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WINSTON-JAMES DEVELOPMENT LAUNCHES NEW VILLAGES OF ROYAL PALM WEBSITE
Redesigned Site Results in Increase of Sales Leads

February 21, 2007 (Port Orange, FL) – Winston-James Development, Inc. recently launched a redesigned website for Villages of Royal Palm, an active adult community on the east coast of Florida. The new site, www.villagesofroyalpalm.com, features the following:

- Overview of community, including photos and online video
- Floor plans of the 14 home models available in the development
- Maps of the development's location and surrounding community
- Amenities offered in the development
- Recent community newsletters
- Corporate information on Winston-James Development, Inc.
- Request forms for DVDs and brochures about the community

In addition to updating the site's content and graphics, the focus of the site redesign was to maximize the number of inquiries from prospective home buyers. In order to achieve this, detailed marketing tactics were included in the site redesign.

"We wanted to increase the number of visitors requesting more information about the community," Chuck Kasza, Vice President of Winston-James Development said. "We increased our presence on the major search engines through smart site design and keyword advertising on select search engines."

Since the redesign, the site has seen a substantial increase in activity and site registrations. Winston-James Development is receiving five times the number of inquiries about the Villages of Royal Palm with the new site.

"The real estate industry is slow now, but with a combination of the site update, Google advertising and a bit of an uptake in new home sales the activity on the site is encouraging. The numbers of hits have increased substantially as well as the registrations," Kasza said. "We brought the Villages of Royal Palm to a new level with the website design."

Nashville-based web site strategy consulting firm Websults assisted Winston-James Development with the initial site design and the recent site redesign for Villages of Royal Palm.

About Winston-James Development, Inc.

The principals of Winston-James Development have over 30 years of real estate development and construction experience ranging from over 3,000 residential homes to commercial shopping centers and office parks throughout Florida. To learn more about Winston-James Development, visit www.winston-james.com. To learn more about Villages of Royal Palm, visit the newly redesigned www.villagesofroyalpalm.com.

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