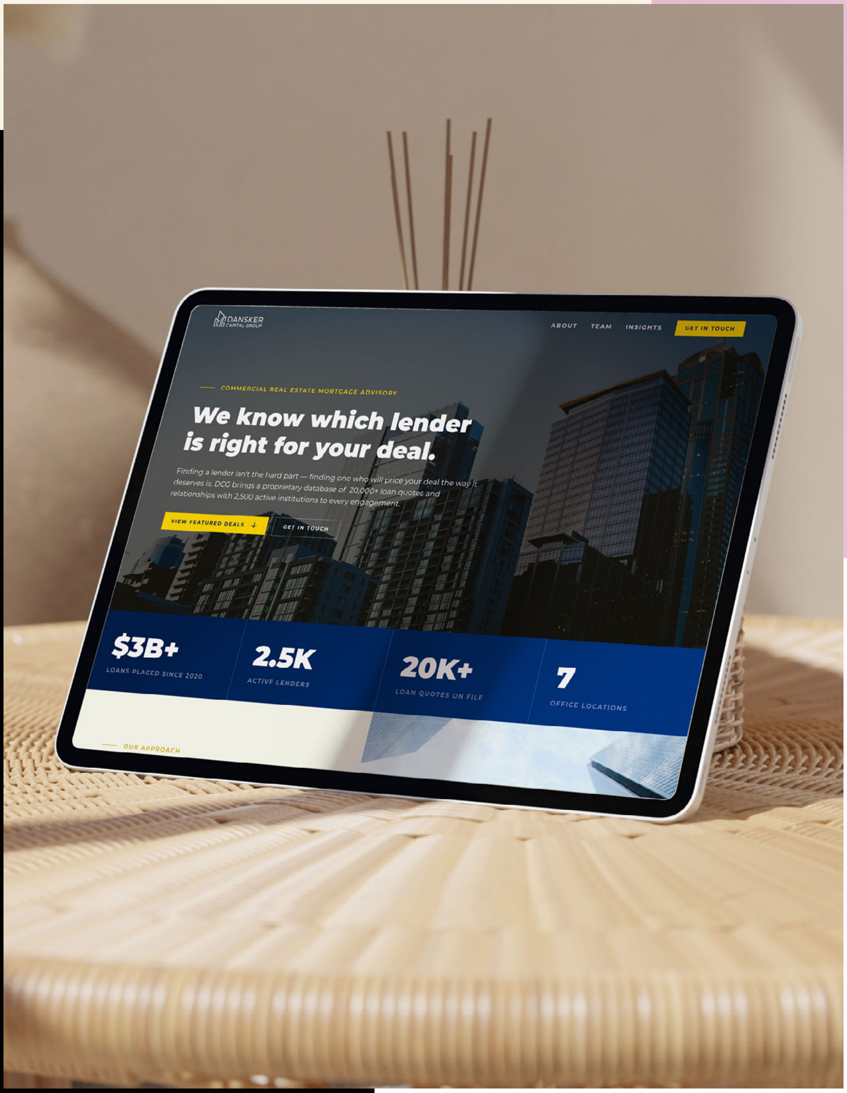
td TESS DEMIR DESIGN

CLIENT CASE STUDY

# Building digital credibility for a capital markets firm

How a full website redesign brought Dansker Capital Group's online presence up to the level of its track record.




**CLIENT**
Dansker Capital Group

**PROJECT TYPE**
Custom Web Design

**SCOPE**
5 Pages: Homepage, About, Team, Insights, Contact. Built in Webflow.

# What's Inside

01 · OVERVIEW

# A business built on trust — and a website working against it

Dansker Capital Group places middle-market commercial real estate debt across seven offices — New York, New Jersey, Connecticut, Massachusetts, South Carolina, Florida, and Israel. Since 2020, the firm has placed over $3 billion in transactions through a network of 2,500 active lenders, backed by more than 20,000 proprietary loan quotes on file. In a business built on trust and access to capital, the firm's website was working against it.

The existing site ran on WordPress and simply hadn't kept pace with the firm. It didn't reflect the caliber of the deals the firm was closing, and it wasn't built in a way that let the team keep it current. Andrew Dansker, the firm's founder and CEO, had recently invested in a refreshed brand identity — a polished annual report designed to bring the firm's visual language up to the level of its track record. The website hadn't caught up.

