

How Landlords Are Using Technology

The logo for Homestead is a dark red rounded rectangle with a white border. The word "HOMESTEAD" is written in white, bold, uppercase letters inside the rectangle. Below the rectangle is a faint, light-colored reflection.

HOMESTEAD

Bruce Cadieux
Marketing Coordinator
Homestead Land Holdings Limited

Website

- EVERYTHING should revolve around your website



Website

- The back end of your site (tools) is just as important as the front (design).
- Find a provider that can cater to your specific needs.

Search Engine Optimization

- This is not a quick fix. This is a **lifestyle choice.**
- Strong, relevant keywords
- Constant updates
- CONTENT



Mobile

- This is no longer an option. It is a necessity.



HOMESTEAD

Time Management

- Find technologies that save your staff time and effort



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