

Rockspring Capital

Rockspring Capital | Launching to Engage Foreign Investors

THE CHALLENGE

Based in Houston, Rockspring Capital is a leading Texas real estate investment firm. With a clear mission to reach investors globally, Rockspring turned to its long-time communications team at Pierpont to establish an online platform to reach its growing French-Canadian and Chinese investor base.

OBJECTIVE

With a deep understanding of Rockspring's business and goals, the Pierpont team jumped in and worked diligently to have existing website content translated to French and Simplified Chinese.

SOLUTION

Pierpont also oversaw the development of enhancing the website's functionality. Over several weeks of research on how best to position this new system, Pierpont worked to implement the new hosting platform, as well as back-end functionality improvements, and spearheaded rounds of quality testing. Then, the website was re-launched with new foreign language pages.

RESULTS

Interested French-Canadian and Chinese investors now have the ability to effectively learn Rockspring's unique Texas land investment strategy, which will help the firm immensely in securing new foreign capital for their native land funds.