



PARADISE PROPERTIES REDEVELOPED THEIR WEBSITE.

Rebranding effort created a design template that could be used for over 10 communities.

CHALLENGE » Paradise Properties Group, an environmentally-friendly development company, needed a consistent brand to help build name recognition as it grew.

SOLUTION » Soloflight started by standardizing the brand's look on the Paradise website. While individual developments would have a unique brand, the sites for each community would look like they were all part of the same family. To that end, we developed a flexible template Paradise could use across their communities, one that would allow for variances in images and content.

RESULTS » Shortly after the Paradise corporate site launched, site traffic increased along with the average time that visitors spent on the site.