



RWR Companies

Website re-design

Specifications document v.1



The RWR Companies Brand

RWR Brand Attributes:

Quality, Beauty, Craftsmanship, Luxury, Excellence, Exceptional, Attention to Detail, Elegant, Distinctive, Community-Building, Meticulous, Heritage, Integrity, Custom, Superior, Durable, Fine, Romantic, Professional, Sophisticated, Reputable.

RWR Brand Personality:

The brand personality of RWR is one that exceeds expectations. It exemplifies a heritage of fine craftsmanship that has withstood the test of time. The RWR brand is dedicated, diligent and trustworthy. It represents a romantic vision of luxury and distinction that sets RWR apart from other builders.



People live better in a RWR home



*Click here to take the virtual tours of
the Meritage at Wingfield Springs*

Welcome

New Homes

Tips & Tools

About Us

Contact Us



Snapshots of Building a House

May 4, 2004

*Highest
Standards
at Every Step*



A Framework for Quality and Success


RWR Companies brings a distinctive standard of quality to residential development. As one of today's premier homebuilders, we have created some of the most exceptional communities in Southern California. RWR projects are distinguished by our singular excellence, elegant designs and highly desirable locations. Our reach extends throughout Los Angeles, Ventura and San Diego Counties, and now, Reno, Nevada, with projects ranging from finished lots to luxurious, award-winning homes.

Special Offer

Final phases are now selling at Mill Valley and Sutter Creek at Otay Ranch, Chula Vista, in San Diego area!

Grand Openings



Mureau Estates, a luxurious collection of eleven semi-custom estates located in the exclusive gated community adjacent to Hidden Hills, is now open. Please call the sales office at (818) 591-2355 for



RWR COMPANIES

*A distinctive
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November 3, 2003

Lost Creek E-Brochures!


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New Photo Gallery!

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Newly Released Phase 5

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[Map](#) | [Mortgage Calculator](#) | [Warranty](#) | [Glossary of Terms](#) | [Terms of Use/P](#)



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[Project Information](#) | [Floor Plans](#) | [Elevations](#) | [Sales Info/Location Map](#)
[Pricing/Availability](#) | [Virtual Tour](#) | [Community Info](#) | [Join our Interest List](#)

Project Information



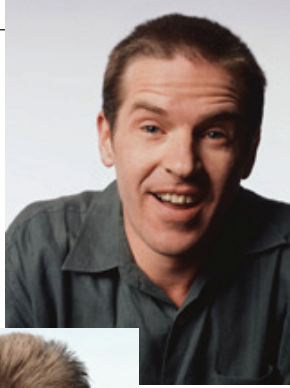
Rooms

- A luxurious single-family home development in Oxnard
- 4-5 bedrooms, 3 1/2-4 bathrooms, 3 car garage
- 3243-4025 sq. ft. of living space
- Single or two story

Special Features

- Three car garages in tandem, front to back court and turned 90°
- Courtyards - front and side
- Ceilings 10 foot single 9/9 two story with coffered and raised special rooms
- Jack and Jill secondary baths
- Walk in wardrobes secondaries where possible.
- Rear wall and Courtyard wall high window glass

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Margo and Tom, son Tommy:

Margo: Marketing VP

Tom: IT Manager

Tommy: Plays soccer, likes bugs.

Income: 250,000/yr

Both are Internet savvy. Want info on pricing, availability. Want home in affordable but upscale, safe community with lots of amenities.

Initial User Path: Margo goes on the site after seeing url in ad in Sunday paper. She looks for a community with good schools, shopping, safety and convenience. First she goes to “New Homes” and scouts locations on the map for Southern California.

She knows the general area but needs specifics on which projects exist within commuting distance. After locating 2-3 suitable projects she compares floor plans, amenities, elevations, pricing and local community info. She likes looking at photos and the virtual tours. After that she visits “About RWR” to get info on the company. Then she emails the url to several friends to get their input. Finally, she email's for an appointment.



