



CASE STUDY:

City Commercial Mortgage

HOW BRAND PROTECTION
GUARDS ONLINE ASSETS

network
solutions®

When Vincent Schimmenti, the owner of a successful yacht business bought a mortgage company, he needed a new website. Read how Network Solutions built his new website with the brand protection of both businesses in mind.

THE SITUATION

A New Business Endeavor Offered the Perfect Adventure

Never one to stand still, Vincent Schimmenti has always had an ambitious spirit. As a boy, he loved the sea and grew up operating boats on New York City area waterways. This nautical passion inspired him to establish a successful luxury yacht business, serving customers in New York, New Jersey and Florida. After forming a friendship with a yacht customer who owned a mortgage business, Vincent decided to expand his horizons. Before he knew it, he'd added a mortgage company to his fleet of businesses. Here's what happened next.

Bringing Value to Businesses Through Commercial Real Estate Lending

After gaining experience as a commercial mortgage broker, Vincent founded City Commercial Mortgage, serving business clients in New York, New Jersey and Florida. He takes pride in leading a team that takes the guesswork out of commercial real estate transactions and matching the right business profiles to the most favorable lending requirements from offer to closing. "When people are looking for the right commercial mortgage, they just want quick, accurate information and that's exactly what we provide," says Vincent.



THE SITUATION *(continued)*

When Vincent was developing his commercial mortgage business, he wanted a website that reflected this personalized, no-nonsense style. He was happy with the team he partnered with to create a site for his other business, **New York Yacht Sales**, so he reached out to them again when he was ready to build an online home for City Commercial Mortgage. He would not be disappointed.

THE NETWORK SOLUTION

A Familiar Online Partner Delivers Results

Vincent contacted Network Solutions and quickly realized how invested they were in helping him create a new website for his mortgage business. Running two large businesses leaves you little time and Vincent needed the team to quickly understand his business goals and build a prominent online presence. “Networks Solutions understood where I was coming from and helped me realize my vision,” he says. “They are an extension of what I want to do and accomplish.”

A New Website Attracts Qualified Leads and Revenue

“This website is generating qualified leads.”

Vincent told the Network Solutions team that he wanted to create a site that was easy for people to find and generated qualified leads. Network Solutions helped him cash in on his business goals. After implementing a search engine optimization (SEO) keyword strategy, customers searching for a commercial mortgage quickly found the City Commercial Mortgage website in online directories and clicked on the site to learn more. From there, Vincent and his team did the rest.

THE NETWORK SOLUTION *(continued)*

“This website is generating qualified leads for me and my business,” he says. “That’s all you can really ask for.” But Network Solutions didn’t stop there. In the commercial mortgage business, providing value and security are important aspects of every transaction — and that’s what Network Solutions brought to the table for Vincent and his team.

Safeguarding a Valuable Brand

To protect Vincent’s mortgage brand, Network Solutions also suggested that he register multiple domain names (web addresses) for his website. This helped ensure competitors weren’t able to claim a web address similar to City Commercial Mortgage, which could cause confusion and make it harder for people to find Vincent’s business. “Network Solutions helped me to understand the value of **domain names**, something I knew nothing about,” he says. “They walked me through things I don’t understand to show me why they have value and how I can use them to my advantage.”

Network Solutions also used **private domain registration** when securing multiple web addresses for Vincent’s business to protect his company’s personal information from online hackers and possible cyber threats. “Network Solutions helps you do everything necessary to safely and effectively help you market your business,” says Vincent.



THE NETWORK SOLUTION *(continued)*

Banking On a Productive and Profitable Future

Offering bridge, renovation, construction, marina, Small Business Association (SBA), conventional loans and more, the future looks promising for City Commercial Mortgage. Vincent says Network Solutions will continue to be a valued partner. “Network Solutions is very mindful of my brand and everyone is willing to do everything necessary to help me succeed,” he says. “It is a shared success.”

As Vincent continues to successfully manage the responsibilities of two thriving companies, he finds it comforting that Network Solutions has taken the time to understand his business and is with him every step of the way. “I recommend Network Solutions to fellow business owners all of the time because they get the job done,” he says. “Anyone can build you a website — Network Solutions builds results.”

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At Network Solutions, we're here to help you amplify your business online. To learn more about building a website that strikes a chord with your customers, visit networksolutions.com or call us at **1-866-908-3442**.

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