ZAFRE MEDIA

Homepage Review
Varlow Capital

What a first-time investor sees on the current site today, and how a new homepage turns your track record into trust.

PREPARED FOR
Sample Client

DATE
November 2026

SCOPE
Homepage + technical check

SUMMARY

Your track record is strong. Your homepage doesn't show it yet.

Varlow Capital owns and manages more than 1,200 multifamily units across the Midwest and Southeast, built in roughly six years. For a private investor, the website is often the first due-diligence step. We reviewed the homepage the way a first-time LP would and found eight issues. Each one is solved in the homepage concept we built for you.

8	3	3	8/8
issues found	high priority	quick technical fixes	solved in the new design

#	ISSUE	PRIORITY	NEW DESIGN
01	The hero doesn't say who you are	HIGH	✓ Solved
02	There is no path for a new investor	HIGH	✓ Solved
03	Featured investments are a list, not proof	MEDIUM	✓ Solved
04	The founders are missing from the homepage	MEDIUM	✓ Solved
05	The contact form gives no reason to fill it in	MEDIUM	✓ Solved
06	The strategy map reads like a slide	LOW	✓ Solved
07	The news grid crowds the page	LOW	✓ Solved
08	Three technical issues (typo, leftover link, wrong canonical domain)	HIGH	✓ Solved

Sample report. The business, people and figures are fictional, and screenshots are blurred.

FINDINGS 01–02

01 The hero doesn't say who you are

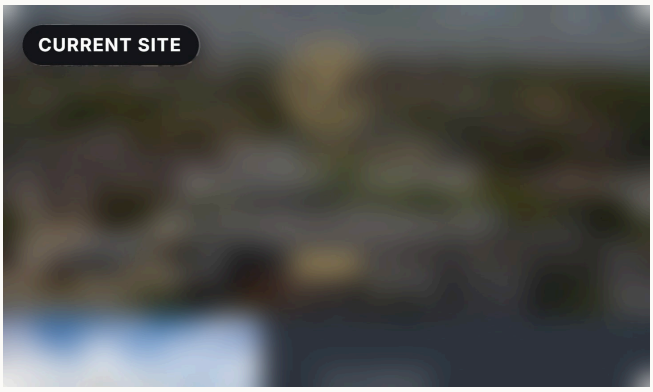
HIGH

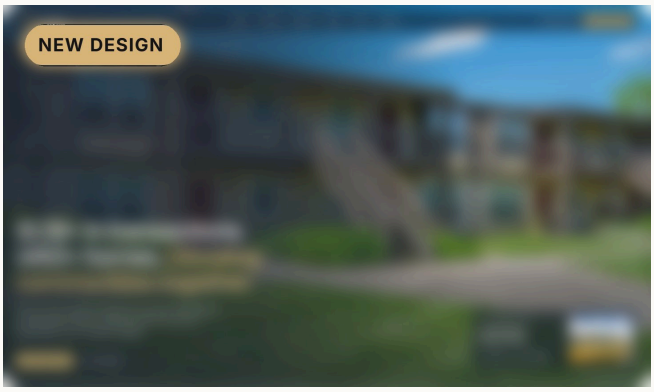
WHAT WE FOUND

The first line a visitor reads is “Your Trusted Real Estate Partner.” Any firm could use it. Your strongest proof — 1,200+ units, $150M+ in assets, two regions — isn't visible above the fold.

WHY IT MATTERS

A first-time LP decides in seconds whether a sponsor is credible enough to keep reading. Without numbers, they have nothing to anchor that decision on.





HOW THE NEW DESIGN SOLVES IT

The new hero leads with your track record in one line, shows three key figures, and gives investors a single clear next step.