Hal and Charlotte:

Hal: Executive, planning to retire with 3 years. Has good savings and income. Wants beautiful home in upscale community which he can also leave to go travel.

Charlotte: Hal's wife, dotes on grand kids. They have 3 kids who are grown up but visit often with their many grandchildren. They also love to entertain.

Income: 400,000/yr

Hal is not comfortable on the Internet but Charlotte uses it to communicate with family. She feels comfortable with the Internet but needs it to be fairly straightforward, not confusing. Hal will review material if she prints it out. He sees computers as "secretarial".

Initial User Path: Charlotte will want to focus on location and the beautiful pictures of the homes. She will also be very interested in the amenities, number of bedrooms and local community info. After printing out a number of choices she will review with Hal, then call for an appointment.





Steve:

Licensed real estate agent. Works at RWR. Uses the Internet to research competitive builders in the area and other real estate information. Wants the RWR site to be easy to use and attractive. Would like the ability to print out sales information directly from the site for prospective buyers. Wants to have all the information at his fingertips.

The site will be very useful for Steve when inquiring clients contact him requesting instant information and cannot immediately visit the sales office or wait for something to be mailed to them.

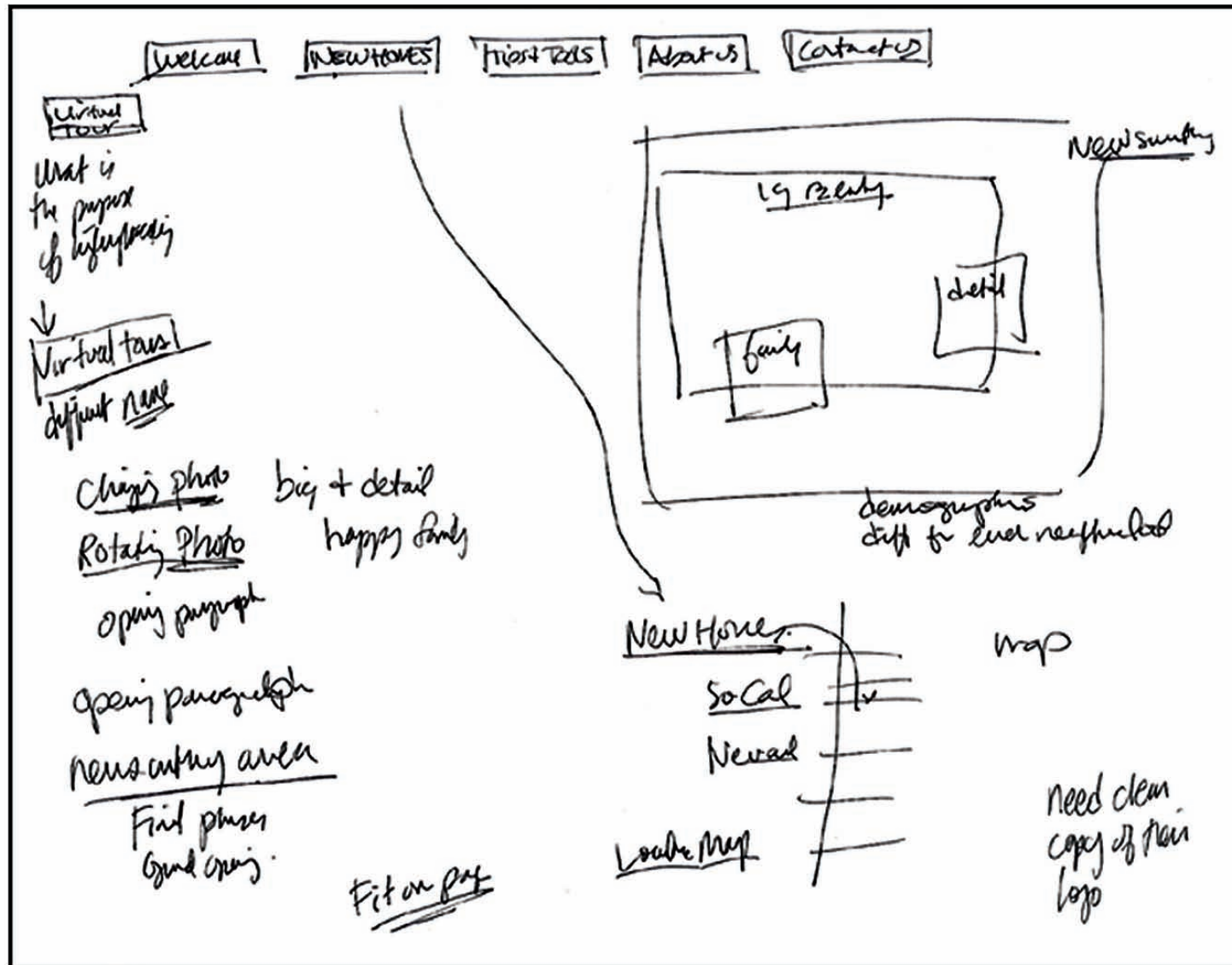
User Path: Goes directly to the site and prints out the info he needs.



