

CASE STUDY

Prestige Estates Luxury Real Estate Platform

Designing a digital experience worthy of the properties it represents: a premium web platform built for discerning buyers.

CLIENT

Prestige Estates

INDUSTRY

Luxury Real Estate

SERVICES

UX Strategy, UI Design, Web Design

A digital front door for a premium brokerage

Prestige Estates represents some of the most significant residential properties in the country. Our brief was to design a website that felt as considered and discreet as the properties themselves, while making the path from first visit to booked consultation effortless.

SCOPE

7 core page types

Home, Properties, Property Detail, About, Agents, Journal, Gallery and Contact

OUR ROLE

Research through UI

Persona, sitemap, user flows, wireframes, and full visual design system

TARGET USER

High-net-worth buyers

Discerning, time-poor, expect concierge-level digital service

PLATFORM

Responsive web

Designed desktop-first, optimised for on-the-go mobile browsing

THE BRIEF

A brokerage this good deserved a website that did not undersell it

Prestige Estates came to us with a strong reputation built over 20 years, 5,000+ properties sold, and a roster of 150+ agents, but no website that reflected that stature. Buyers researching seven and eight figure properties were meeting a brand experience that felt generic and forgettable.

01

Trust had to be earned instantly

High-value buyers decide within seconds whether a brokerage feels credible; the old site gave them no reason to stay.

02

Property discovery was clunky

Filtering, browsing, and comparing listings needed to feel as smooth as working with a personal agent.

03

The brand voice was inconsistent

Content, agents, and properties lived in silos with no shared visual language tying the experience together.

04

No clear path to conversion

Visitors had no obvious next step: booking a consultation or reaching an agent took too much effort.

Four phases, one continuous thread of trust

We treated this like any high-consideration purchase journey: build credibility early, keep the experience calm and curated, and make the next step obvious at every turn.

01

Discover

Stakeholder interviews and a competitor audit to understand what luxury means to this audience.

02

Define

Persona, sitemap, and user flows mapped against every stage of the buying journey.

03

Design

Low-fidelity wireframes validated structure and hierarchy before any visual design began.

04

Deliver

A full visual system spanning typography, colour, and components, applied across every page.

Designing around a buyer who has seen every website that calls itself luxury

AK

Alexandra Kimura
THE DISCERNING BUYER

AGE

44

ROLE

Managing
Partner

LOCATION

New York

DEVICE

Mobile, then
desktop

BUDGET

\$4M to \$10M

TRAVEL

Frequent

GOALS

- Find architecturally significant homes that match her standards
- Work with an agent she can trust with a discreet transaction
- Move efficiently; she has little patience for friction

FRUSTRATIONS

- Real estate sites that feel like listings dumps, not curated experiences
- Hard to gauge an agent's credibility before reaching out
- Unclear next step after finding a property she likes

NEEDS FROM THE SITE

- Immediate visual proof of quality and taste
- Fast, precise property search and filtering
- A frictionless way to book time with the right agent

