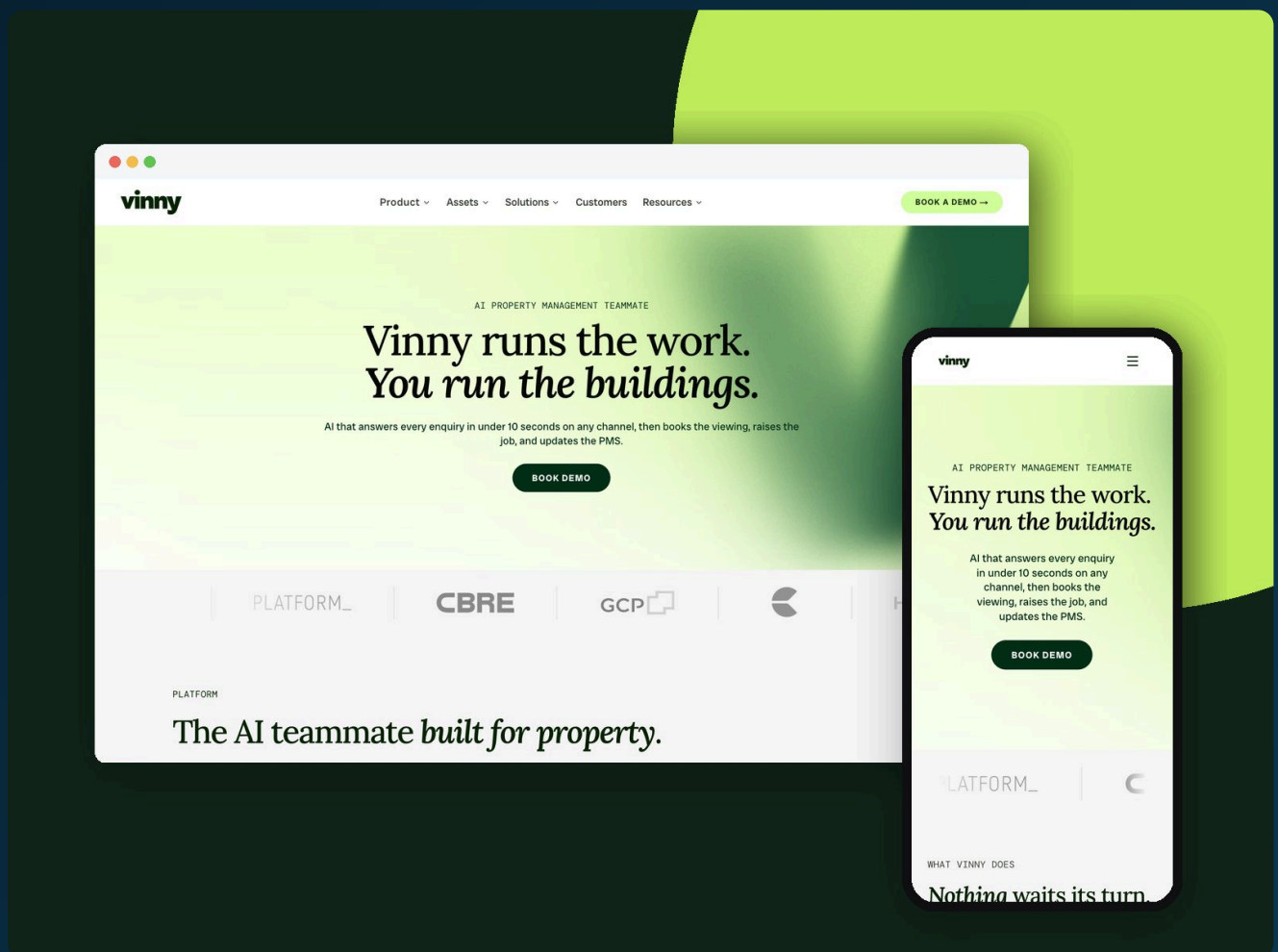


CASE STUDY · PROPERTY TECHNOLOGY

An AI teammate for property operators, explained with the clarity enterprise buyers expect

An AI teammate for property operators - leasing, maintenance, resident questions and renewals, handled around the clock.