Marilyn:

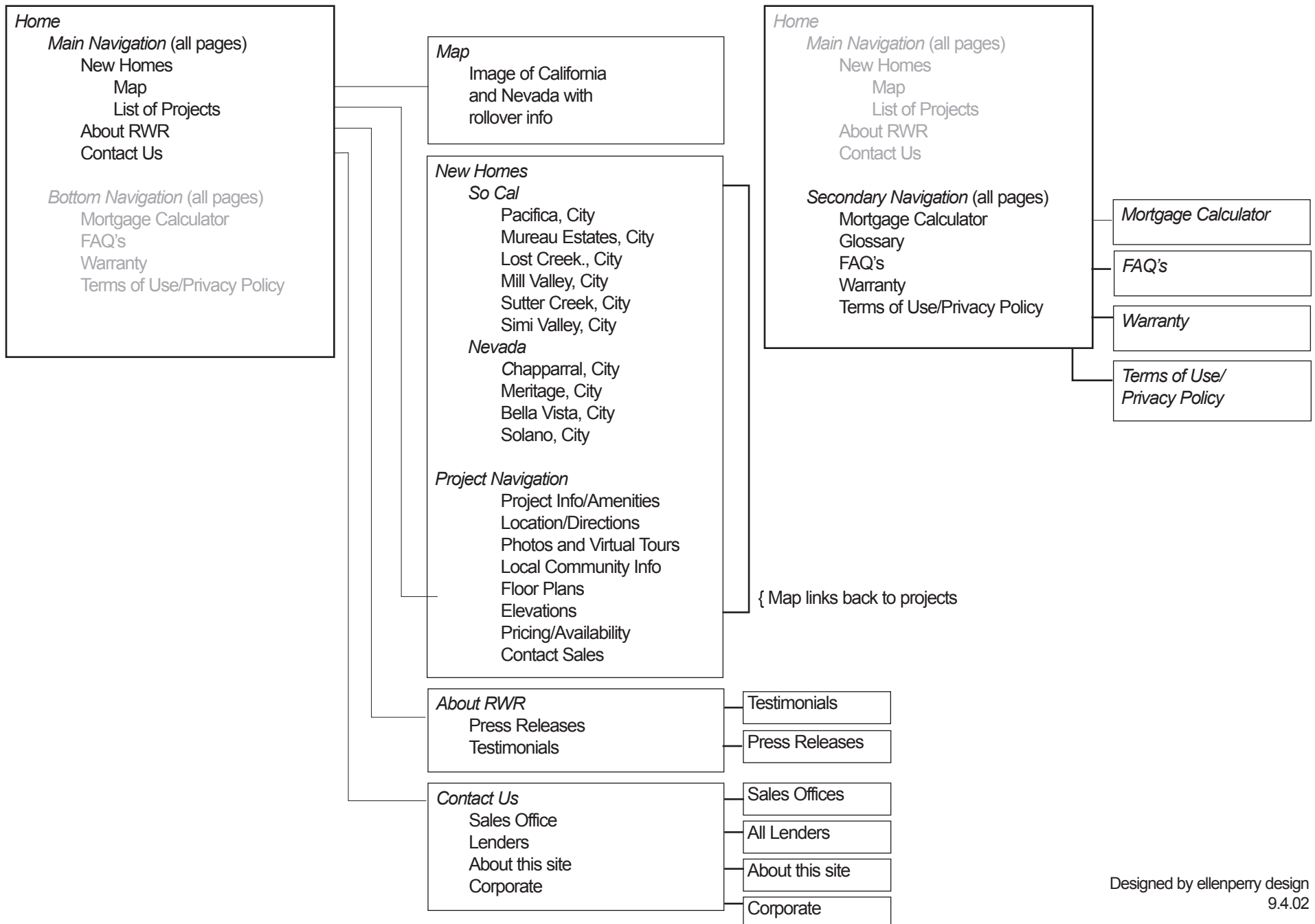
Independent licensed real estate agent. Likes to use the web to research new homes for prospective buyers. Uses MLS but likes the added info found on individual sites and on new developments. Needs the ability to readily print out critical information for her clients. She will also refer her clients to the site for their own review of the information available.