02 There is no path for a new investor

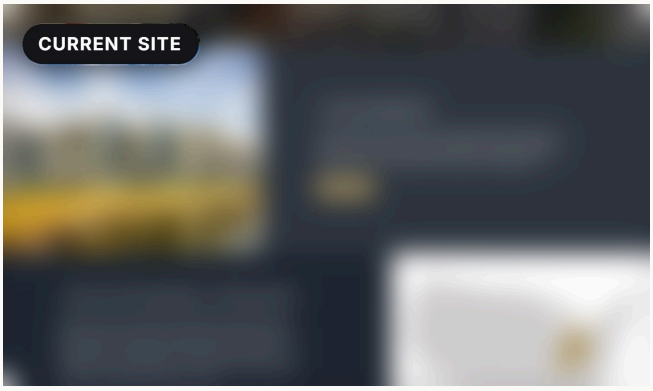
HIGH

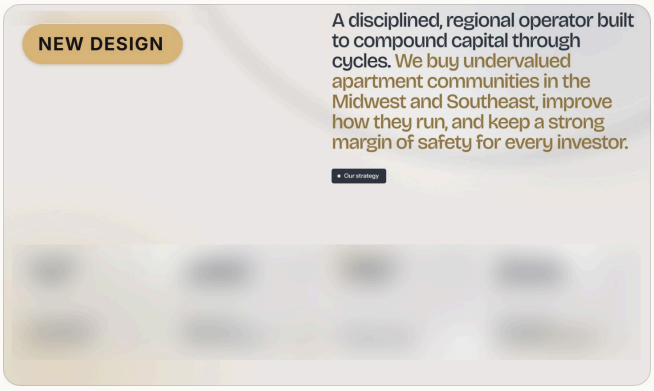
WHAT WE FOUND

A new investor has four questions: Why Varlow Capital? How does it work? What have you delivered? How do I start? The homepage doesn't answer them in order, so visitors have to hunt through the menu.

WHY IT MATTERS

Most visitors won't hunt. The ones who leave are often the investors you most want: busy, qualified and comparing several sponsors.





HOW THE NEW DESIGN SOLVES IT

A four-step investor journey sits directly under the hero, each step linking to the page that answers it in depth.

FINDINGS 03–04

03 Featured investments are a list, not proof

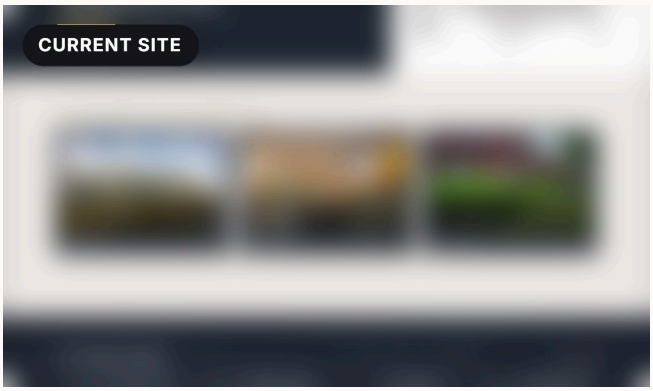
MEDIUM

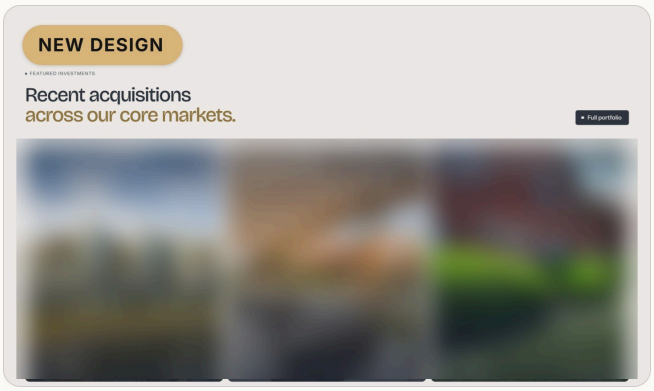
WHAT WE FOUND

Each card shows the property, city, year and unit count. It doesn't show the business plan, what was improved, or what happened next.

WHY IT MATTERS

Results are the most persuasive thing a sponsor can show. Right now the homepage tells investors what you bought, not what you achieved.





HOW THE NEW DESIGN SOLVES IT

Each property becomes a short case study: the starting point, the value-add plan, and the outcome you're comfortable sharing publicly.