CLIENT

Vinny

INDUSTRY

Property technology

LOCATION

United Kingdom (serving the UK, EU and Australia)

ENGAGEMENT

Marketing website design
and build

Overview

Vinny is an AI teammate for property teams. It answers enquiries, books viewings, handles maintenance requests and resident questions, and supports renewals for build-to-rent, student housing, single-family and lettings operators. Ecomsy designed and built the marketing website that introduces Vinny to operators.

Business challenges

- **A new category to explain.** An "AI teammate" is not a product most property operators have bought before, so the site has to show what it actually does in a working day.
- **Sceptical, senior buyers.** Operators managing thousands of units need to see security, compliance and control before they will book a demo.
- **Many audiences at once.** Leasing, maintenance, concierge and renewals teams each need to recognise their own work on the page.

The scope

A complete marketing website that explains the product, earns trust with enterprise operators and turns interest into booked demos.

Key priorities

- Show the product working, not just describe it
- Put trust and security front and centre
- Speak to each property sector
- Make "Book a demo" the obvious next step

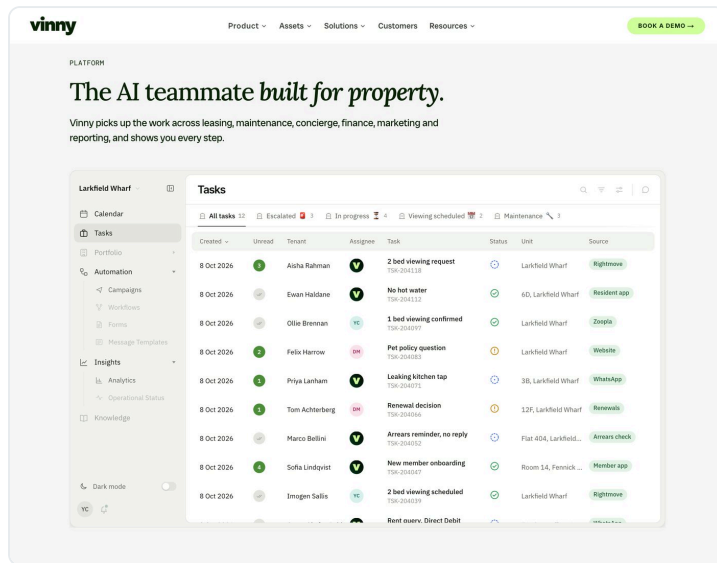
Solution

We built the site around the product itself, so visitors see the work Vinny takes off a team before reading a claim about it.

- **Product-first storytelling.** Real interface views of tasks, portfolios and automations replace abstract illustrations.
- **Trust as a section, not a footnote.** Certifications, data residency and audit status sit in their own clear block.
- **Questions answered in place.** An interactive Q&A shows how Vinny answers residents, in the tone a property team would use.

The result. A site that explains a new category in a few scrolls and gives operators the evidence they need to take a demo.

