Ledgerstone Residential Partners: Website Brief



> **Build-along note.** Ledgerstone Residential Partners is a fictional company. This brief is written the way its managing partner would send it to a designer. My notes for the build, the asset pack and the build order are at the end.

From: Daniel Reyes, Managing Partner, Ledgerstone Residential Partners **To:** Our website designer **Date:** November 25, 2026

About us

Ledgerstone Residential Partners buys and renovates apartment communities in the Carolinas, from our office in Charlotte. We buy older buildings with 80 to 250 units, renovate them, improve how they are run, and hold them for 5 to 7 years. Private investors put money into each property alongside us. Most of our investors are busy professionals who want income from real estate without becoming landlords. What they value most is honesty about the numbers, and partners they can call.

Base	Charlotte, North Carolina
Where we invest	Charlotte, Raleigh-Durham and Greenville SC
What we buy	Apartment communities, 80 to 250 units, built 1985 to 2005
Track record	11 properties, 1,420 units, $210M acquired, 4 full exits since 2017
Our own money	The partners invest at least 10% of the equity in every deal
Who can invest	Accredited investors only, minimum $50,000 per deal
Typical hold	5 to 7 years, with quarterly distributions
Fees	1.5% acquisition fee and 1% annual asset management fee. Our share of the profit

	depends on the share class (see Two ways to invest)
Reply time	Within one business day, 08:00 to 18:00 Charlotte time (ET)
Language	English

Why we need a new website

Our current site is a single page with a logo and an email address. Almost all new investors come through referrals, and almost all of them ask the same questions before a first call: how past deals performed, what the fees are, how long their money is tied up, and what could go wrong.

Investors tell us they want to check all of this themselves, at their own pace, before they talk to anyone. Our new website should let them do exactly that, and then book a call with a partner in a few taps.

What success looks like

Six months after launch, we want these results:

Goal	How we measure it
More calls booked through the website	50% of first calls with new investors are booked on the site (today almost all start by email)
Calls that are quick to book	A visitor can book a call on a phone in under 2 minutes
Trust before the first call	Visitors see every past deal, our fees and the main risks before they book
A fast site on phones	The main content appears in under 2.5 seconds on a 4G connection
A site everyone can use	Meets WCAG 2.2 AA

Our investors

Dr. Priya Shah is a typical investor. She is a composite, built from our conversations with current investors.

Age and role	51, orthopedic surgeon and partner in a private practice, Earns roughly $500,000 a year or more, so her income alone makes her an accredited investor
Home	Charlotte. Married, two teenagers
Her money today	Retirement accounts and index funds. Owns one rental condo and is tired of managing it
How much she would invest	$50,000 to $150,000 per deal, one new deal every year or two. Each decision is big and rare, so she takes weeks to decide
How she finds deals today	Hears about them from colleagues, then spends weekends reading websites and PDFs
Devices	Weekday evenings and Sunday mornings, on her iPad at home. Goes through the numbers with her CPA on a laptop before any call.
What makes her trust a firm	A full track record including the bad deals, fees in writing, the partners' own money in the deal, a real person to call

"Show me every deal, the fees and who's in charge. I don't need a sales pitch."

What she wants:

1. To see how every past deal actually performed, not just the best ones
2. All fees and the lock-up period in plain English, before any call
3. To understand the risks without reading a 90-page document
4. An easy way to share the details with her CPA

What frustrates her:

- Firms that only show projected returns and hide how deals really ended. It's the complaint we hear most.
- Fees buried in legal documents.
- Websites that push "Invest now" before explaining anything.
- Long silences once the money is in. She would rather hear bad news early.

Her CPA reviews every deal on a laptop. He needs the fee structure, the hold period, how distributions and taxes work (K-1 forms), and a sample investor report.

What this means for the site: design for comfortable evening reading on a tablet and laptop first: generous text size, data tables that work on an iPad, and a one-page deal summary she can save as a PDF or forward to her CPA. Her first visit is often on her phone, from a link a colleague sent, so that first screen must still make her want to come back later.

How we sound

We speak like a partner explaining a deal across the table: plain, specific and calm.

Numbers, not adjectives. Write "168 units, bought for $24.6M in 2021," not "a premier multifamily asset."

