# TOWNE BANK MORTGAGE

*Serving Others. Enriching Lives.*

## Case Study: TowneBank Mortgage.

Family of Websites Redesign. Streamlined Web System for Nine Brands.

## Multi-site Redesign Project

V4 Development proudly created the TowneBank Mortgage website and its associated family of websites (multi-site system), utilizing the CMS platform Kentico.

TowneBank Mortage

Towne First Mortgage

Towne Mortgage

NewTowne Mortgage

HomeSale Mortgage

FitzGerald Financial Group

RW Towne Mortgage

Towne Mortgage of the Carolinas

Coastal Towne Mortgage

## Client and Project

TowneBank Mortgage is your hometown mortgage company. As a division of TowneBank, we uphold the principles and philosophies that have been established by our hometown traditions. TowneBank Mortgage is dedicated to providing the personal experience that you expect from a hometown lender with the most advanced technology available to offer affordable loans, quick processing and exceptional service.

## The Project

V4 Development proudly created the TowneBank Mortgage website and its associated family of websites (multi-site system), utilizing the CMS platform Kentico. The project aimed to revolutionize TowneBank Mortgage's online presence by providing a seamless and user-friendly experience for visitors while incorporating advanced features for enhanced functionality. V4 Development worked closely with the TowneBank Mortgage team throughout the entire development process, fostering a collaborative partnership that ensured the alignment of design and functionality with the client's vision.
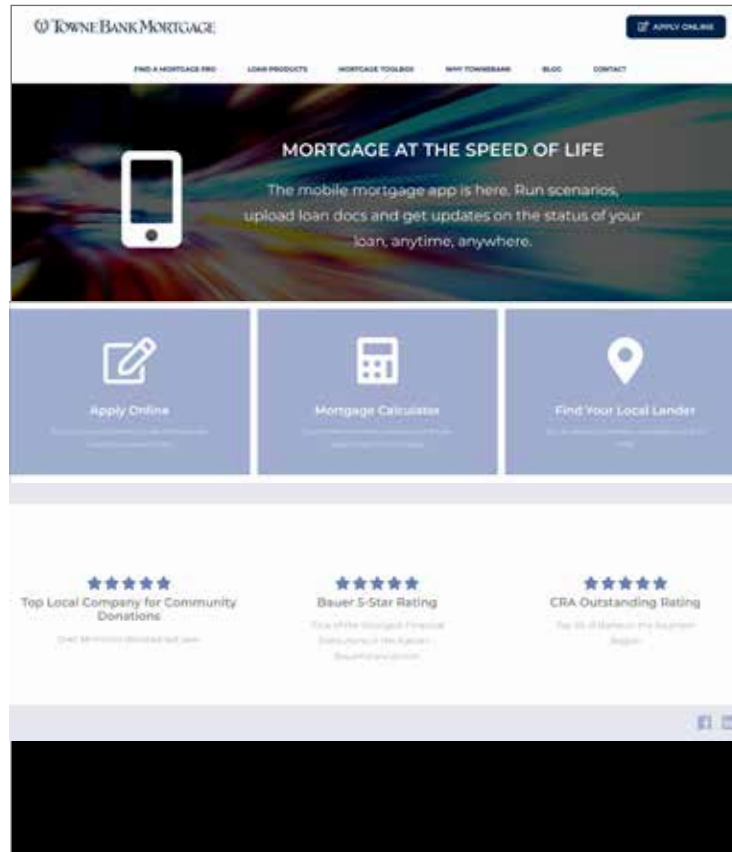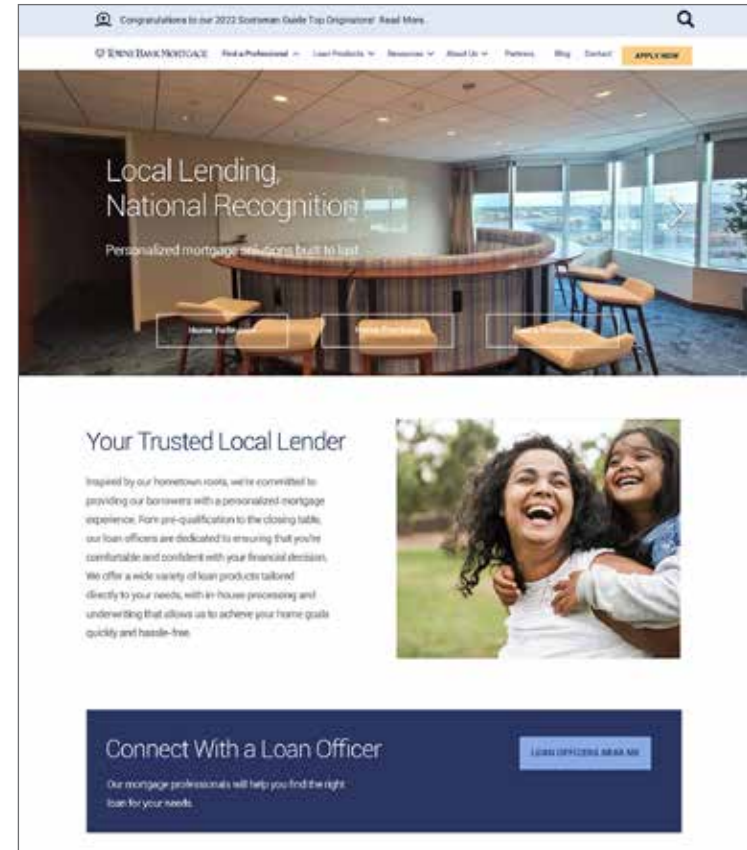
## The Technology