A sitemap built around how buyers actually browse

Home

Properties

Property Detail

About

Leadership Team

Agents

Agent Profile

Journal

Article Detail

Gallery

Photo Grid

Contact

Office Locations

BOOK CONSULTATION

SAVED HOMES

NEWSLETTER SIGNUP

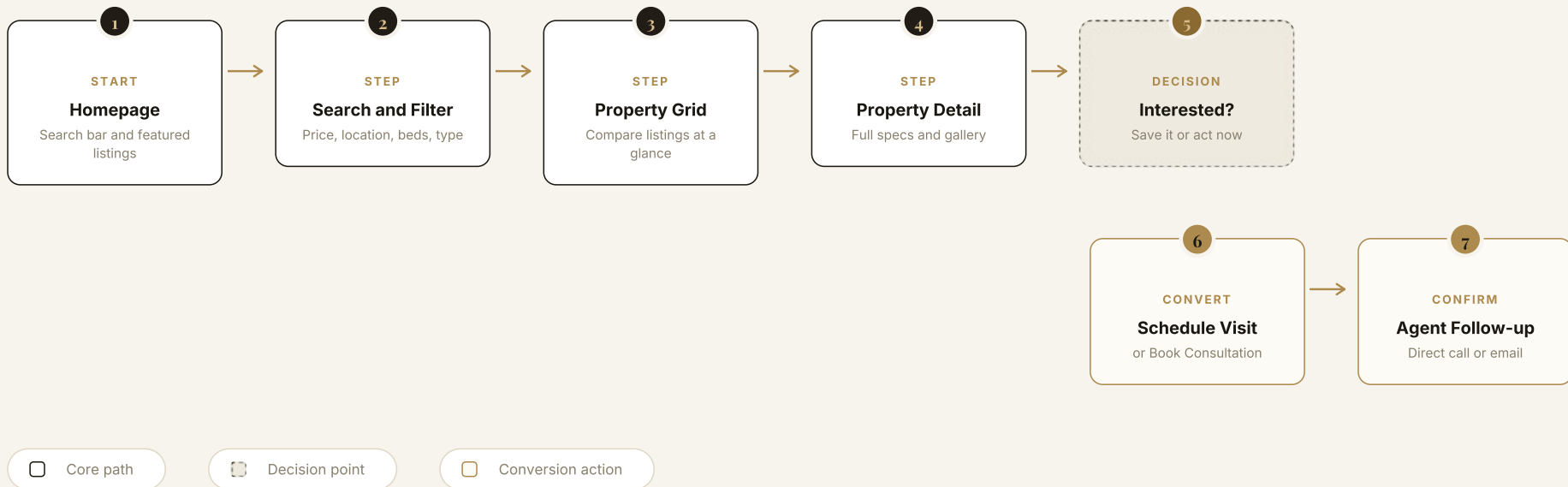
PERSISTENT UTILITY ACTIONS, AVAILABLE FROM EVERY PAGE

Following Alexandra from first click to booked consultation

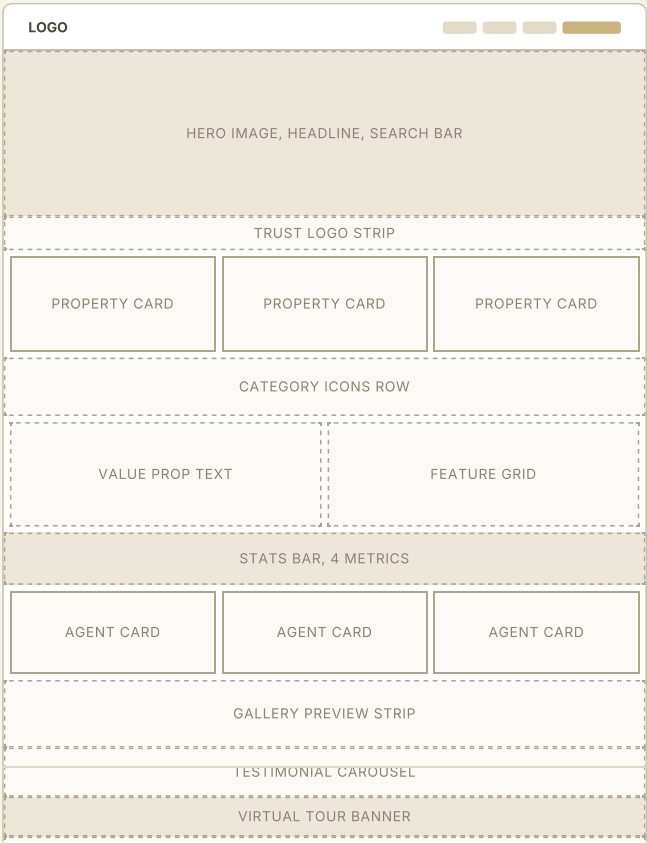
STAGE	GOAL	ACTIONS	TOUCHPOINTS	DESIGN RESPONSE
Awareness	Judge credibility in seconds	Lands on homepage from referral or search	Hero imagery, trust logo bar, featured listings	Confident full-bleed photography with instant search up front
Discovery	Find properties matching her criteria	Filters by price, beds, and property type	Properties grid, filter bar, listing cards	Clean card grid with clear status tags
Consideration	Validate the brokerage and find the right agent	Reads About page, browses agent profiles	Stats bar, agent cards, specialties and reviews	Editorial storytelling paired with hard credibility metrics
Decision	Take the next step with confidence	Books a consultation or messages an agent	Contact form, multi-office details	Short form with office-specific details and warm copy
Retention	Stay engaged for the long search	Subscribes to the Journal, saves listings	Newsletter, saved homes, blog content	Regular editorial cadence and a save-for-later flow

