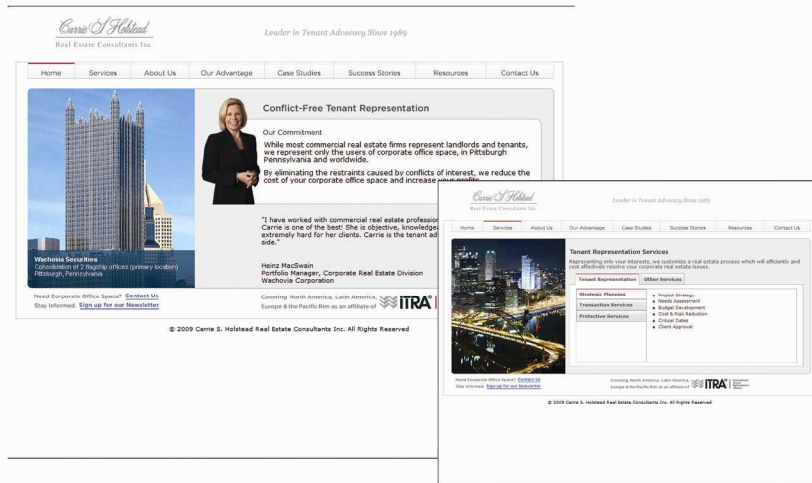


Client Carrie S. Holstead Real Estate Consultants Inc.

URL www.carrieholstead.com



The Situation:

Carrie S. Holstead Real Estate Consultants, Inc. is a Pittsburgh-based corporate real estate firm providing transactional representation for users of corporate office space, in Pittsburgh Pennsylvania and worldwide. Founded by Carrie Holstead, President in 1989 as a firm committed to tenant/buyer representation, the company today holds true to that vision. Carrie S. Holstead Real Estate Consultants only represents users of corporate office space and by eliminating the restraints caused by conflicts of interest, reduces the cost of real estate and increases profits for its clients. As the Pittsburgh, Pennsylvania-based affiliate of ITRA (International Tenant Representative Alliance), and in collaboration with its affiliate, AsiaPac International, the firm has a global reach. They wanted a website that reflected their brand and introduced them to a market outside of the Northeast region of the United States.

The Challenge:

To establish it as a global player in their industry, Carrie S. Holstead needed a website that clearly presented its capabilities, experience, and successful projects. It also needed to have a high-end corporate look compatible with their target market. And it needed to provide a comfort level for prospective customers that they had the depth and breadth of experience required for global projects.

The Solution:

Tachyon Solutions was retained to develop www.carrieholstead.com. Utilizing our Collaborative Development Process, we assisted them in clearly identifying goals for the site, did a thorough competitive analysis and developed wireframes and personas for the site. The resultant site is a successful representation of a Pittsburgh-based company doing work globally. In addition to extensive information on capabilities, resources, and projects, liberal use was made of testimonials from highly satisfied clients. A mechanism was also provided for visitors to sign up for a monthly newsletter to help build the database of prospects.