

# Refreshed company brand and implemented updated website

## Original

The original website layout features a dark blue header with navigation links: Company, Services, Resources, Listings, Transactions, Contact, and Login. The main hero section has a dark background with a building image and the headline "Real Estate and Lending Services Made Easy". Below this is a "WHAT WE OFFER" section with icons for "Appraisal Management" and "Capital Market Solutions". A "Why MountainSeed?" section includes a cityscape image and a text box. The "The MountainSeed Difference" section features a technical drawing of a house. "Our Recent Transactions" shows logos for First Bank and USDA. "Helpful Resources" includes a "Case Studies" link and a featured article "Changing the Appraisal Game at City National Bank". The footer contains "Our Clients" with logos for various banks, a testimonial from Glynnis Chapman, a contact form, and a detailed footer with company information and social media links.

## Rebrand

The rebranded website features a modern design with a blue and purple color palette. The header includes navigation for Company, Careers, Products, For Appraisers, Resources, and Contact Us, along with a LOGIN button. The hero section has a large curved graphic and the headline "Real Estate and Lending Services Made Easy". The "What We Offer" section highlights three services: "MarketPlace" (green), "Analytics" (blue), and "Advisors" (orange). The "Why MountainSeed?" section features a city street image and a "GET TO KNOW US" button. The "The MountainSeed Difference" section includes a word cloud and a "MEET THE TEAM" button. A "Contact Us" form is located on the right side of the page. The footer contains the MountainSeed logo, contact information (855-640-0905, 2100 Powers Ferry Rd SE #410, Atlanta, GA 30339), and links to services and useful links.