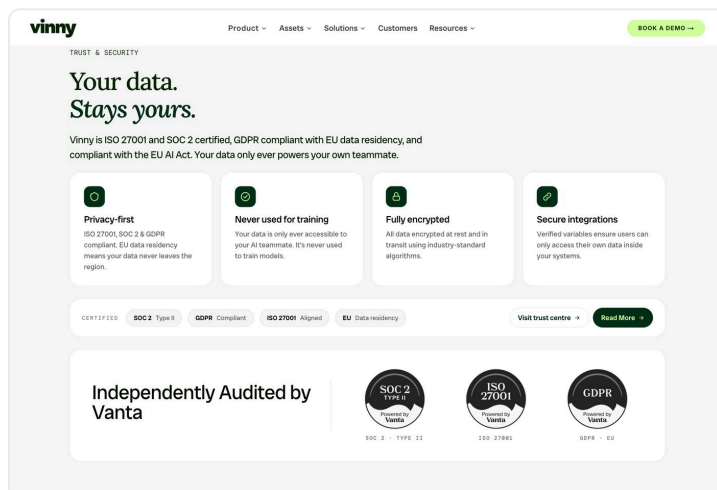
Key features



01

The AI teammate, at work

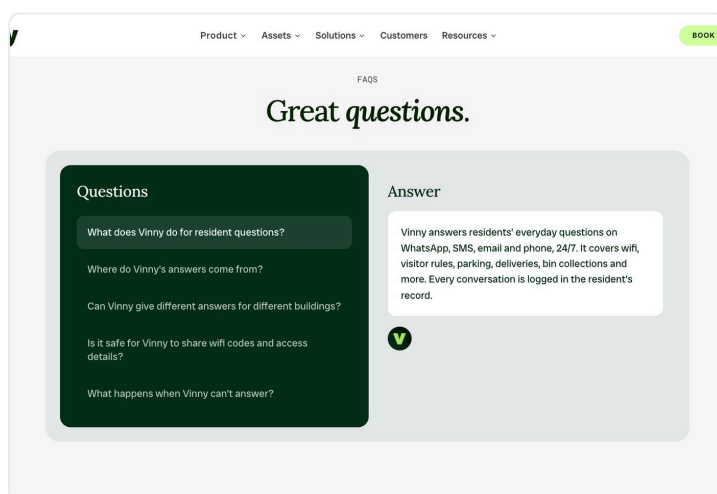
The platform view: tasks across leasing, maintenance, concierge, finance and reporting, with every step visible to the team.



02

Security that buyers can check

ISO 27001, SOC 2 and GDPR compliance with EU data residency, presented where an operator looks for it.



03

Answers residents can trust

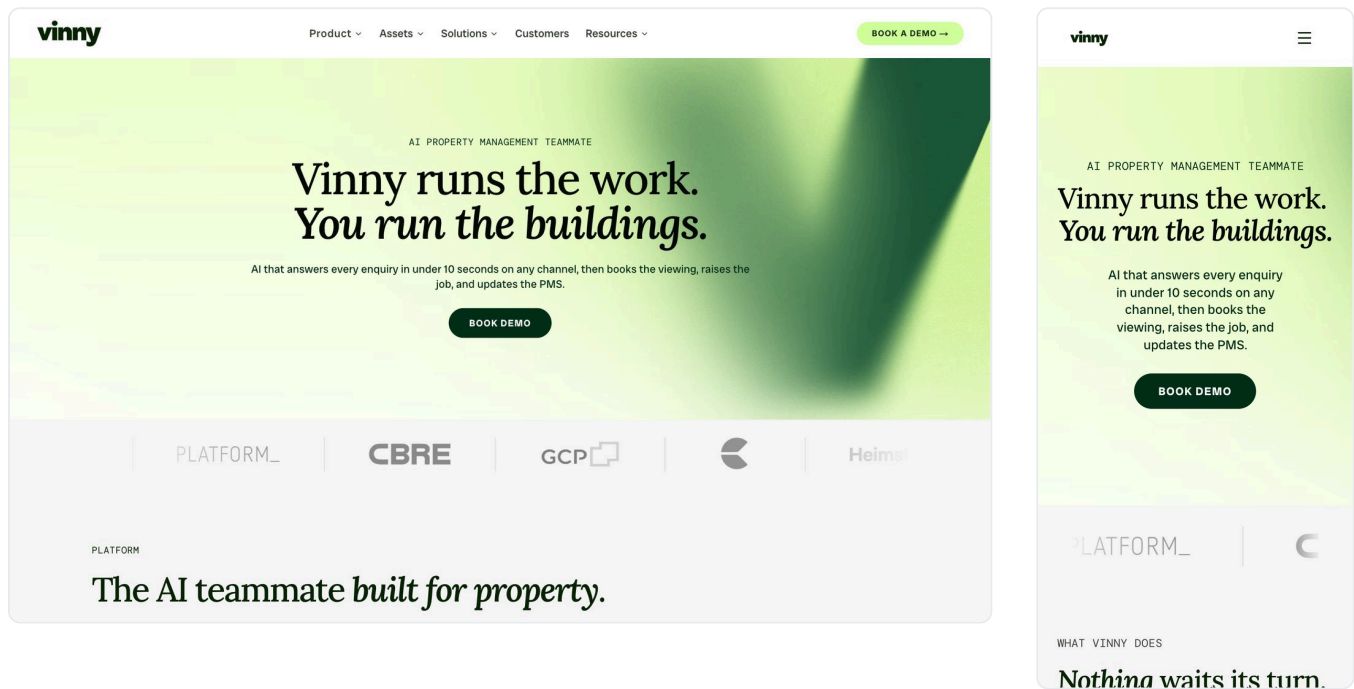
An interactive Q&A shows the kind of answers Vinny gives, and where those answers come from.

Tech stack

- **Framer.** Site build and content management
- **Google Analytics.** Visitor analytics
- **Responsive layouts.** Designed for desktop, tablet and phone

The live product

askvinny.com



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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