One idea per sentence. No exclamation points. No superlatives.

Honest about risk. Every return is labelled as projected or actual. Say what could go wrong.

A person, not a brand. A named partner signs every reply and every quarterly report.

Use	Avoid
Book an intro call	Invest now, limited spots!
Projected return, actual return	Guaranteed returns, passive wealth
Fees: 1.5% acquisition, 1% annual	Competitive fee structure
11 deals, 4 exits, 1 below target	Proven track record
Your money is tied up for 5 to 7 years	Flexible, liquid opportunity

Headline ideas from our team (please improve them):

1. Real assets. Open books.
2. Apartment investing, with every number on the table.
3. We invest our own money first.

Look and feel

The site should feel calm, solid and transparent. Think of a well-made annual report or a bank statement you actually enjoy reading, not a real estate brochure. For our investors, trust means nothing hidden.

We like: annual reports from good asset managers, financial newspapers, architectural photography with soft daylight, and clear data tables.

We don't want: gold, skyline-at-sunset photos, stock photos of handshakes or people pointing at charts, "luxury" script fonts, countdown timers, or anything that feels like a sales funnel.

Must use: our wordmark, our property photos and our real numbers.

What the site needs

Every page should make it easy to book an intro call.

Page	What it must do	What the visitor does next
Home	Show who we are in seconds: a hero with one clear call to action, our track record numbers, the current offering, how investing works, investor testimonials and the partners	Book an intro call
Current offering	Explain the deal we are raising money for now: property, location, units, purchase price, business plan, projected returns, minimum, closing date, amount raised so far. Compare the two ways to invest in it side by side (see below)	Request the offering documents
Track record	List every deal as a card, including the one below target, with projected and actual returns. Filter by status (owned, sold) and city	Open a deal
Deal case study	One page per deal, told as a story: what we bought, what we changed, before-and-after photos, the numbers, and a quote from an investor in that deal	Book an intro call

Page	What it must do	What the visitor does next
How investing works	Explain the steps from first call to quarterly distributions, who can invest, fees, hold period, taxes (K-1), risks and FAQ	Book an intro call
Investor guide	A short, focused page for our free guide, "How we invest: an honest guide to apartment investing": what's inside, a preview of 3 pages, a quote from a reader, and a one-field email form	Download the guide
Investor portal (preview)	Show what investing with us looks like afterwards: one dashboard screen with a sample investor's holdings, distributions paid, a chart of value over time, and documents (K-1s, reports)	Book an intro call
Team	Introduce the two partners and the team, with backgrounds, photos, direct emails, our office and legal details	Contact a partner
Book an intro call	Collect what we need to prepare the call (see below) and let the visitor pick a time	Book the call

Two ways to invest

Each deal offers two share classes. Show them as a clear comparison table, so investors can pick without a call:

	Income class	Growth class
For	Investors who want steady cash now	Investors who can wait for a bigger result at sale
Preferred return	8% a year, paid quarterly	None
Share of profit at sale	30%	70%

	Income class	Growth class
Minimum	$50,000	$50,000
Label	"Most chosen"	

Highlight the most chosen class, but never call it "recommended": investors must decide for themselves.

Testimonials

We have permission from 3 investors to quote them, with their first name, city and profession. Show them with a photo where they agreed, and always next to a real number from their deal. No star ratings: they feel like a shop, not an investment firm.

The intro call form

To prepare a useful first call, we need:

- Name, email and phone
- Accredited investor status: income, net worth, a licensed professional, or "not sure"
- Rough amount they are considering: $50k to $100k, $100k to $250k, $250k or more
- When they would like to invest: now, within 6 months, just exploring
- Whether they are an adviser asking for a client
- How they heard about us, and any notes
- A preferred time for the call

Keep it short. Most investors start on a phone. After booking, the visitor should see the call time, a reference number, and the name and photo of the partner who will call them.

Keeping the site up to date

The current offering changes when we open or close a deal, about twice a year. The amount raised changes weekly while a deal is open. Track record numbers change every quarter. We are happy to send updates to you rather than edit the site ourselves. Running costs should be as low as possible.

