



Ty Wilder

Prescott's New Construction Specialist

A digital transformation strategy to capture exclusive market share
and dominate Prescott's new construction segment

The Problem

Every Prescott real estate agent is fighting the same losing battle—competing for the same 47 active listings with identical tired strategies. The entire system is broken.

1,432

Active Agents

That's approximately 1 agent for every 1 home sold annually in Prescott—creating intense competition with no differentiation.

0%

Use Interactive Tools

Zero agents use interactive quizzes, cost calculators, or video content—leaving a massive technology gap.

0.5%

Conversion Rate

Average agent websites convert at just 0.5-1%, while the industry standard for optimized sites is 8-12%.

\$867M

Annual real estate transaction volume in Prescott, yet 30% of new construction homes sell before hitting the market—while zero agents specialize in capturing these pre-market opportunities.

The Opportunity

Prescott Market at a Glance

1,412

Annual Home Sales

\$615K

Median Sale Price

The 35x ROI Framework

35x

Return on Investment

✓ Interactive quizzes convert 32% better than static forms

✓ Video-first agents generate

30%

New
Construction
Share

2,000+

Monthly Buyers
Searching

403% more
inquiries

✓ Early-access
buyers are 67%
more likely to
purchase

✓ 8-12%
conversion rate
vs 0.5-1%
industry average

✓ 70% cheaper
than agency
alternatives

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The Solution: The Conversion Engine

We're not building a digital brochure—we're creating Prescott's first data-driven buyer acquisition system with interactive tools that capture leads at 8-12% conversion rates.



Interactive Quiz

"Find Your Perfect Prescott Neighborhood" quiz captures qualified leads with 32% better conversion than static forms

Video-First Content

Embedded property walkthroughs generate 403% more inquiries and build trust before first meetings

Cost Calculator

True ownership cost calculator including mortgage, taxes, HOA, and maintenance customized for Prescott

New Construction Alerts

Automated alerts for early-access inventory with 67% higher close rates than traditional leads

Exit-Intent Technology

Captures 3.94% of visitors who would otherwise leave—offering insider alerts on pre-market homes

Sub-2-Second Speed

Webflow platform delivers <2 second load times (vs 4-6+ seconds for typical agent sites)