This case study walks through how that gap got closed: the strategic decisions behind the new site, the process that got it built, and what changed once it launched.

02 · THE PROBLEM

# The site was undercutting the story

Dansker didn't come to this project needing "a redesign." They came needing their website to stop undercutting the story they were telling everywhere else. A few things were working against them:

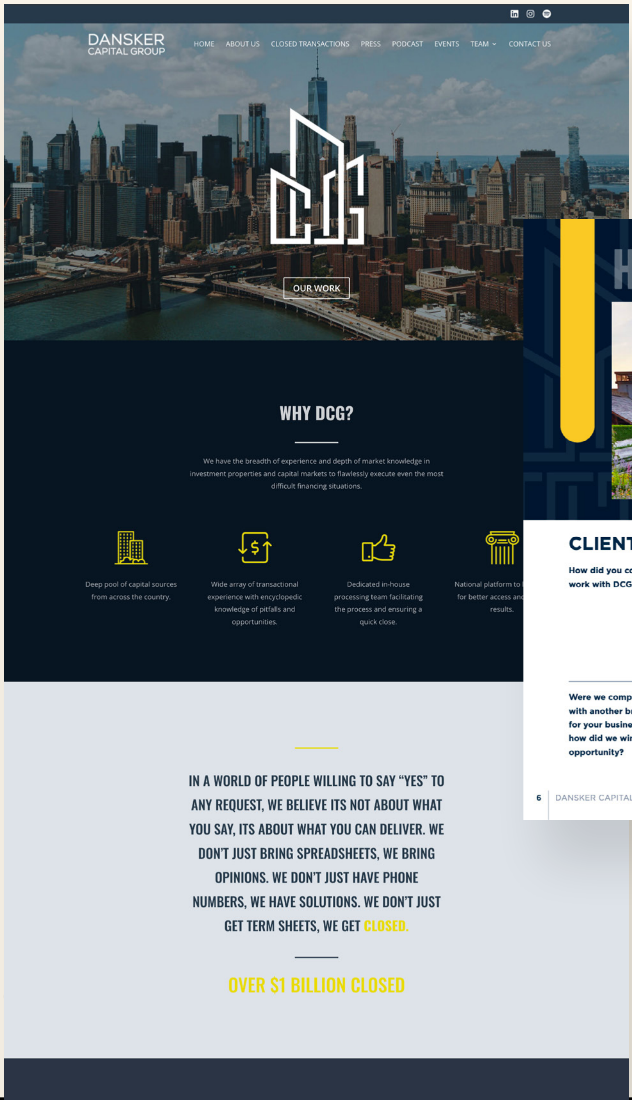
---

**The site was visually behind the brand.** The annual report — designed by a graphic designer the firm had brought in separately — had already modernized Dansker's look on paper. The website was still speaking an older visual language, creating a mismatch between what prospective borrowers and lenders saw in print versus online.

---

**The information architecture was overbuilt.** The original site sprawled across nine pages, with content scattered in ways that diluted the firm's core message instead of sharpening it.

*Website homepage prior to redesign*




*Spread from 2025 Annual Report*

**Editorial content was fragmented.** Press mentions, podcast appearances, and event listings lived in separate, disconnected sections — undercutting the sense of an active, visible firm.

---

**The team page created an unintended perception problem.** A page organized around individual property types risked reading as a signal of which brokers or deal types the firm favored — a subtle but real credibility risk for a brokerage that needs to appear evenhanded across its lending relationships.

---

**The platform itself was limiting.** WordPress meant every future update carried more friction and dependency than a firm this size needed going forward.

> None of this was really a "design" problem in the surface sense. It was a positioning problem, expressed through design.

