



portfolio document

CAPABILITIES OVERVIEW

BIOGRAPHY

Albert Kahler is a professional web developer with over 9 years of industry experience designing and developing for the web.

With a degree in Computer Art & Design, from Jacksonville University, Al's expertise includes; graphic design, interactive development, application programming, and database architecture.

Al currently leads a team of developers at an award-winning full service Advertising and Interactive Agency in south Florida.

CONTACT

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CASE STUDY / CENTERLINE HOMES

CORPORATE WEBSITE

www.centerlinehomes.com



THE CLIENT

Centerline Homes is one of Florida's premier builders, providing a myriad of home-styles from luxury town-homes to grand custom estates.

THE CHALLENGE

Centerline came to us with the desire to develop an Internet presence that was sorely missing. With their aggressive plans for future real estate development and the overall explosion of the industry during this time, particularly in Florida, it was a no-brainer.

Centerline knew the Internet could help them, but they weren't sure just how. Because of this, Centerline was apprehensive about investing much into this avenue of marketing.

THE EXECUTION

We decided to incorporate a site that would supplement Centerline's existing marketing efforts without breaking their budget. We developed a content-centric website and over time have added detailed community areas featuring each of the models and features.

The next focus was to enhance Centerline's image by building a stronger customer service foundation. To accomplish this, we implemented an online Customer Care Center that allows homeowners to view the progress and status of their home from start to finish.

Most recently, we began an awareness campaign, spreading word of Centerline's latest projects via email newsletters.

THE RESULTS

In the first year, Centerline's ROI skyrocketed as they sold their first home entirely via their website and email communications. This success spawned the Customer Care Center, which has helped comfort new homeowners while reducing the manual labor involved in the Customer Care department by almost 40%.

Centerline's reputation has soared. Several south Florida communities have completely sold-out during the opening day of sales alone. Centerline has since expanded north, entering the Orlando market.

CASE STUDY / INTRAC SYSTEM

INTERNET APPLICATION

intrac.gobfw.com



Zack's Fielder Report

Weekly Fielder report for 1/22/2013 through 1/28/2013

Fielder Summary	HTM Clicks	HTM Clicks	Total Clicks	Conversion
VC - Head	3,796	4	3,800	0%
VC - Body	4,549	0	4,549	0%
VC - Box	3,825	0	3,825	0%
Total	12,170	4	12,174	0%

This report was generated on 01/28/2013 10:08 AM and has been filtered 1 record(s).

% V1 Head

Date	HTM Clicks	HTM Clicks	Total Clicks	Conversion
Sun 1/27/2013	0	0	0	0%
Mon 1/28/2013	3	0	3	0%
Tue 1/29/2013	152	0	152	0%
Wed 1/30/2013	2,899	0	2,902	0%
Thu 1/31/2013	9,022	0	9,022	0%
Fri 2/1/2013	318	0	318	0%
Sat 2/2/2013	37	0	37	0%
Sun 2/3/2013	3	0	3	0%
Mon 2/4/2013	94	0	94	0%
Tue 2/5/2013	0	0	0	0%
Wed 2/6/2013	0	0	0	0%
Thu 2/7/2013	0	0	0	0%
Total	12,170	4	12,174	0%

% V2 Body

Date	HTM Clicks	HTM Clicks	Total Clicks	Conversion
Sun 1/27/2013	0	0	0	0%
Mon 1/28/2013	0	0	0	0%
Tue 1/29/2013	1,82	0	1,82	0%
Wed 1/30/2013	3,081	0	3,081	0%
Thu 1/31/2013	4,666	0	4,666	0%
Fri 2/1/2013	195	0	195	0%
Sat 2/2/2013	5	0	5	0%
Sun 2/3/2013	65	0	65	0%
Mon 2/4/2013	94	0	94	0%
Tue 2/5/2013	0	0	0	0%
Wed 2/6/2013	0	0	0	0%
Thu 2/7/2013	0	0	0	0%
Total	4,549	0	4,549	0%

