

JSL MARKETING & WEB DESIGN

CASE STUDY

WEBSITE DESIGN

MARQUIS

— GROUP —

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— GROUP —

Project Background

Based in the greater DFW area, Marquis Group specializes in full-service commercial real estate, including investments, property management, and development.

Unlike quite a few of our other web design projects, Marquis Group approached us in need of a brand new website to highlight their company, services, and projects - not a redesign. We were excited about the opportunity to work on a website completely from scratch, and also to help Marquis Group really showcase their brand.

Project Goals

We really wanted to create a website that was modern, clean, and easy to navigate for potential visitors and clients. Additionally, we wanted to include imagery that highlighted the DFW area, as this is a major market for Marquis Group.

Establishes them as an industry expert and also clearly explains what they do.

Clear call to action button directing visitors to learn more about the company.



Clear and concise main navigation to help visitors find what they are looking for.

An image that showcases the Dallas skyline, a major market for Marquis Group.

Process & Insight

The entire site was designed to be clean and modern, with the added ability to showcase quite a few images on each of the pages. The main pages we focused on within the design were the home page, about page, services page, and projects page. All of the pages are unique, but follow a cohesive layout and design that really helps to tie the site together.

We broke up the text into smaller sections and utilized images from Marquis Group to create an easy-to-read page.

WE SPECIALIZE IN THE FOLLOWING AREAS

INVESTMENTS
Through our relationships with the leading developers, financial institutions, investors, principals, developers, and contractors, we can find the investment vehicles in the changing marketplace.

PROPERTY MANAGEMENT
Our in-house property management team negotiates the best rates with the leading property owners and provides the best possible financial return to our clients.

DEVELOPMENT
The development team at Marquis Group is the best and most experienced in the industry, providing the best possible construction and design services to our clients.

[LEARN MORE ABOUT MARQUIS GROUP](#)

THE MARQUIS GROUP
Founded by Douglas Hinkle in 1992, The Marquis Group has grown to a full-service, multi-state operating company that manages over 3,000 units across Texas, Oklahoma, and Florida. The Marquis Group has been an industry leader in Development, Property Management, and Investment services. Our in-house property management team has helped grow the portfolio. The Multi-Family Housing portfolio consists of Student, Conventional, and HUD (Project-based Section 8 with Housing Assistance Payment Contracts) rental housing.

[LEARN MORE](#)



INVESTMENTS
Marquis provides expertise in both the residential and commercial markets in Texas, Oklahoma, Colorado, and Florida and benefit from local growth trends. The goal is to combine expertise with traditional real estate to take advantage of our ability to identify and qualify these investment opportunities. We are open to JV and other partnership opportunities to achieve higher returns. We also participate in a broad range of investments including real estate, natural resources and business ventures.



PROPERTY MANAGEMENT
Our experienced property management team works directly with owners, landlords, and tenants to optimize asset performance. This hands-on approach allows us to quickly respond to property needs and make value-added improvements for our portfolio. We are also open to management opportunities as a third party in the multi-family and commercial space. We will use our 20+ years of experience to make sure all of our clients to outperform the market for our clients.



This page highlights some of their recent projects, and includes plenty of room for images and text. Each image also includes a Lightbox feature so they can be viewed in greater detail.

THE SHELBY
The Shelby Residences is a 60-unit Condominium project located on 6th Street adjacent to Southern Methodist University. Prior to the Marquis Group's acquisition of the property, the Shelby was being operated as an apartment rental complex with average rents of \$1,000. The Marquis Group took advantage of the property's prime location, unit layouts, and adaptable common areas to convert the project into luxury "for sale" condominiums. By taking advantage of the sale or supply of affordable luxury condos in the market, the Shelby performed better than expectations and provided a great ownership opportunity for buyers.



Utilizing the same image and text block design, we were able to clearly highlight the different services offered.