04 The founders are missing from the homepage

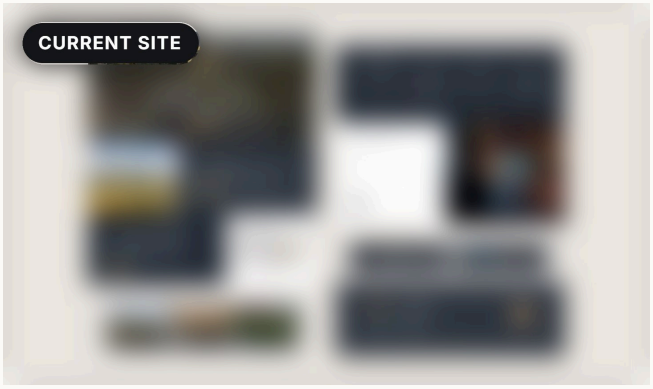
MEDIUM

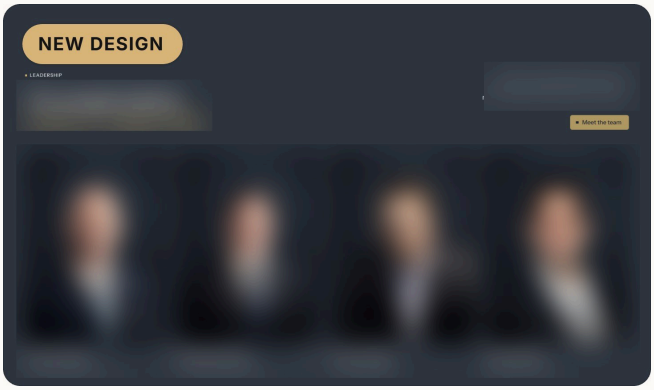
WHAT WE FOUND

Your positioning is built on trust and transparency, yet the two founders don't appear on the homepage.

WHY IT MATTERS

People invest with people. Before wiring $50,000+, an investor wants to see who is responsible for their capital.





HOW THE NEW DESIGN SOLVES IT

A founders section with photos, CCIM credentials and a link to your podcast and press appearances.

FINDINGS 05–06

05 The contact form gives no reason to fill it in

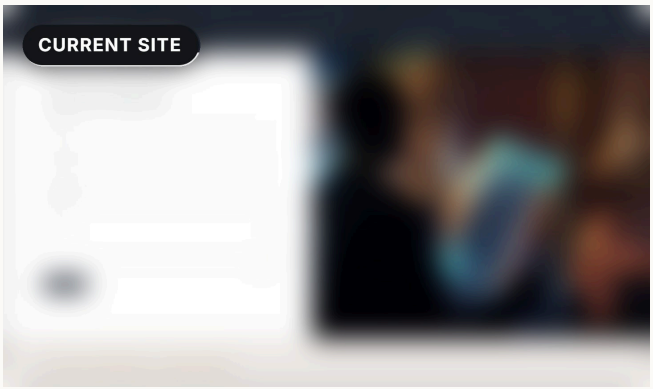
MEDIUM

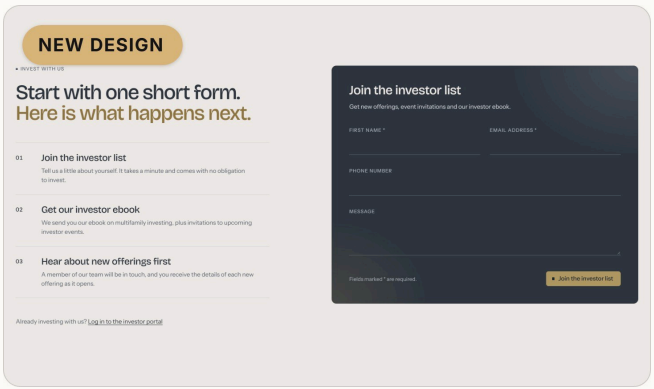
WHAT WE FOUND

The form asks for name, email, phone and a 180-character message next to a dark stock photo, with no word on what happens after you hit Send.

WHY IT MATTERS

Uncertainty lowers conversion. An investor who doesn't know whether they'll get a call, a deck or a sales sequence often doesn't submit at all.





HOW THE NEW DESIGN SOLVES IT

A “Schedule an intro call” block that states what happens next, how quickly you reply and who they'll speak with.

06 The strategy map reads like a slide

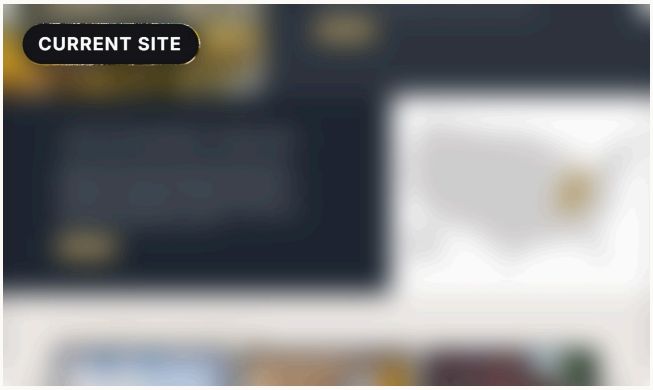
LOW

WHAT WE FOUND

The Investment Strategy section uses a flat U.S. map with highlighted states. It shows where you invest, but not what you own there.