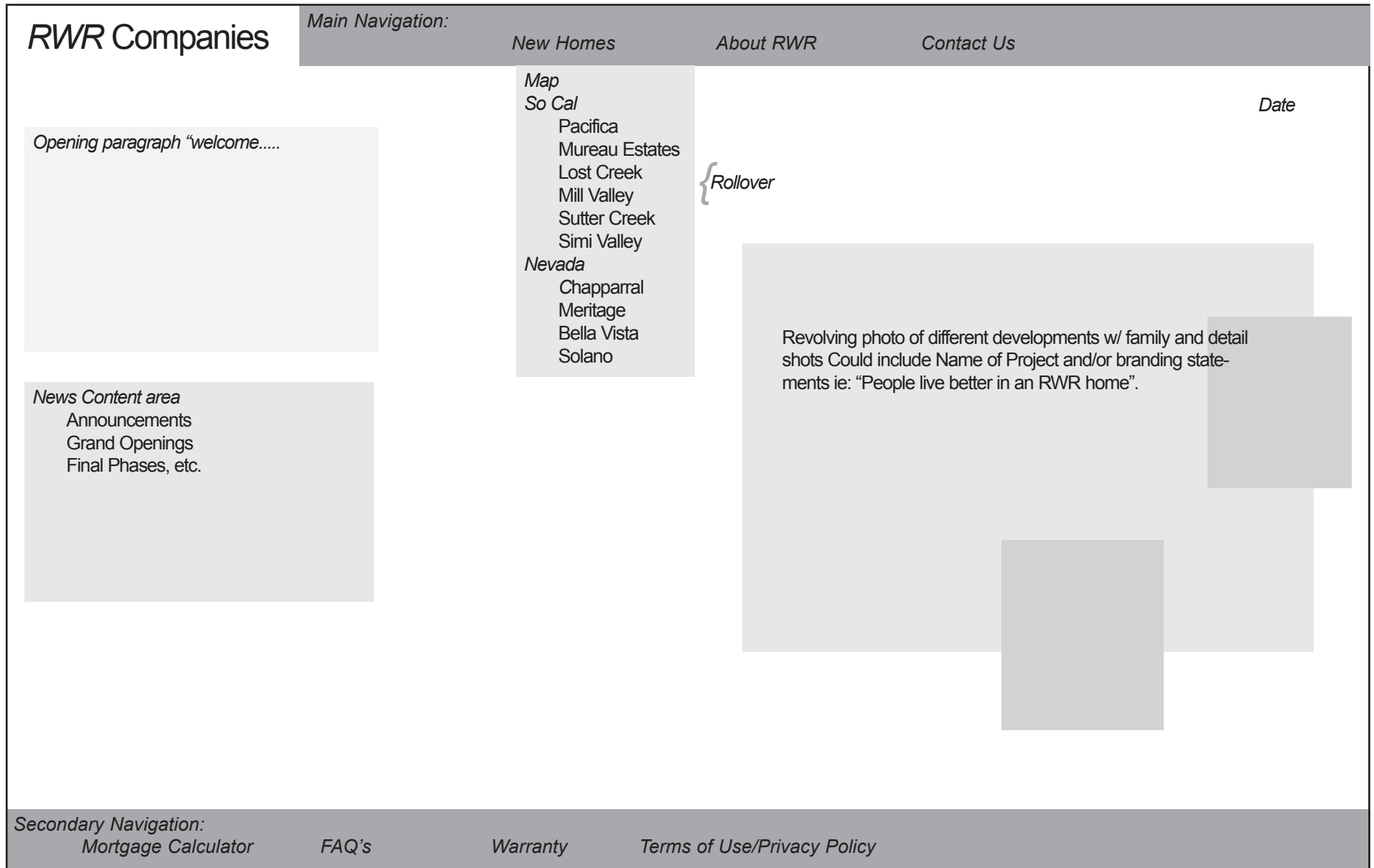
User Path: Based upon her client's needs. She may find RWR through their newspaper advertisements and go directly to their URL or through a web search of developers in her territory. Once on the site, she'll check out the About Us to find out more about the builder (at least the first time she visits). Then, she'll go to New Homes, then directly to the area(s) where her clients are looking for a home. Price and bedrooms will be paramount for most of her clients followed by amenities. She'll most likely call the sales office to get more info or to schedule a showing.