The primary path to conversion

Mapped before any visual design began, so the shortest path to a booked consultation was never more than a few clicks away.



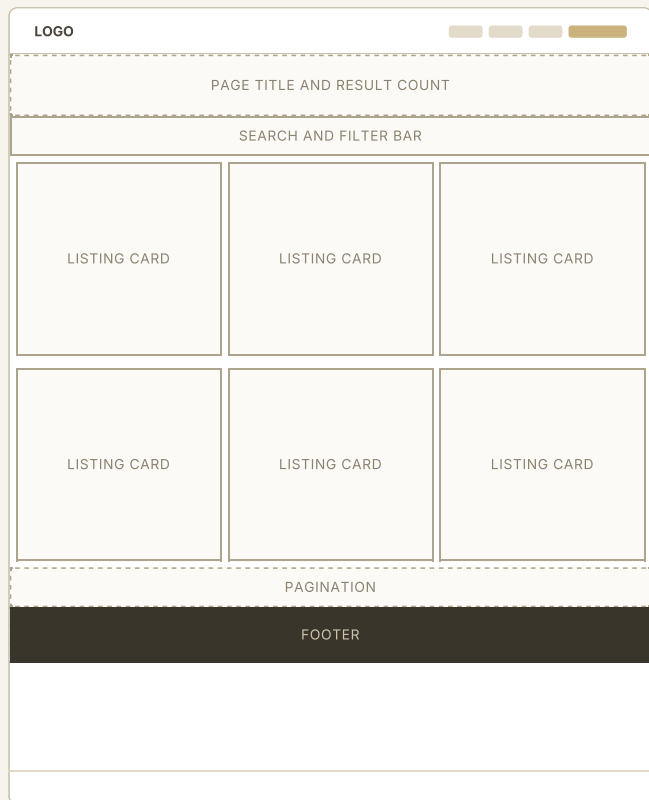
Homepage: structure before style



STRUCTURAL NOTES

- Hero and search combine into one action, removing the first click a buyer would otherwise need
- Featured listings are limited to three cards so the first scroll stays focused, not overwhelming
- Trust and stats bands are placed to interrupt long scrolling with credibility, not just imagery
- The same card pattern used here is reused for agents, gallery, and journal previews below
- Newsletter capture sits directly above the footer, catching visitors who scroll to the end

Properties: structure before style



STRUCTURAL NOTES

- Search and filter bar is pinned directly under the page title so refining results never requires scrolling back up
- A uniform three-column card grid supports fast visual scanning across a large inventory of listings
- Each listing card shares the exact anatomy used for featured properties on the homepage
- Pagination rather than infinite scroll keeps load times fast and lets buyers bookmark a page of results

Agents: structure before style



STRUCTURAL NOTES

- A full-width banner reinforces scale (150+ agents) before browsing begins
- A three-column grid keeps each agent photo large enough to feel personal, not like a directory
- Rating, review count, and specialty tags sit directly under the name for quick credibility scanning
- A dual call, email CTA on every card removes friction from reaching out to a specific agent

