**Starberry launches contemporary website for Warren Buffett’s Berkshire Hathaway in UK**

Starberry, One of the UK’s largest providers of retail estate agency websites and lead generation technology, was tasked with designing a new contemporary website for Berkshire Hathaway Homes Services (Kay & Co), an exclusive London affiliate of Warren Buffet’s Global Real Estate Network. Originally Kay & Co, the agency successfully managed high-end property throughout central London for decades, leading to the long-term partnership and rebranding in 2018 with BHHS.

The brief for the Berkshire Hathaway Home Services (BHHS) website, which has just launched, was that it had to highlight the brand’s global presence, while offering a sleek user experience. It needed to be easy to use, while also helping the agency to generate leads through efficient digital data capture techniques.

Ben Sellers, Co-Founder and CEO of Starberry, which was recently acquired by epropservices, says: “It was clear from the brief that the BHHS website needed to have a premium look and feel, and have the ability to boost lead conversion through UX enhancing features. Our web design process focused on creating an uncluttered, clean cut and sleek design that, as always, resizes and works beautifully across any device. With so many consumers using mobile devices to browse online, it was imperative that the website was designed with mobile devices in mind.”

He adds that the BHHS London website offers a deep but straightforward user interface, extensive information complimented by easy-to-use navigation menus, accessible property search buttons and a clear filter system supporting both property and content searches, such as news articles. “The clean design minimises drop-off points by maintaining a direct user-contact link through clear CTA buttons that stick on scroll, such as ‘Book A Viewing’, ‘Call’ or live chat. The link is maintained through strategic data capture points that have been integrated to increase lead conversion. From CTAs prominently featured across property listings to content modules, such as ‘Book a Valuation’, dynamically integrated in key places throughout the website, and BHHS Youtube videos and other social icons,” Sellers comments.

He continues those other engaging features which further enhance the user experience, while increasing the chance of conversion, include ‘Locrating’ map integration for extensive area information filtered by user criteria and an automatic stamp duty calculator. “Another key element that has been carefully considered is SEO. Headings, meta data, and webpage copy alongside the dynamic content modules, were carefully curated to ensure the new BHHS London website successfully competes in search engine results,” adds Sellers.

“The outcome is a website that is aesthetically pleasing and offers a smooth user experience, which allows users to explore stunning properties while consistently being able to contact BHHS,” he says. “A bold and clean contact page, offering staff contact details, alongside prominent presentation for each individual office, improves lead capturing at every turn. While maintaining a high-end UX, across all devices, the web design subtly guides users to vital data capture points to ensure enquiries and instructions aren’t lost and user engagement and interest can be further nurtured by the agency.”

“We are really delighted with the result of the website’s design, which highlights the magnitude of Berkshire Hathaway Home Services on a global scale. We look forward to working on other projects that allow us to showcase our creative design, while enhancing the end users’ experience and creating awesomeness,” Sellers concludes.

**-ENDS-**

**Editors’ Notes**

**Starberry**

Winner of ‘Best Large Supplier’ EA Masters 2021 award, Starberry is a global digital agency specialising in brand strategy, web design and digital marketing for estate agents, new homes developers, and the proptech industry in the UK and internationally. Their mission is to ‘Create Awesomeness and Deliver Results’, aiming to be the number one ‘lead generation powerhouse’ for the property industry.

**epropservices**

epropservices delivers technology services to the property industry through brands such as Starberry, a digital lead generation powerhouse, its membership organisation, The Guild of Property Professionals, and its global premium estate agency brand Fine & Country.