

Kentico Case Study

Pathfinder Mortgage Corporation

www.PathfinderCorp.net

Industry:

Commercial Real Estate

Partner:

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Goals

To start with, Pathfinder Mortgage Corporation, a specialist in commercial real estate finance, needed to have a presence on the web. They had a basic desire to direct prospects and customers to a website that would educate the reader on Pathfinder Mortgage and provide contact information.

But Pathfinder also had more ambitious goals. They wanted to give their employees the ability to access a library of company documents and communicate real time market intelligence internally. The solution had to be simple to use and easily accessed from anywhere with an internet connection.

Challenges

The first challenge was to determine how to differentiate Pathfinder's website from their competitors. Pathfinder noticed that virtually all of their competition had websites that acted as elaborate business cards, describing their services and how to contact them. Pathfinder needed to get into the mind of their potential customers and understand how search engines would best find them.

The second challenge was designing a secure access employee portal feature enabling staff to access a common company library regardless of an individual's geographic location. The document library had to support different document types, links and eventually training videos.

The final challenge was how to provide Pathfinder employees with a community message board for sharing of real time market intelligence.

The screenshot shows the Pathfinder Mortgage Corporation website. At the top, there is a logo with a knight and the tagline "Trusted Guidance. Reliable Results." Navigation links include "News Blog", "Contact Us", and "Portal". A menu bar highlights "Markets Served", "Regional Experts", and "Capital Sources". The main content area is titled "Contact Us" and lists four office locations: Los Angeles, San Diego, Orange County, and San Francisco. Each location includes a "Map It" link and contact details. A central map shows the locations. To the right is a contact form with fields for Name, Company, Phone, Cell Phone, Email, Address, City, State, and Zip. It also includes checkboxes for "Retail Property", "Office Property", "Industrial Property", "Multi-Family", and "Other Property Type", a "Comments" text area, and a "Send" button. The footer contains a grid of links for "Markets Served", "Regional Experts", "Capital Sources", and "Contact Us".

Solutions

5Nova recommended Pathfinder start by getting into the mind of a potential customer and consider what kinds of information a potential customer searching for mortgage financing would find valuable. The result was designing a home page that would offer visitors guidance in specific areas of commercial real estate finance: Retail, Office, Industrial and Multi-family.

A WYSIWYG form with a basic repeater webpart enabled Pathfinder to easily update recently financed deals in each specialized market and identify the regional expert who closed the deal. A regional experts' page was organized by Pathfinder office location with an easy to use professional bio builder so Pathfinder staff could quickly update and move personnel bios to the appropriate office location.

A news blog was deployed with syndication by tag to further target specific regional markets with relevant news articles. Lastly, a correspondent lenders page was dedicated to reveal the lending sources behind Pathfinder Mortgage, giving confidence and transparency to potential customers.

To solve the needs for document and knowledge sharing between employees across several geographic locations, 5Nova leveraged the built-in self-managed secure registration webpart for managing employee portal access. Once authenticated, Pathfinder staff is able to access a custom built webpart, called DocumentBrowser, built using Adobe FLEX and integrated with the Kentico CMS content tree and security model. Organizing company documents is now as simple as drag and drop.

Lastly, the forum feature was configured so Pathfinder employees could securely and easily update market intelligence information that would be available instantly to all other staff members, making Pathfinder more efficient in their sales and customer service efforts.



“We went in to this project feeling a bit overwhelmed since we are not technology people. What 5Nova excelled at was interpreting the landscape of technology alternatives open to us in a way we non-techies could understand. We know why the Kentico CMS product was the best solution for us and this provides us confidence and peace of mind in our decision.”