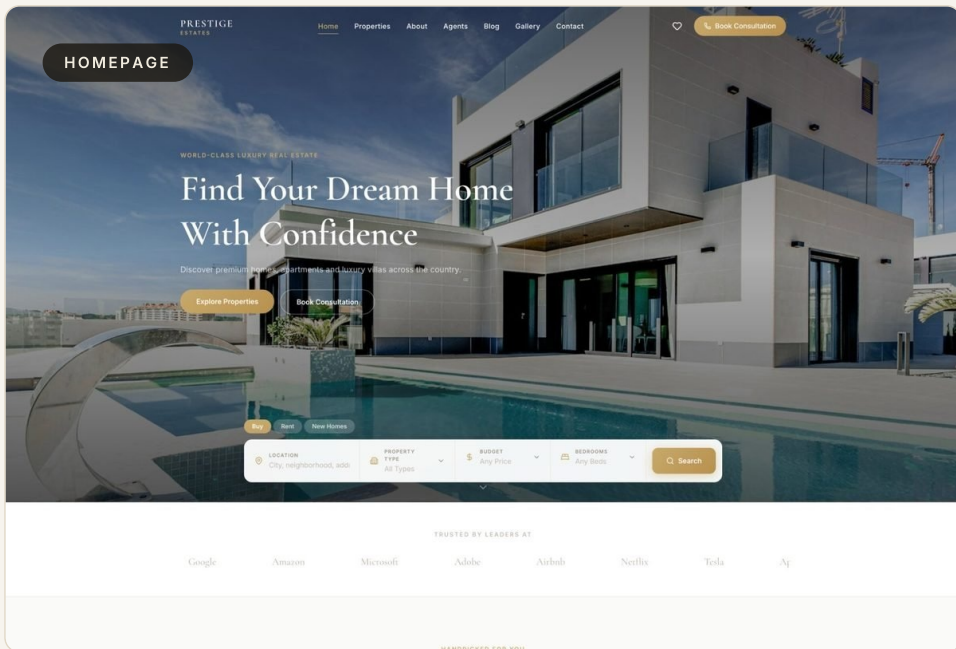
Contact: structure before style

The wireframe illustrates a contact page layout. At the top, a header bar contains a 'LOGO' on the left and four colored squares (light beige, light beige, light beige, and gold) on the right. Below the header is a dashed box labeled 'PAGE TITLE AND SUPPORTING TEXT'. The main content area is divided into two columns. The left column contains a 'CONTACT FORM' with subtext 'name, email, phone interest, budget message, submit'. The right column contains a 'DIRECT CONTACT CARD' with subtext 'phone, email, hours'. Below these columns is a row of three dashed boxes labeled 'NEW YORK OFFICE', 'LOS ANGELES OFFICE', and 'MIAMI OFFICE'. This is followed by a dashed box labeled 'MAP AND LOCATION BANNER'. At the bottom is a solid black bar labeled 'FOOTER'.

STRUCTURAL NOTES

- Form and direct contact details sit side by side rather than stacked, so both are visible without scrolling
- Three office cards make the brand's national footprint tangible rather than abstract
- A map banner grounds the brand in real, physical locations, reinforcing legitimacy
- Short, clearly labelled form fields reduce abandonment at the final step of the journey

The homepage: first impression, fully earned



Full-bleed hero with integrated search

Real property photography carries the emotional weight, with the search bar surfaced immediately so buyers can start filtering within seconds.

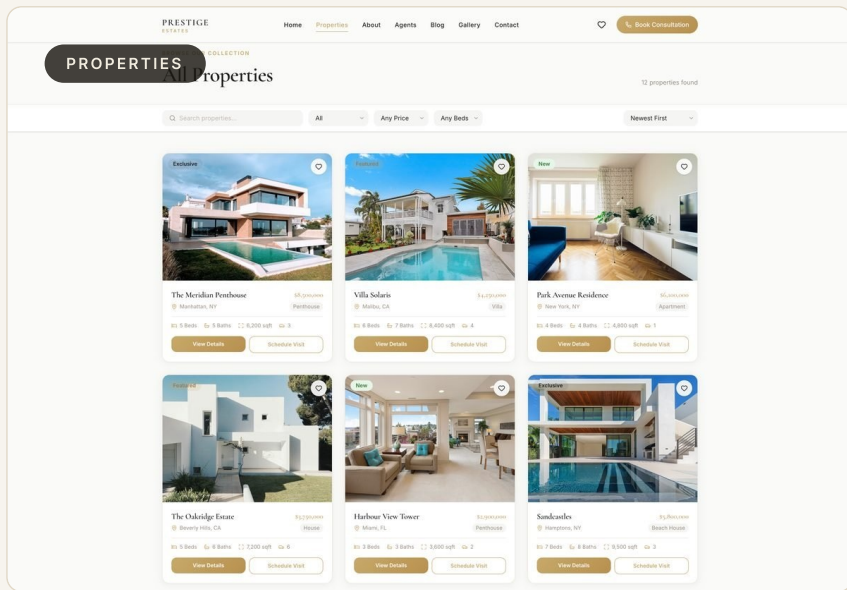
Featured listings, curated not exhaustive

