

HEADLINE

everything you need to buy or sell a home, under one roof

SUBHEAD

Providing you total transparency with our hand-vetted agents and all-in-one real estate platform, for a simple 3% fee.

CTA LINKS

I'm a buyer

I'm a seller

Enter zip code

Enter address

[Find Your New Home](#)

[Find An Agent](#)

THE STAKES: PROBLEM + PAIN POINTS

Did buying or selling your last home leave you frustrated with:

- wondering what stage of the purchase process you were in?
- the various legal documents you needed to complete and return?
- delays between your agent, bank, title company, and other parties?
- the lack of communication from your agent?
- confusion about what fees you would be charged?

VALUE PROPOSITION

VestaPort is revolutionizing the real estate transaction for you.

<p><icon></p> <p>3% fee, period <i>pay a simple flat 3% fee on your home's selling price for our complete suite of services—saving you thousands in commission expense</i></p>	<p><icon></p> <p>hand-vetted agents <i>shop around for a good fit with our agents' interactive, video profiles, then rest assured you're dealing with a trustworthy, licensed professional</i></p>	<p><icon></p> <p>transparent process <i>we get sellers, buyers, agents, banks, and more on the same page to eliminate confusion and delays, streamlining the entire process</i></p>
--	--	---

<p><icon></p> <p>transparent commission <i>Pay a simple flat 3% fee on your home's selling price for our complete suite of</i></p>	<p><icon></p> <p>market data <i>We arm you with valuable, current market data to help you understand what's possible in</i></p>	<p><icon></p> <p>best experience <i>With our intuitive, streamlined platform and hand-vetted agents, we provide buyers and sellers the</i></p>
--	---	--

services—saving you thousands in commission expense.

your budget or with your current home.

greatest possible real estate experience, period.

CREATE AN ACCOUNT >

THE ONE-LINER

Most homeowners are overwhelmed and confused when it comes to buying or selling a home. We offer an intuitive, all-in-one digital real estate portal that streamlines the process from offer to closing, so you can navigate your next move confidently.

THE GUIDE

We know how overwhelming the real estate process can be. VestaPort was created by a successful New York realtor with nearly 40 years of experience helping homeowners like you navigate through buying or selling their home with complete transparency.

SOCIAL PROOF

See what others are saying ...

1-3 statements from professionals in the industry

THE PLAN

You *can* buy or sell your home with zero confusion!

<i><icon></i>	<i><icon></i>	<i><icon></i>
1. CREATE AN ACCOUNT	2. BUY OR SELL	3. CLOSE CONFIDENTLY
Log into our secure portal and select an agent to get started	List or browse with all of our convenient and intuitive tools.	Stay informed and empowered throughout your home transaction.

Currently serving the area of Westchester County, NY. [See our service area information >](#)

CREATE AN ACCOUNT >

EXPLANATORY PARAGRAPH: MENTAL MAP + SEO

At VestaPort, we know you are excited about a new home that better fits your needs. In order to make the move, you need to first sell your existing home and start the process of finding your new home. And while that may *sound* simple, buying or selling a home can be a confusing and stressful experience, which may leave you dreading even calling a realtor to begin the process.

We believe homeowners should be empowered when buying or selling their home, not left in the dark. And we understand the complexity of real estate transactions, especially to the typical homeowner. That's why we've developed a user-friendly, streamlined real estate platform that allows you to buy or sell your home with confidence and clarity. Here's how it works: first, you create an account with VestaPort, then you get started buying or selling your home, and finally you look forward to your home's closing with confidence: all within VestaPort's easy-to-navigate dashboard. Everything you need from current listings, communication with your agent, real-time negotiations with buyers and sellers, and up-to-date information on the various phases of the closing process are all at your fingertips. Create an account today, so you can stop dreading the logistics of your next move and start looking forward to putting your feet up in your new home.

CREATE AN ACCOUNT >

VIDEO

Here's how we're different

PRODUCT/SERVICE OVERVIEW

Everything You Need, In Real Time

Within our intuitive, secure platform, buyers and sellers can:

- *<icon>* List a home with a flat 3% agent fee
- *<icon>* Browse all home listings in your area
- *<icon>* Find reputable, regional agents
- *<icon>* View current mortgage rates
- *<icon>* Calculate payments
- *<icon>* See all fees
- *<icon>* Negotiate a sale price in real time
- *<icon>* Access a personalized financial dashboard based on sale information
- *<icon>* Communicate with your agent
- *<icon>* Check the status of your transaction
- *<icon>* Sign and submit all legal docs electronically

CREATE AN ACCOUNT >

FINAL OBJECTIONS

Wondering how this works?

- I'm used to working with a local realtor. Who are VestaPort realtors?
 - Great question! VestaPort agents are your neighbors. We employ licensed realtors already in your area and aware of the local market. Currently we are

serving the area of Westchester County, NY, with vetted professionals right in our backyard. [Read more about our service area >](#)

- How do I know my information is safe in your system?
 - We utilize top-of-the-line data encryption tools to safeguard your confidential information in our system. We also employ dual authentication login and numerous other security checks to deter fraud.
- Can I still work with my local bank, title company, etc.?
 - Yes, you can! Local vendors like banks, title companies, and more have the opportunity to partner with VestaPort to provide you important information and updates inside your dashboard. You can also choose to work with a vendor outside of our network, but your communication with them will happen offline.
- Who do I call if I have a question?
 - The VestaPort realtor you select when creating your account will be your point of contact throughout your entire real estate transaction. Should there be a problem, you can always call us at 555-555-5555.
- I love being in-the-know, but will my realtor still take care of everything for me?
 - Absolutely. Vestaport is a robust tool to make the home buying and selling experience easier for consumers. While you will have all of the necessary information at your fingertips, your realtor will still be working on your behalf throughout the entire transaction.
- How is my home marketed through VestaPort?
- Can I take my home listing off of VestaPort if I sell it locally?
- What does it cost to use VestaPort?
 - We charge a flat fee of 3% of your home's selling price to provide you with full-service brokerage services. Don't worry, we hate hidden fees, too.
- What happens if my home doesn't sell on VestaPort?
 - If after 4 months we are unable to sell your home on VestaPort, you are welcome to list elsewhere.
- How long will buying or selling my home take?
 - The time it takes to buy or sell a home is dependent on a number of factors, from market demand to timelines of various other involved parties. On average, however, most homes close within 45 days of listing.
- Do you help me with financing?

FINAL CTA

[CREATE AN ACCOUNT >](#)

FOOTER LINKS

[About us](#)

[How it works](#)

[Buying a home](#)

[Selling a home](#)

[Service Area](#)

[Success stories](#)

[Become a Vestaport agent](#)

[Work with us](#)

[Contact us](#)

[Privacy policy/terms of use/Security policy](#)

Other Recommendations + Notes

- Separate sections with photos and/or icons to make more visually appealing
- Utilize a fixed, full-width header image with text overlay.
- If stock photography is your only option, make sure it is realistic and tasteful. Additional images down the homepage would be ideal to break up text and make more visually appealing. Examples shown below.