% V3 Box

Date	HTM Clicks	HTM Clicks	Total Clicks	Conversion
Sun 1/27/2013	0	0	0	0%
Mon 1/28/2013	33	0	33	0%
Tue 1/29/2013	2,049	0	2,049	0%
Wed 1/30/2013	911	0	911	0%
Thu 1/31/2013	3,766	0	3,766	0%
Fri 2/1/2013	139	0	139	0%
Sat 2/2/2013	3	0	3	0%
Sun 2/3/2013	69	0	69	0%
Mon 2/4/2013	10	0	10	0%
Total	3,825	0	3,825	0%

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THE CLIENT

BFW Advertising is a full service, integrated advertising and communications agency located in Boca Raton, Florida.

THE CHALLENGE

Simply put, BFW wanted to eliminate the guesswork of interactive marketing allowing them to make sound decisions on a day-to-day basis.

How many website users are leaving and how many are converting into clients and/or sales? While converting more visitors is probably the most important marketing objective, approximately two-thirds of marketing executives don't know their conversion rates.

Successful marketing decisions are based on cold hard facts.

THE EXECUTION

To gather this factual data, we developed a user tracking system designed to monitor activity and preferences across the Internet environment. Dubbed InTrac™, this web-based application delivers real-time marketing intelligence.

Impressions, clicks, and conversions are all important metrics provided by the InTrac system, but its ability to handle real-time calculations of financial data is perhaps the most impressive feature. Marketing analytics, campaign performance reporting, and cost & acquisition assessment are all integral parts of the InTrac application.

THE RESULTS

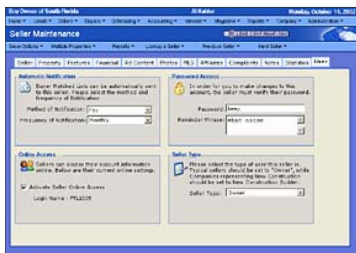
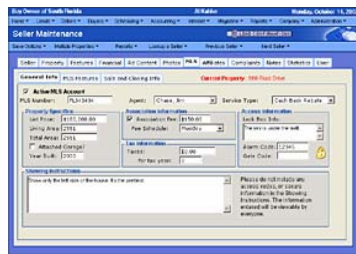
InTrac allows clients to calculate marketing metrics on virtually any type of sales/marketing initiative that incorporates an interactive element; Email Marketing, Interactive Advertising, Website Interface Preferences, and Website Link Traffic & Popularity.

With this information, BFW helps its clients continuously re-evaluate their marketing success and make adjustments where necessary. This has allowed them to improve Cost-Per-Acquisition by almost 300% in many cases.

CASE STUDY / BUY OWNER

INTERNET APPLICATION

Internal Corporate Intranet System



THE CLIENT

Buy Owner is the leading provider of real estate marketing services across the US and represents over 20% of all residential transactions.

THE CHALLENGE

Buy Owner was facing major growing pains as it planned to open 36 new offices across the US. Since their inception in 1984, Buy Owner experimented with different Information Technology models, allowing each office to handle their needs separately making for an ugly mix of legacy systems, data, applications, and business processes.

The solution was to build a unified IT system that would provide an expandable real-time integrated information network.

THE EXECUTION

To achieve this real-time information network, we began by planning a web-based intranet application to serve as the national backbone of daily operations for Buy Owner.

The mainstays of the multi-tiered web application are the Lead & Seller systems. The Lead System facilitates the customer acquisition process and rapid response time, while the Seller System maintains all customer account related information and automated property matching.

The application also includes administrative controls, providing Buy Owner with a way to manage almost every aspect of the system.

THE RESULTS

In the end, Buy Owner was empowered with a scalable web-based application that improves many aspects of their business operations.

Automated functions, enhanced application usability, and more powerful tools help to increase employee productivity, plus faster lead processing and customer response rates improve customer acquisition numbers.

Most importantly, Buy Owner now has the stable IT system architecture needed to handle their aggressive business plans well into the future.