Three hand-picked properties below the fold keep the first scroll focused rather than overwhelming.

Trust built in layers

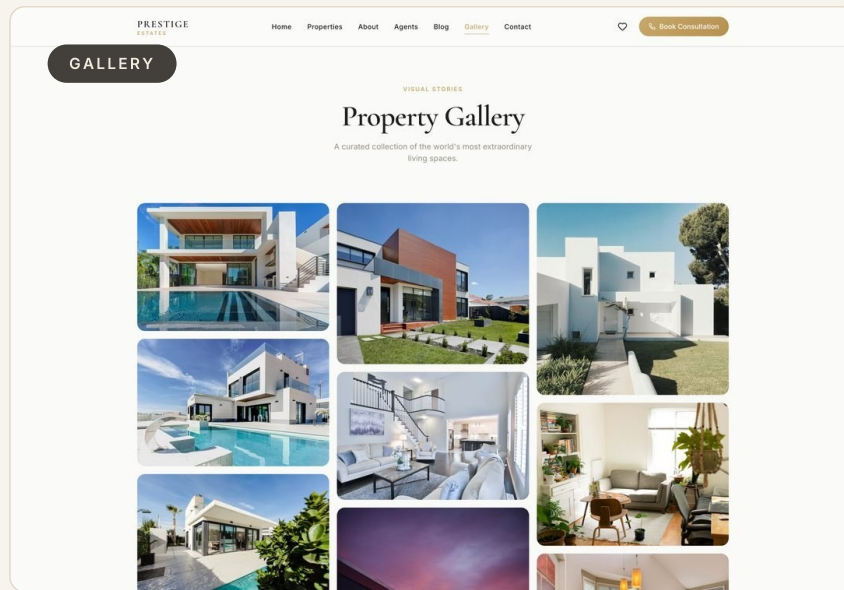
Press logos, a stats bar, and client testimonials appear before a visitor ever has to ask whether the firm can be trusted.

Discovery: browsing that feels curated, not endless



Properties listing grid

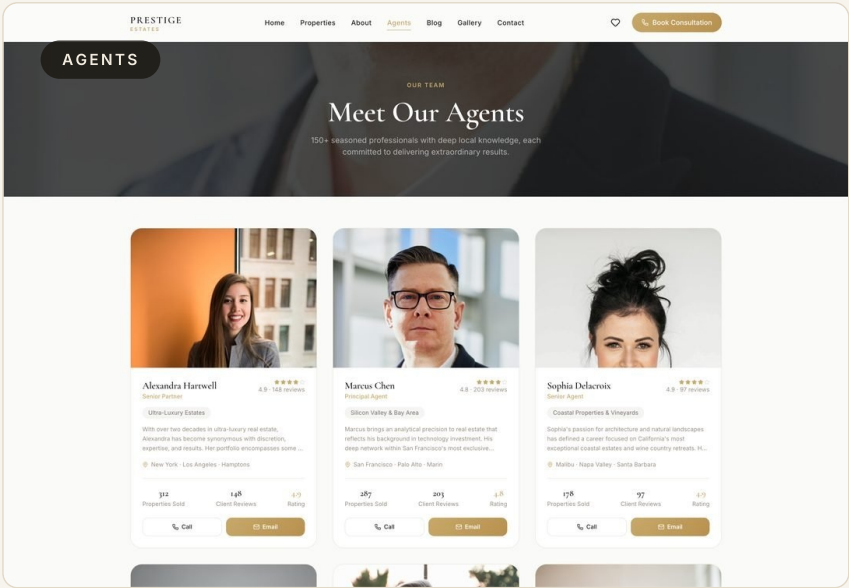
A consistent card system (photo, status tag, price, key specs, dual CTA) makes scanning and comparing effortless across dozens of listings.



