

OC METRO BUSINESS

JANUARY 3, 2008

OCMETRO.COM

PUMP UP PROFITS

14 WAYS TO BOOST YOUR BOTTOM LINE

RETAIL

SANTA ANA'S
CITY PLACE
DUBBED 'AHEAD
OF THE CURVE'

TECH

HOW SAFE ARE
YOUR **BUSINESS**
SECRETS?

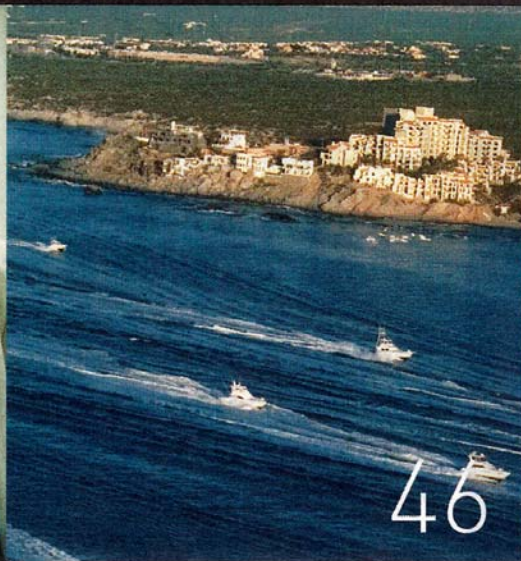
REAL ESTATE

COLLIERS'
STRATEGY FOR
GROWTH IN '08

HEALTH

ANNUAL
EXECUTIVE
HEALTH &
FITNESS
DIRECTORY

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[2] Overhaul your website



[1] BE MORE EFFICIENT

Developers Research is a real estate consulting firm based in Irvine that specializes in identifying the cost and issues involved in developing a piece of land. Staffer Tyler Girimonte invested 18 months writing down exactly how they do this, saving the company time and money when it comes to training new employees on the process. dev-res.com

Brooke Ziccardi, principal of Costa Mesa-based **Ziccardi Designs**, a firm which has become a leader in the international development business for custom residential, model homes, hospitality and commercial projects, is reaping the benefits of a major overhaul of the company's website. According to Ziccardi, the site is more user friendly, can be used to reply to prospective client's initial inquiries, provides a new contact form to facilitate interaction with the firm, and better showcases the company's global design successes. ziccardidesigns.com