RWR Companies

Storyboards v.1

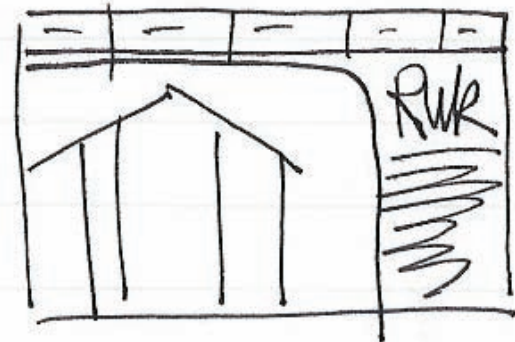
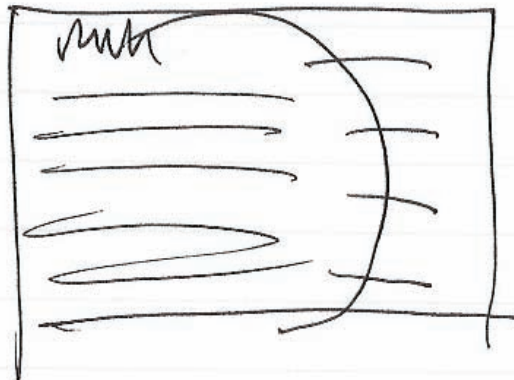
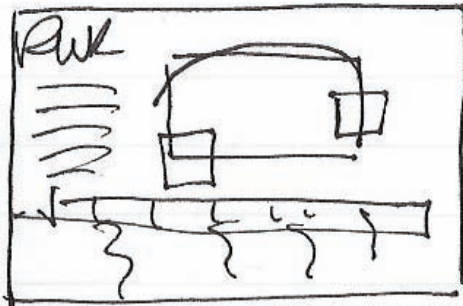
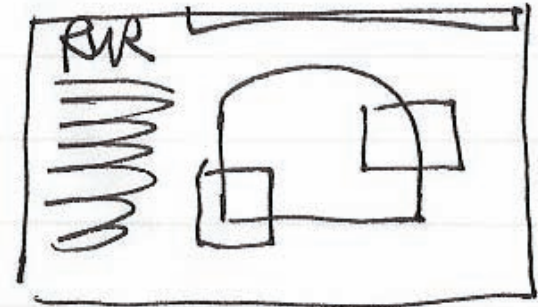
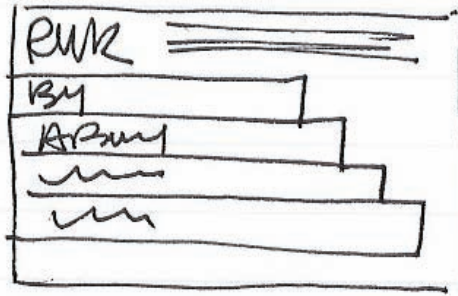
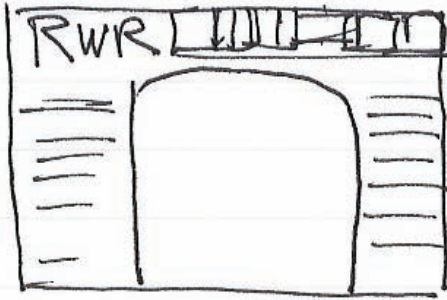