Gallery visual storytelling

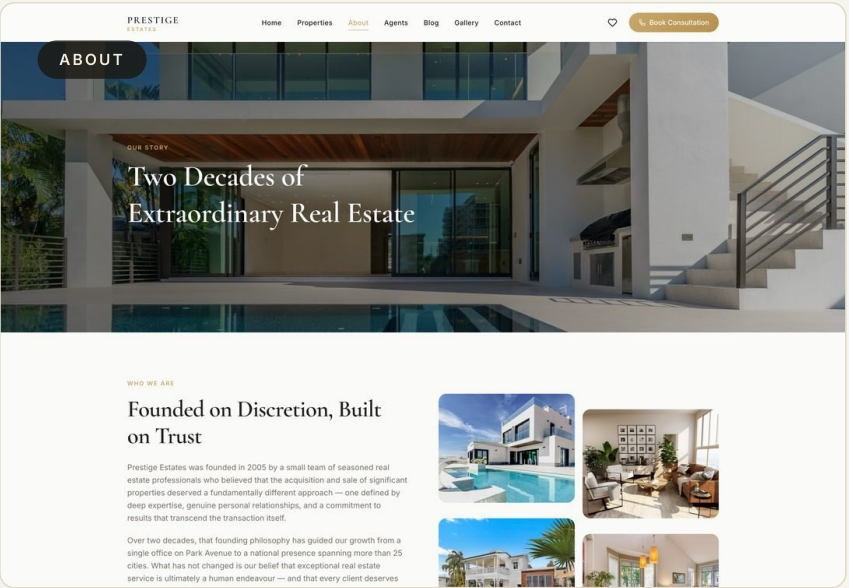
A masonry layout lets photography breathe, giving buyers an aspirational way to browse beyond structured listings.

Credibility: people and track record, front and centre



Agents: the human layer of trust

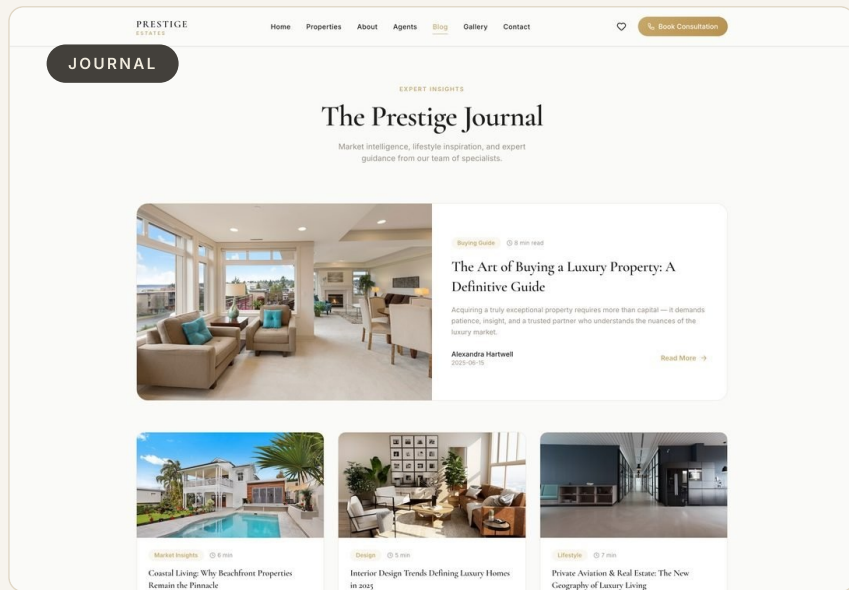
Each profile pairs a real photo with ratings, specialties, and sold-property counts, so buyers can choose an agent with confidence.



