



REALTOR® WEBSITE OPTIONS COMPARED

When it comes to your website, there are a few different routes you can take and each come with their pros and cons. This article compares the most popular choices to help you decide where to spend your precious resources.

Fully custom website:

On one end of the spectrum, you can hire a web design company to build you a custom website from scratch. This option puts you in total control to make your vision come to life down to every detail. This is great for people (or teams) with a big budget, a flexible timeline and a clearly defined vision of what they want. If you're looking to do something truly unique online and you have a marketing strategy built around it, then this may be the best route. For most agents and small teams, it just doesn't make sense to spend thousands of dollars up front (not to mention 2+ months before you're online). Most REALTORS® just need a beautiful, user-friendly and hassle-free website with a team of competent professionals to support it. They generally don't want to spend hours behind the computer. Note: If you choose to go custom, make sure your web design company has experience with real estate websites and a third-party developer agreement to gain access to MLS® data needed on your site. Most don't.

Templated websites:

There are a few website companies that only work with REALTORS® and most of them use some sort of template-based system. The issue with most of them is that they lack good support and all their templates look the same (and their designs are usually quite dated). Being in the real estate industry for years, we've seen lots of websites both good and bad (some very, very bad). Recently we started working with a Canadian real estate website company called [RealtyNinja](#) and recommending them to our SnapStats customers. What we like about them is that the designs are very clean, user-friendly and functional. They also focus on providing a high level of customer support to make the whole process as easy as possible for the agent. They'll even migrate over your old website to their platform for free. If you're looking to get a nice website that just works without hassle, [check them out](#). They have all the features you'd look for in a provider: automatically imported listings from MLS®, a lead-generating MLS® search (which can be targeted based on your farm areas), mobile friendly sites, a super easy backend to edit your site yourself without tech training and more. They can also customize your site for quite an affordable price to make sure you don't get that canned template look.

Wordpress website:

Wordpress powers a huge percentage of the internet and we've seen a lot of agents use it for their websites. It can be a very useful platform for blogging and managing your site, but in our experience you're going to have to work with a technical person to get it all setup and working how you want it. Since it's not specifically built to be real estate focused, you're also going to have to pay for a MLS® plugin separately and get it working on your theme. The problem is that most real estate Wordpress themes don't actually integrate easily with the MLS®, especially in Canada. Overall, Wordpress can be a powerful tool but the learning curve, security vulnerabilities and constant updating/fixing doesn't make sense for the average REALTOR® that wants to focus on their business.

Conclusion:

If you're looking to make a very specific website that's completely out of the ordinary and you have the time/budget resources to invest, then go the custom route and make your dream site come to life. If you're like most agents and would rather be working with clients than sitting behind a computer trying to figure out the ins-and-outs of a website, then do yourself a favor and go with [RealtyNinja](#). They'll give you a website you'll be proud of and grows your business, without spending a ton of money.