RWR Companies

Project Area Content - General Info Screen

| | | | | | | | | |
|-----------------------|--------------------|---|----------------------------|----------------------|----------------------|---|---|-------------|
| RWR Companies | Main Navigation: | | | | | | | |
| | Home | | New Homes | | About RWR | | Contact Us | |
| | So Cal: Nevada: | Pacifica Chapparral | Mureau Estates Meritage | Bella Vista | Lost Creek Solano | Mill Valley | Sutter Creek | Simi Valley |
| | | | | | | | Rollover on each project for comparison shopping: Project Info/Amenities Location/Directions Photos and Virtual Tours | |
| Project logo | | Project Info Header | | | | | | |
| Photo | | Project Info/Amenities | | Floor Plans | | Local Community Info Floor Plans Elevations Pricing/Availability | | |
| | | Location/Directions | | Elevations | | | | |
| | | Photos and Virtual Tours | | Pricing/Availability | | | | |
| | | Local Community Info | | Contact Sales | | | | |
| | | | | | | | | |
| | | Project Info: A luxurious collection of eleven semi-custom estates located in the exclusive gated community adjacent to Hidden Hills. Amidst the beautiful rolling hills and spectacular mountain views. Discover your dream in the private countryside community of Mureau Estates. | | | | | | |
| | | * Exclusive gated community | | | | | | |
| | | * Eleven magnificent homesites | | | | | | |
| | | * In Calabasas, adjacent to Hidden Hills | | | | | | |
| | | * No Mello Roos | | | | | | |
| | | Amenities | | | | | | |
| | | Location/Directions | | | | | | |
| | | Local Community Info | | | | | | |
| Secondary Navigation: | | | | | | | | |
| Mortgage Calculator | | FAQ's | | Warranty | | Terms of Use/Privacy Policy | | |



RWR Companies Comps



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New Homes About RWR Contact Us Home

September 16, 2002

Special Offer

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Final Site Design



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Phase 5 at Pacifica in Oxnard has just been released for sale. Don't miss the largest lots available in our newest luxury development.

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home



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[Homes in California](#)
[Homes in Nevada](#)

[Pacifica, Oxnard](#)
[Mureau Estates, Calabasas](#)
[Lost Creek, Chula Vista](#)
[Mill Valley, Chula Vista](#)
[Sutter Creek, Chula Vista](#)
[Hadleigh of South Hills, Simi Valley](#)

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home with rollovers



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PACIFICA
AT VICTORIA ESTATES

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inside page

Designed by ellenperry design