About: the brand's story, told with restraint

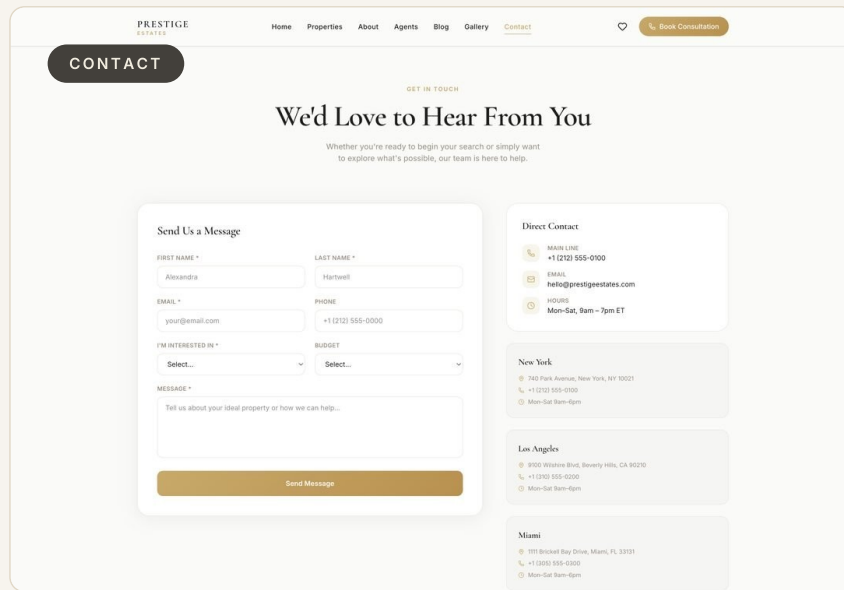
Two decades of history distilled into a confident narrative, backed by hard numbers rather than adjectives.

Staying close, then closing the loop



The Journal: editorial, not promotional

Market insight and lifestyle content keep buyers engaged across a long purchase cycle, giving the brand a reason to be revisited.



Contact: the shortest path to a human

A short, well-labelled form sits beside direct office details, so acting on intent never feels like paperwork.

The decisions behind the design



Serif and sans typography pairing

A refined display serif for headlines signals heritage and taste. A clean grotesque handles UI and body copy for clarity, pairing heritage with modernity.



Photography-led layouts

Real, high-quality property photography carries the emotional weight of the brand while the interface recedes into the background.



Trust signals layered throughout

Stats, ratings, and credentials appear at every key decision point, not only on an About page, so credibility compounds as visitors move through the site.



A restrained, warm palette

Ivory and charcoal form the base, with a single muted gold accent reserved for calls to action: exclusive without tipping into gaudy.



One card system, everywhere

Properties, agents, and articles all share a consistent card anatomy, so the whole site feels like one designed system, not stitched-together pages.



One CTA, always in reach

Book Consultation persists in the header on every page, keeping the primary conversion action a single click away.

What the redesign was built to achieve

Objectives the design was built around: the levers a considered UX and visual system pull for a brokerage like Prestige Estates.

01

A shorter path from curiosity to consultation

Collapsing discovery into four clear steps (search, browse, review, act) removes the friction that causes high-value buyers to quietly disappear.

02

Credibility that compounds page to page

Layered trust signals across Home, About, and Agents mean the brand's 20-year track record is felt continuously, not read once and forgotten.