Brad Christensen,
Pathfinder Mortgage Corporation

The screenshot shows the Pathfinder Mortgage Corporation website. The header includes the logo and tagline "Trusted Guidance. Reliable Results." along with navigation links for "News Blog", "Contact Us", and "Portal". A secondary navigation bar lists "Markets Served", "Regional Experts", and "Capital Sources". The main content area features a "Guide Me" sidebar with links to "RETAIL Properties", "OFFICE Properties", "INDUSTRIAL Properties", "MULTI-FAMILY Residential", and "OTHER Property Types". The central banner highlights "Credit Tenant Lease Properties" and "Commercial Real Estate Finance" with sub-categories like "Medical Offices", "Surgery Centers", "GSA Buildings", and "Storage Facilities". Below the banner are three featured articles: "Retail Strip Center" (3 year fixed rate), "Multi Tenant Office Building" (5 year fixed rate), and "Single Tenant Retail" (10 year Fixed Rate). The footer contains detailed navigation for "Markets Served" (Retail, Office, Industrial), "Regional Experts" (Los Angeles, San Diego, Orange County, San Francisco), "Capital Sources" (Correspondent Lenders, News Blog), and "Contact Us" (Portal). Copyright information at the bottom reads: "Copyright © 2010 Pathfinder Mortgage Corporation. All rights reserved. | Produced by 5Nova - Web Brilliance. | Powered by Kentico CMS."

Results

Today, Pathfinder Mortgage is proud to direct people to their new website they feel represents their brand and communicates their competitive advantages well. Having a site design that starts with the customer needs in mind and aligns data and pages by market niche and regional location has given Pathfinder better analytical insights about their visitors. They are looking to harvest that data with the addition of polls and a company newsletter – both standard webparts in Kentico CMS.

Pathfinder has also reported improved internal communications. Prior to launching their web portal, employees lost valuable time asking for copies of common documents or market information be sent to them via email only to ask again several months later when the need arose again. Now their employees can help themselves to the common library without interrupting others and they can showcase their tribal knowledge with customers.

Key criteria for selecting Kentico CMS

- Simplicity of operation by non-technical users.
- Ability to quickly update and publish new content.
- Secure and reliable portal features.
- Built-in search engine optimization features and strong web analytics reporting.
- A local partner with product expertise and good listening skills.



“The Kentico CMS product is able to handle the diverse things we need our site to do. These include not only a public web presence but also a secure, robust and simple to operate portal feature which staff can constantly access for common company information, training materials, plus a real time chat feature to relay market intelligence.”

Brad Christensen,
Pathfinder Mortgage Corporation

The screenshot shows the Pathfinder Mortgage Corporation website. The header includes the company logo and navigation links for News, Blog, Contact Us, and Portal. The main content area is titled 'Office Properties' and features a list of property listings with details such as size, location, lender, and loan amount. The footer contains a grid of links for Markets Served, Regional Experts, Capital Sources, and Contact Us.

Pathfinder Mortgage Corporation
Trusted Guidance. Reliable Results.

Markets Served | **Regional Experts** | Capital Sources

Home > Markets Served

Retail Properties | **Office Properties** | Industrial Properties | Multi-Family Residential | Other Property Types

Office Properties

Office properties present their own unique set of issues relative to other property types. For instance, the typically higher expense load borne by ownership often means forward planning is required. A well thought out financing structure can contemplate the future needs of the building helping to optimize operations, cash flow and asset value for the ownership. Pathfinder's approach to finance structures for office properties incorporates strategies which achieve this optimization for the borrower.

Pathfinder specializes in financing for acquisition, refinance and repositioning of office properties.

- Class A office, multi-tenant buildings
- Class B office, multi-tenant buildings
- Medical office buildings
- Single tenant office buildings
- GSA occupied office properties

Multi Tenant Office Building
Size: 9,920 sf
Location: Irvine, CA
Lender: Life Insurance Co.
Loan Amount: \$1,335,000

Multi Tenant Office Building
Size: 76,113 sf
Location: Orange County, CA
Lender: Life Insurance Co.
Loan Amount: \$6,230,000

Multi Tenant Office Building
Size: 97,133 sf
Location: Orange County, CA
Lender: Life Insurance Co.
Loan Amount: \$6,570,000

Multi Tenant Office Building
Size: 47,584 sf
Location: Alameda, CA
Lender: Life Insurance Co.
Loan Amount: \$2,500,000

Suburban Office Complex
Size: 135,019 sf
Location: Thousand Oaks, CA
Lender: Life Insurance Co.
Loan Amount: \$12,000,000

Suburban Office Building
Size: 6,773 sf
Location: Oakland, CA
Lender: Life Insurance Co.
Loan Amount: \$1,000,000

Markets Served: Retail Properties, Office Properties, Industrial Properties, Multi-Family Residential, Other Property Types

Regional Experts: Los Angeles, San Diego, Orange County, San Francisco

Capital Sources: Correspondent Lenders, News Blog

Contact Us: Portal

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