

The Premium Package Process

Welcome to the Boston Logic Premium Package Experience! We are excited to help you grow your brokerage. The Boston Logic platform scales with your business as it expands and offers many solutions for design, marketing, and sales. Below is the process that will get you up and running as soon as possible!

The Kickoff

Welcome aboard! Within your first five days, we ask that you send us your branding guide, complete our design questionnaire and choose a variety of websites to specify a design direction so we can get started on the brainstorming session. (A variety of Premium Themes can also be found on our website.) After our initial kickoff call, our Design team will prepare three distinct design compilations for a proposed home page.



Your project manager

Your Project Manager will be your liaison throughout the website design and implementation process. He or she will guide your project in its entirety, and work with our team from design conception and application to site launch. Any questions/revisions etc. should be sent to your Project Manager via phone or email, and your Project Manager will evaluate and relay your changes appropriately home page.



The Roadmap

From the material provided at kickoff, the design team will customize three distinct designs based off of the websites or theme you have chosen. Once you have seen each design, please carefully look at each and submit revisions and the team will start working on building out your new home page. These designs are presented on a preview site that indicates where you are presently in the design process. Once a final approved design has been chosen, the design team will build out your site, and Project Management will prepare for launch.



LAUNCH!

Once your site is final approved, your Project Manager will review and advise to ensure that all aspects of your website have been accounted for. Your timely feedback will be critical for launch. At this point, the Project Manager will also put you in touch with your Account Manager, who will review the best CRM set-up for your brokerage, as well as an introduction to our E-mail Marketing component. At this point, you're ready to go!



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Boston Logic provides software, online marketing, and design services to real estate companies looking to be the technology leaders in their marketplace. The company was formed in 2004 in Boston, Mass.

Boston Logic's software enables brokerages to generate and manage leads, generate repeat and referral business, automate marketing and sales funnels, and much more. The company also designs modern, unique and mobile responsive websites for real estate brokerages.