03

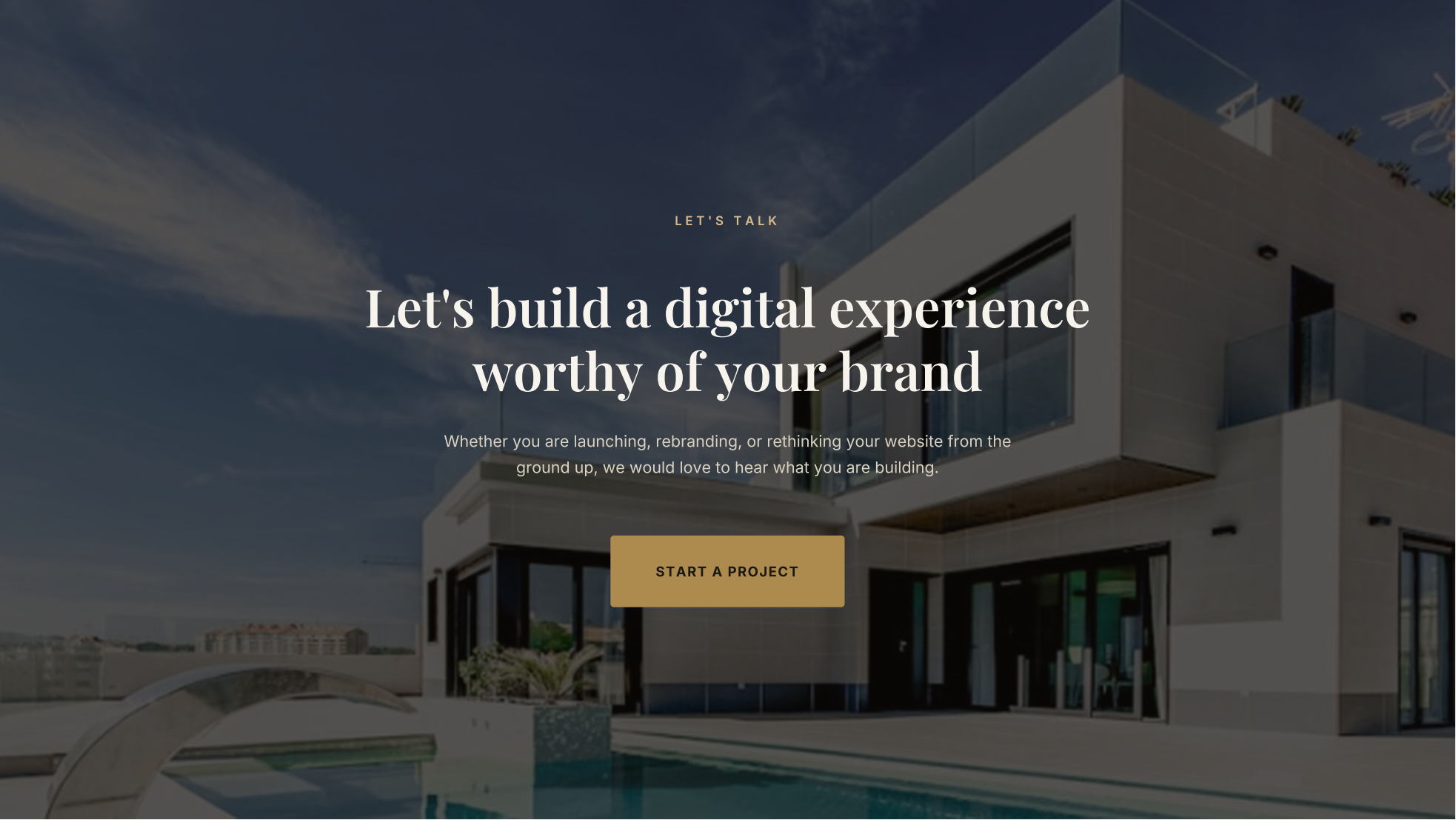
A scalable design system

One shared visual language across 7+ page types means new listings, agents, and articles can be added without breaking the premium feel.

04

A brand experience that matches the price point

The site now reads with the same confidence as the properties it sells, a first impression built to hold up under scrutiny.

A modern, multi-story building with large glass windows and balconies, situated next to a swimming pool. The sky is clear and blue. The building has a contemporary design with white walls and dark window frames. The pool is in the foreground, and there are some plants and a curved architectural element near the pool's edge.

LET'S TALK

Let's build a digital experience worthy of your brand

Whether you are launching, rebranding, or rethinking your website from the ground up, we would love to hear what you are building.

[START A PROJECT](#)