

## MadCity Marine/RV Sales Inc.

This site needed to list both new and used marine equipment and RV's. In addition to a clean layout with simple navigation, there was a great desire for a simple back-end. You see, the previously owned merchandise moves quickly, and they needed a way to keep the site updated in a very easy manner that didn't take them away from business. The template solution on the back-end was custom-designed for this purpose and has fit the bill nicely. Notice also how the site focuses on photos and people. This is a real location here and you're dealing with real people. We are not into the current trend of anonymous websites that forget that the only purpose of a website is for people to deal and communicate with other people.