WHY IT MATTERS

Small visual details shape how established a firm feels. A static map undersells a $150M+ portfolio.





HOW THE NEW DESIGN SOLVES IT

Market cards that pair each city with units owned and the reason you chose that market.

FINDINGS 07

07 The news grid crowds the page

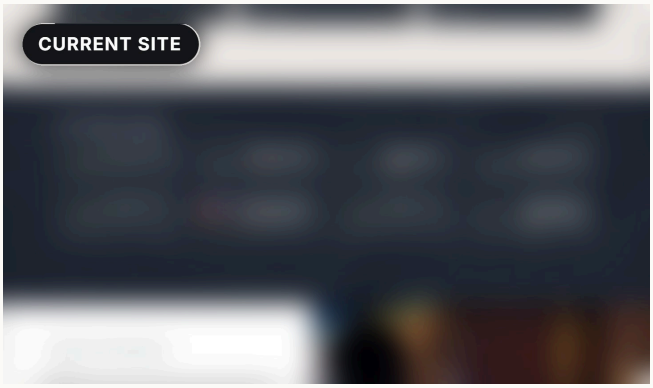
LOW

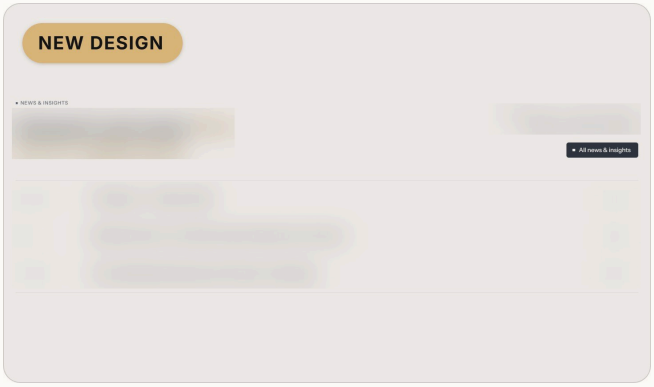
WHAT WE FOUND

Eight press items plus two insights share one homepage grid with small thumbnails.

WHY IT MATTERS

When everything is featured, nothing is. The section adds length without helping an investor decide.





HOW THE NEW DESIGN SOLVES IT

The three most recent pieces with a one-line summary each; the rest live on the News & Insights page.

FINDING 08

Three technical details worth fixing this week

Each is small on its own. Together they signal a site nobody is watching, which is not the message a financial firm wants to send. The third also affects how Google sees your site.

08.1 Typo in the main menu

Found: “Investmet Criteria” appears in the main navigation, the footer and the page URL (/investmet-criteria/).

Fix: Corrected, with a 301 redirect from the old URL so existing links keep working.

08.2 Leftover development link

Found: The footer menu includes an “About-old” link pointing to a legacy page (?page_id=24).

Fix: Removed; the legacy page is redirected to the current About page.

08.3 Canonical tag points to another domain

Found: The homepage's canonical tag is set to a third-party development domain. Google is indexing copies of your pages, including team bios, on that development domain.

Fix: Canonical tags point to your domain, and the duplicate domain is handled so search engines index only your site.

You can fix these with your current developer whether or not you work with us.

NEXT STEP

The homepage concept is ready. The full site can be live in 10 days.

You've already seen the new homepage, built with your real content. If you like the direction, we build out the rest of the site in the same style, for a fixed price.

Every page rebuilt
Homepage, About, Strategy, Portfolio, Track Record, News, Contact

Your content, written for investors
We interview you and write the copy

SEO-safe migration
Redirects, canonical fix, Search Console

Investor-call tracking
See how many intro calls the site books each month

01
15-minute walkthrough of the concept

02
Approve the design (two revision rounds)

03
Full site live in 10 business days

Want the walkthrough?

Reply to the email, or book a time that suits you.

[Booking link]