03 · THE PROCESS

## A recommendation at every step

Dansker wasn't shopping for a vendor to execute a spec. They needed someone to arrive with a point of view about what a credibility-driven brokerage site should actually do — and then build it. That shaped the entire process, starting before a single page was designed.

| PHASE | WHAT HAPPENED |
|---|---|
| **Discovery & kickoff** | Structural decisions made before any visual design started: cut the site from 9 pages to 5, simplified navigation to three primary links, and resolved the property-type/perception issue before it became a design constraint. |

| PHASE | WHAT HAPPENED |
|---|---|
| **Direction review** | Two full creative directions presented for the homepage — a bold, sans-serif-driven register and a more institutional, serif-led register — so Andrew could choose a point of view rather than approve a single default. |
| **Content intake** | Team photos, copy, deal assets, and firm statistics gathered in parallel with design, so content readiness wouldn't stall the build later. |
| **Full-fidelity comps** | All five pages designed at high fidelity — not wireframes — with working interactions (a deal carousel, office-based team tabs, a slide-out bio drawer, filterable insights) built directly into the review process so decisions were made against something real, not abstract. |
| **Webflow build** | Full development, CMS structuring, and cross-browser QA, with every page responsive across desktop, tablet, and mobile breakpoints. |
| **Handoff** | Site transferred to Dansker's own Webflow account, with the team trained to manage day-to-day content — team updates, new deals, new insights posts — without needing a developer. |

THE RULE THAT SHAPED THE COLLABORATION

## Come with a recommendation, not an open question.

At each decision point — typography, information architecture, the deal carousel, the Insights consolidation — Dansker was given a clear point of view to react to, not a blank page to fill in.

# Five decisions that carried the project

1 **Cutting the site from nine pages to five.** A brokerage's website doesn't need to explain everything the firm does — it needs to make the firm's authority immediately legible. Every page that didn't directly build credibility or drive a qualified inquiry got folded into something that did. The result: a homepage, About, Team, a unified Insights hub, and Contact — nothing competing for attention.

2 **Solving the "favored broker" perception problem with a curated carousel.** Organizing deals strictly by property type risked implying the firm leaned toward certain asset classes or lenders — a real concern for a brokerage whose value proposition is neutral access across thousands of active lenders. The fix was structural, not cosmetic: collapse property types and featured deals into a single rotating carousel of curated transactions, each with a short line on the firm's approach rather than a breakdown that could read as a ranking.

3 **Consolidating press, podcasts, and events into one Insights hub — with no dates.** Scattering editorial content across separate sections made an active firm look quiet. Merging everything into a single, filterable Insights page solved that — and deliberately removing timestamps meant the page would never look stale between updates, regardless of how often the client published.

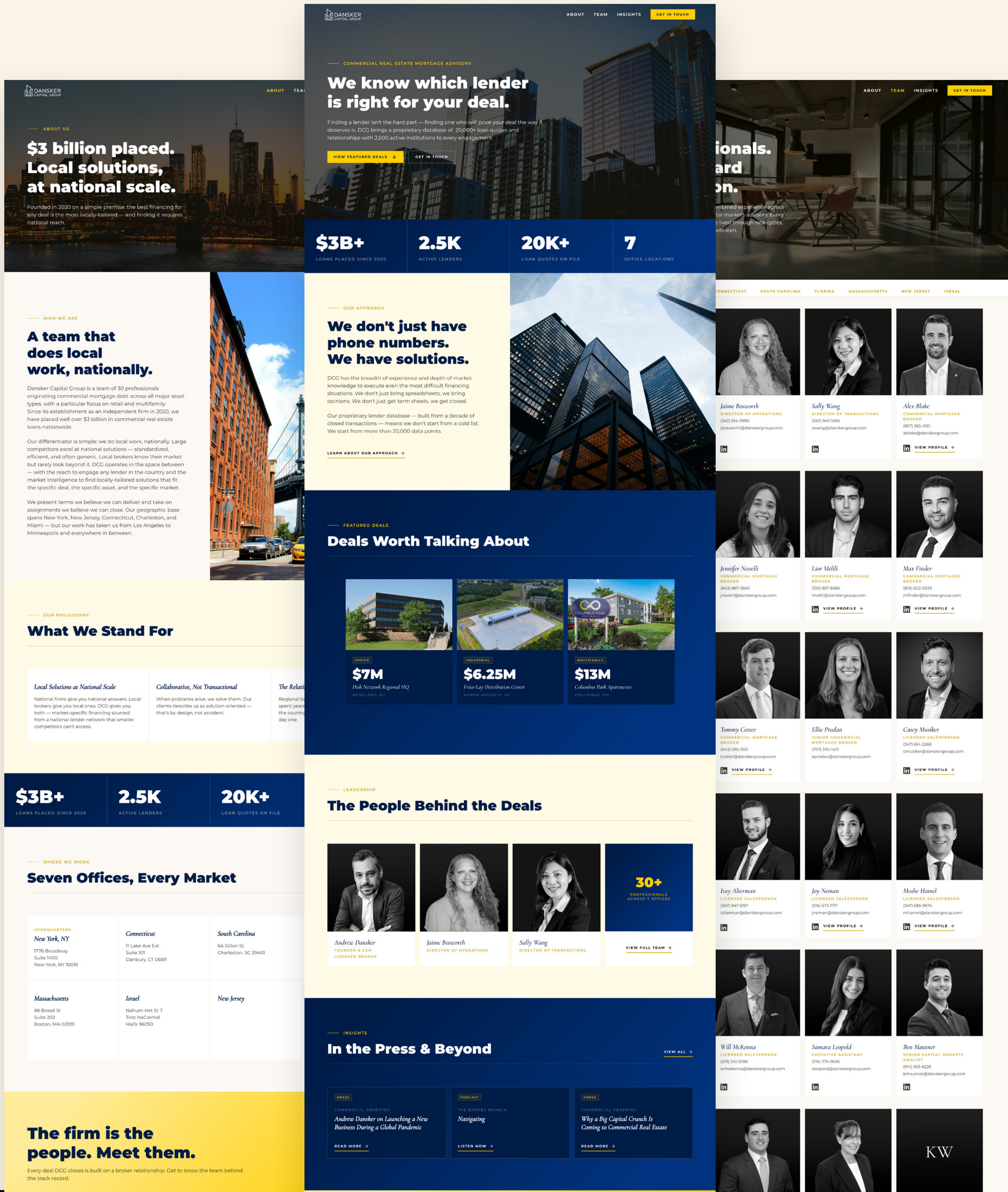
4 **Choosing the brand's free typefaces over a paid alternative.** Montserrat and DM Sans were weighed against a paid font license (roughly $99) for a closer match to the annual report's original typography. The free system-safe alternative was recommended and selected — full visual alignment with the annual report's bold register, without adding a recurring licensing dependency for the client to manage after handoff.