**Kentico**

Kentico CMS is a versatile content management system that provides a comprehensive platform for building websites, intranets, online communities, and e-commerce solutions. Known for its flexibility and scalability, Kentico CMS caters to businesses of all sizes, offering robust tools for content creation, marketing automation, and customer engagement.

**TowneBank Mortgage**


Before


After

## The Process

In the design phase, V4 Development engaged in extensive consultations with TowneBank Mortgage, understanding their unique brand identity and user expectations. The resulting website showcases a modern and visually appealing interface, reflecting the professionalism and reliability synonymous with TowneBank Mortgage. Leveraging Kentico CMS's powerful tools, V4 Development implemented a flexible and scalable content management system that empowers TowneBank Mortgage to easily update and manage website content. The family of websites created by V4 Development seamlessly integrates various components, such as mortgage calculators, document upload functionalities, and informative resources, providing a comprehensive online hub for TowneBank Mortgage's clients and prospects.

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## Companies that use Kentico

Mazda, Segway ,John Hopkins Medicine, Sony, Ford Motor Company

**TOWNE BANK MORTGAGE**

## The Results

V4 Development created a feature-rich redesign for Towne Bank Mortgage and their family of websites, enhancing user engagement and functionality

**Interactive Hero:** The interactive hero feature grabs users' attention with dynamic visuals and engaging content, making the Towne Bank Mortgage homepage more captivating and user-friendly.

**New CTA:** The new call-to-action buttons are strategically placed and designed to guide visitors seamlessly towards taking desired actions, such as applying for a mortgage or contacting an agent.

**Custom Calculators:** Custom calculators provide visitors with personalized financial insights, allowing them to make informed decisions about their mortgage options directly on the Towne Bank Mortgage website.

**Customizable Modules:** The customizable modules offer flexibility in content presentation, enabling Towne Bank Mortgage to easily update and tailor information to meet the diverse needs of their clients.

**Award Displays:** Prominently featuring award displays builds trust and credibility, showcasing Towne Bank Mortgage's industry recognition and commitment to excellence.

**Secure Lead Forms:** Secure lead forms ensure that users can safely and confidently submit their personal information, enhancing trust and increasing the likelihood of conversion on the Towne Bank Mortgage website.

## Client Testimonial

"Working with V4 Development has been an absolute game-changer for TowneBank Mortgage! When we embarked on the journey to revamp our nine mortgage websites back in 2020, we knew we needed a team of web developers who could turn our vision into reality. If you're looking for a web development team that's not only brilliant but also a blast to work with, look no further than V4. Trust me, CEOs, you'll thank me later!" Taylor Malbon // EVP - Director of Mortgage Marketing // TowneBank Mortgage