



**CUSTOMER SPOTLIGHT:**

# Chorey & Associates Realty, Ltd.

[SUFFOLKSPECIALIST.COM](http://SUFFOLKSPECIALIST.COM)

**HOW A REALTOR'S  
WEBSITE MAKES  
CUSTOMERS FEEL  
RIGHT AT HOME**

**web.com<sup>®</sup>**

Standing out in the competitive real estate industry isn't easy. A Virginia-based real estate team, however, built a **website** and is continuing to build a brand that does just that. By consistently going above and beyond for homebuyers and creating an online experience that does the same, Chorey & Associates Realty, Ltd. remains a market leader after 40 years in business. Here's how.

## THE SITUATION

### Building a Strong Foundation

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#### A Family-Friendly Approach to Business

In 1978, Billy Chorey established a real estate business dedicated to pairing Suffolk, Virginia area house hunters with their dream homes. Through the years, the business expanded its eastern Virginia focus to include Hampton Roads and parts of North Carolina. Today, the company continues to be a favorite homebuyer resource for a number of reasons.

“Our business has a warm family atmosphere and our clients often comment that they get the same feeling when they partner with us,” says Marketing Coordinator Suzanne Pruitt. “It’s a unique quality that distinguishes our brand, especially in the close-knit communities we serve.”

The company partners with a wide variety of clients, including first-time homebuyers, empty nesters, families that are relocating and military personnel—an ever-growing market with area naval bases. “Everyone has a story,” says Suzanne. “Our REALTORS® really take the time to get to know the clients, and their stories, to help them find the right home at the right price.”

#### Opening the Door to Online Marketing

Suzanne says she knew most of the Chorey team for years before recently joining the firm and the transition has been seamless. “It’s a great group that is driven by customer service,” she says. “When I suggested new marketing ideas to help our business achieve even higher levels of exposure and success, Mr. Chorey and the team were excited about the possibilities.”

These ideas included enhancing the Chorey website, increasing emphasis on digital marketing, and continuing to establish a strong presence on social media platforms.



## THE WEB.COM SOLUTION

### Creating a Welcoming Online Experience

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#### Enhancing an Online Home

Although Chorey & Associates had a website, Suzanne worked with Web.com to explore more online possibilities. She has extensive social media expertise and was looking for more ways to help her company and customers get the most from their website experience.

After listening to her goals, Web.com streamlined and enhanced the company's website, making it easier for prospective home buyers to browse home listings and connect with the specific agent they feel is right for them. "This is really important because we want the online customer experience to be as easy as it is to work with us in person," says Suzanne.





## THE WEB.COM SOLUTION *(continued)*

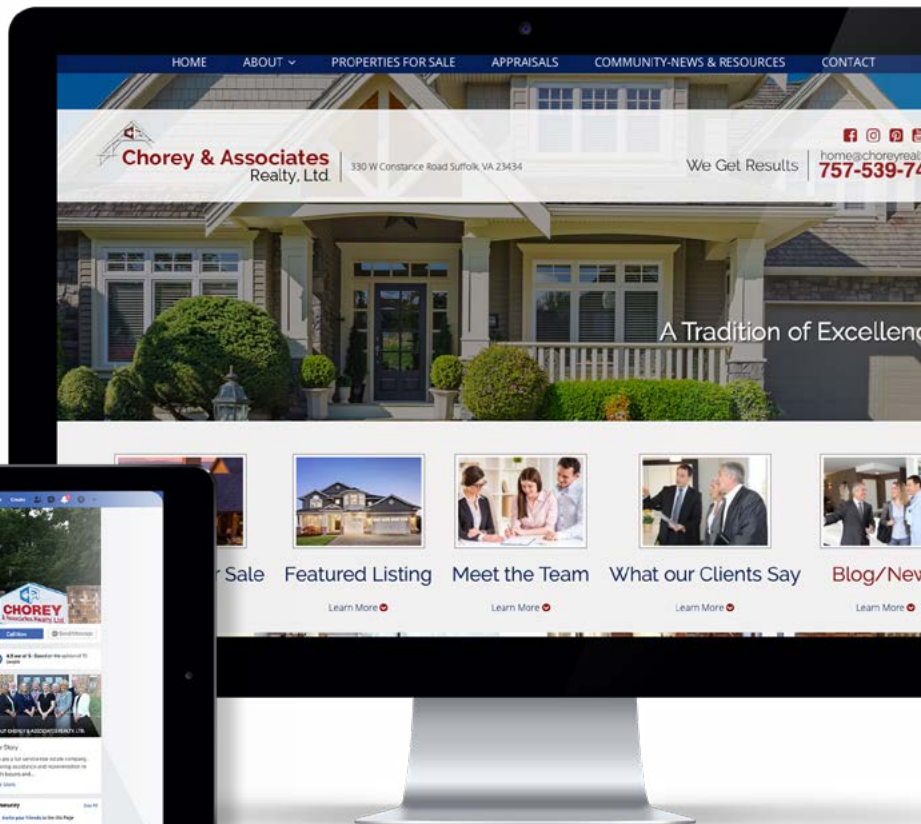
### Creating a Welcoming Online Experience

#### Attracting More Website Visitors

Next, **Web.com** introduced Suzanne and Chorey & Associates to **search engine optimization (SEO) keywords**. “They set up a blog section on our site and created articles that included SEO content,” she says. “It’s amazing to see how SEO attracts more website visitors by making our site easier to find in online search directories.”

With her social media background, Suzanne developed a content calendar for social posts to consistently draw even more people to the website. “Web.com is a great partner,” she says. “We combined our areas of expertise to create an informative and welcoming online customer experience.”

The best part of the partnership? “Web.com really *listens*,” says Suzanne. “I told them our goals for the site and our marketing plan and they asked more detailed questions to formulate a complete online strategy—it was very collaborative.”



## THE BENEFITS

### Bringing Home Great Results

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#### Learning From the Past. Looking to the Future.

Suzanne says that she is now able to plan for the future . . . by looking back. “Thanks to Web.com, we now understand how to use online analytics to our advantage,” she says. “We’re reviewing what worked and what didn’t with our blog posts and social media over the past year and making adjustments for the coming year.”

Although online marketing was not around when Mr. Chorey started the business, Suzanne says he is now an advocate, too. “We can now see monthly & yearly comparisons that reflect increased traffic to our site. Having the analytics to back up our online marketing investment is exciting. It enables us to reflect on what has been successful, what hasn’t, and how we can improve all aspects of our marketing as we move ahead,” she says.

#### Room to Grow

Suzanne says she is excited about the company’s growth, and Web.com will continue to play a role in their future. “Our business moves extremely fast,” she says. “From helping us update home prices on our website to explaining online analytics, Web.com works at the speed we do.”

After partnering with Web.com, Suzanne says she is proud of the results. “Our website gives customers a warm first impression of who we really are,” she says. “We’re more than a real estate firm—we’re a proud member of the community and our site reflects that.”

At web.com, we’ve made it easier than ever for you to be your own boss. To learn more about building a website that builds your business, visit our website or give us a call at 1-800-862-8921.

**Learn more at web.com.**

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