5 **Treating the annual report as creative alignment, not a directive to copy.** Dansker's designer had already done strong work modernizing the brand on paper. Rather than treating that as a constraint to work around, it became a reference point for translating an already-approved visual language onto the web, extending brand consistency across touchpoints instead of introducing a second, competing interpretation of the brand.

05 · THE OUTCOME

# A platform that matches the business

The new site — built and launched on Webflow at danskergroup.com — gives Dansker a platform that matches the caliber of the business it represents.



Five focused pages, each fully responsive, replacing a sprawling nine-page structure.

A unified Insights hub with working filter tabs across press, podcasts, and events — presenting the firm as an active, visible player without looking dated between updates.

A "Team" page with office-based tabs and slide-out bio panels, giving the team a page that feels organized rather than encyclopedic — and structured so new offices can be added without redesigning the page.

A curated deal carousel on the homepage that showcases the firm's track record without implying favoritism across property types or lending relationships.

A straightforward Contact form — name, email, phone, and message — built to route inquiries directly instead of relying on a single footer email link.

Full editorial control handed to the Dansker team through Webflow's CMS, with training built into the handoff so team updates, new deals, and new Insights posts don't require a developer.

A modern platform the firm now owns and controls directly, replacing WordPress and giving the team a foundation built for how the business actually runs.

> The site now does the job the annual report was already doing on paper: making Dansker's scale, discipline, and access to capital immediately legible to anyone evaluating whether to trust the firm with a deal.

06 · REFLECTION

# What made it work

What made this project work wasn't a single clever design choice — it was a willingness to treat structural and perception problems as design problems from the start. The property-type carousel decision is the clearest example: a brokerage's site doesn't just need to look credible, it needs to be structurally fair to the business model underneath it. That's not something you catch by making things look nicer. It's something you catch by understanding what the client's business actually depends on.

The other thing worth naming: arriving with two fully-realized creative directions, rather than one safe default, gave Andrew something real to react to. Clients at this level don't want to be handed a blank canvas — they want a point of view they can sharpen. That instinct — bring a recommendation, not a question — shaped every decision on this project, from typography to information architecture, and it's the same instinct that will shape the next one.

For a firm whose entire business is built on being trusted with other people's capital, the website was never just a website. It was one more place that trust either gets reinforced or quietly eroded. This project closed that gap.

tessdemir.design