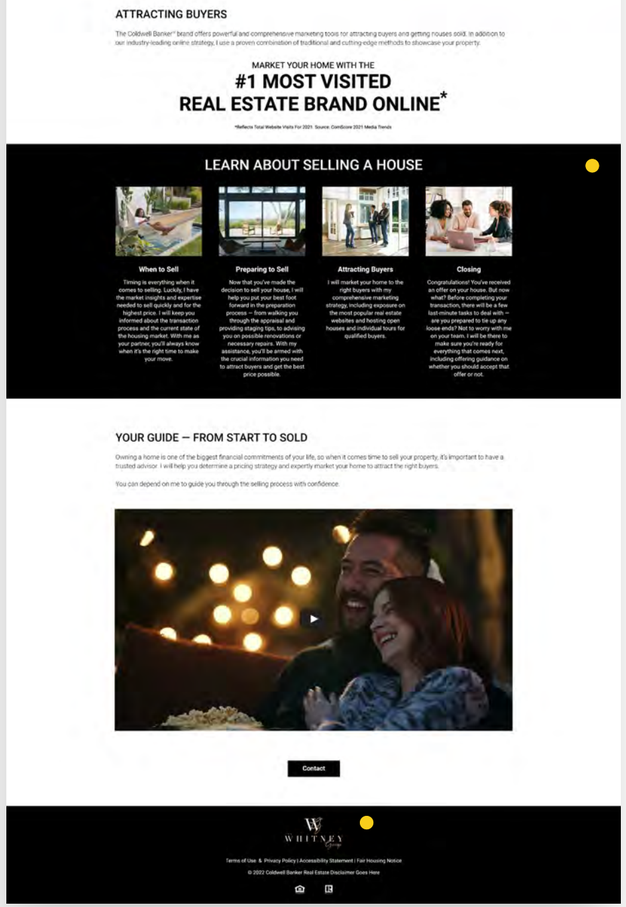
Content will be the same as most current brand template except if agent branding is present, colors will be updated.

Default MoxiWebsites Offering

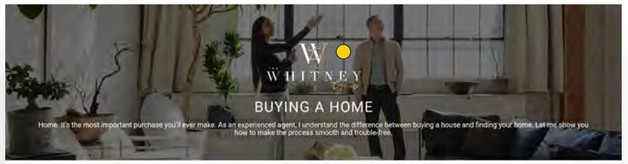


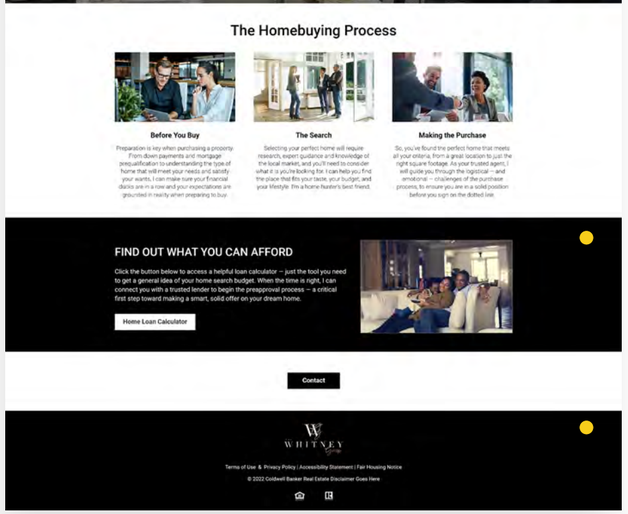
Selling Your Home





Buying a Home

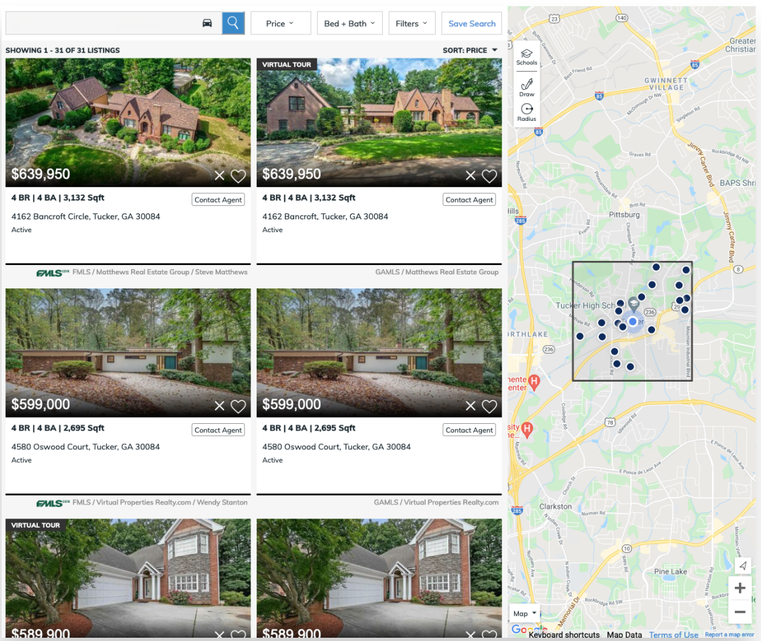




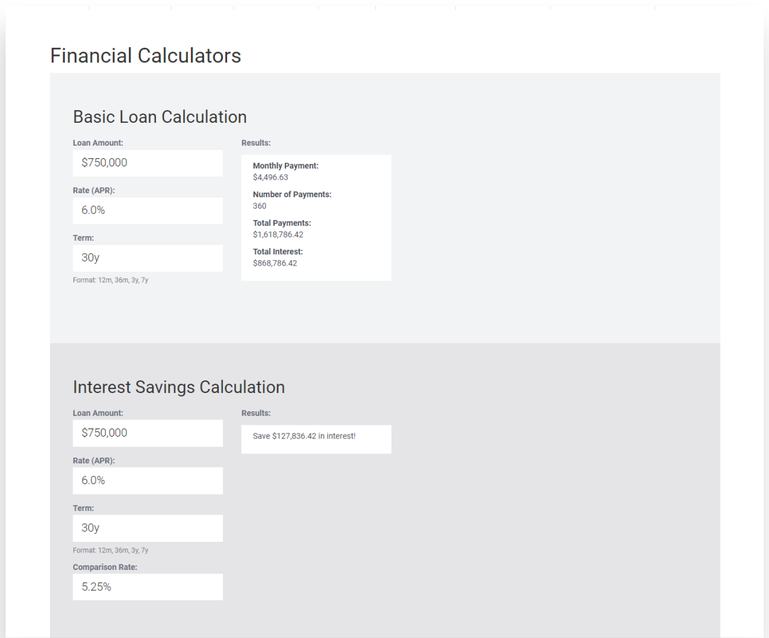
- **CUSTOMIZABLE AREAS**
  - Agent Logo
  - "Learn About Selling A House" Background Color
  - "Find Out What You Can Afford" Background Color
  - Agent Branded Footer

PAGES WITH NO CUSTOMIZATION

Dynamic Property Search - No Customization



Financial Calculator - No Customization



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.

MOXIWEBSITES WORKFLOW

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.