What we will provide

- Our wordmark
- Photos of 6 properties, outside and inside, before and after renovation
- Track record data for all 11 deals
- Details of the current offering
- Partner and team names, photos and backgrounds

- Text for the How investing works page, the FAQ and the legal disclaimers
- A sample quarterly investor report (PDF)
- Our investor guide (PDF, 18 pages) and 3 preview pages
- 3 investor quotes, with permission
- Sample data for the investor portal preview

What we need from you

1. Wireframes and a final design, for desktop, tablet and mobile
2. A small component library we can reuse: buttons, deal cards, stat tiles, filters, form fields, the comparison table and testimonial cards, with their hover and selected states
3. A clickable prototype of the path from the homepage to a booked call
4. The finished website, live on our domain
5. A short handover: how we send you updates

Timeline: we want to launch in 6 weeks.

Build-along notes

Everything below is for my build. It is not part of the client's brief.

Concept site. The form shows its confirmation but sends nothing, and the footer says Ledgerstone Residential Partners is fictional and that nothing on the site is an offer to sell securities. All numbers are invented. Use licensed or free-to-use photos, and no real people's faces as the "team".

Compliance details to get right. Assume a Rule 506(c) offering: public marketing is allowed, but only verified accredited investors can invest. Every return shows "projected" or "actual". Add "Past performance does not guarantee future results" next to track record numbers. Never promise returns.

How I build it. Claude Code writes the site in Astro, GitHub stores it, and Cloudflare hosts it for free. The brief points there: the client sends updates and wants low running costs.

Design. I design the homepage in Figma. Claude Code builds the other pages from the same system, using design-spec.md and section PNGs.

Portfolio skills this project shows. Each page doubles as one of the classic beginner portfolio pieces, so one site covers many:

Page	Portfolio piece	What to show in Figma
Home	Conversion-focused landing page	Wireframe first, then visual hierarchy that leads to one call to action; desktop, tablet and mobile
Track record and deal pages	Case study page	Card grid, before-and-after visuals, story structure, trust through real numbers
Two ways to invest	Interactive pricing table	Side-by-side comparison, "Most chosen" emphasis, hover and selected states
Investor guide	Digital download page	Minimal layout, preview pages, one clear "Download the guide" button
Investor portal preview	SaaS dashboard UI	Stat tiles, a chart, a table and side navigation built from reusable components
Book an intro call	Form and user flow	A user journey map and a clickable prototype from homepage to confirmation

Priority, so it's live by Dec 4.

- *Must:* Home, Track record with one deal case study, How investing works, Book an intro call
- *Should:* Current offering with the comparison table, Team, Investor guide
- *Stretch:* Investor portal preview (can stay as a Figma design only)

Data. deals.json (all 11 deals), offering.json (the current deal and its two share classes), team.json, testimonials.json, faq.json and portal-sample.json hold everything that changes.

Details to get right. Data tables work on phones (stacked cards or horizontal scroll with a visible hint). Charts also show their numbers as text, for keyboard and screen reader users. The "amount raised" bar has a text label. Respect reduced motion for any number count-up animation.

In the asset pack:

- Ledgerstone wordmark (and favicon, sharing image)
- Property photos: 6 properties, exterior, interior, before and after

- Map of the Carolinas (carolinas-map.svg) with property pins
- Figma file (wireframes and final design), design-spec.md and section PNGs
- Data files: deals.json, offering.json, team.json, testimonials.json, faq.json, portal-sample.json
- Page text, disclaimers and the concept notice
- Sample investor report (sample-report.pdf) and investor guide cover and preview pages

⚡ Build order

1. Set up Claude Code, GitHub and a new Astro project
2. Add the design tokens from design-spec.md
3. Build the navigation and footer once, as components (footer carries the disclaimers)
4. Build the homepage: hero with headline and "Book an intro call", the track record numbers bar, the current offering card, then testimonials
5. Build the track record page and deal case study pages from deals.json, with the filter
6. Build the How investing works page
7. Build the intro call form and its confirmation
8. Deploy to Cloudflare (live early, then keep shipping)
9. Build the current offering page with the comparison table, then Team and the Investor guide page
10. Stretch: the investor portal preview
11. Check speed and accessibility