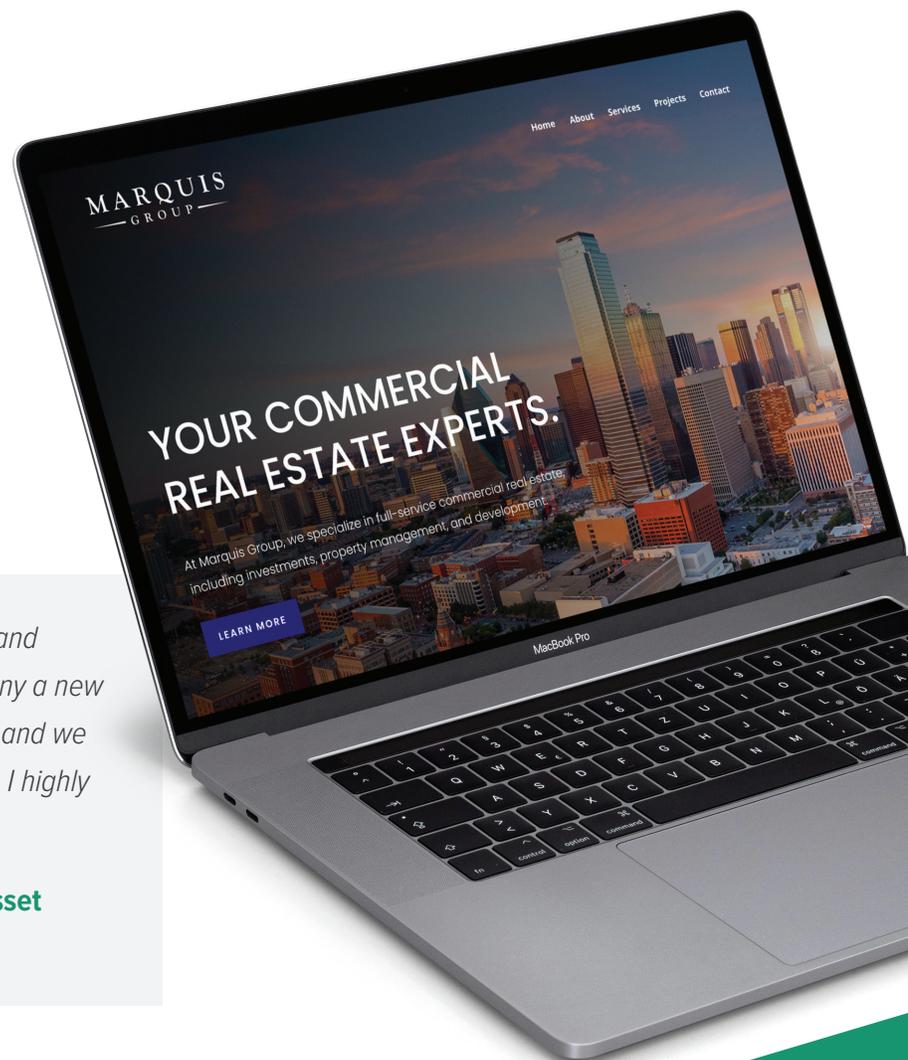
The Results

Marquis Group was very happy with their website! We were able to effectively showcase the company's recent projects, services, and more, all while keeping things simple and concise. So far visitors have been enjoying the website, and we look forward to watching Marquis Group grow and expand into the future.

We really like how this website came together. All of the pages are cohesive, clean, and modern, and we were able to utilize a lot of great images throughout the site. Everything flows together well and is easy to navigate - something that was very important to Marquis Group from the start.

“Working with JSL was a breeze. James and Sarah did a great job creating our company a new website. It was a quick and easy process and we couldn't be happier with our end product. I highly recommend JSL.”

- CARTER H., VP of Acquisitions and Asset Management at The Marquis Group





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Want to learn more about JSL Marketing & Web Design?
Ready to get started on your next website design project?
We'd love to hear from you! Get in touch with
us today using the information below:

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