

Company: Wilkinson Multifamily Investing, Yakima, WA

Company Description: Wilkinson is a private equity real estate firm specializing in alternative investments for over 34yrs. They offer Fund 17, a dual-structured investment with Income and Growth options, providing investors access to institutional-grade real estate opportunities. With a focus on long-term value, Wilkinson helps investors diversify their portfolios through strategic, tax-advantaged real estate assets.

Nomination Category: Website Categories

Nomination Sub Category: Industry - Financial Services

Nomination Title: Wilkinson Multifamily Investing Web Experience

1. When was this site or blog first published?

February 2025

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 199 words used.

Wilkinson's web site provides prospective investors with a unique journey unlike any other user experience in our industry. The imagery and copy writing conveys a holistic life beyond investing, where we show the user how passive income through multifamily investing can provide more time for the people and passions that they love.

The site is a destination for learning who we are and how to invest with us, our properties, and fund, however it is also about how our values lead us *beyond business* to support the cause of thriving families and children.

Visitors come to explore multifamily investing and how our funds are structured, what markets we invest in, and how we manage assets. Educational tools like webinars, blogs, testimonials, and podcast episodes help users understand the fundamentals of multifamily investing. Users can also explore our events, thriving family content and resources, even a productivity app—as we're generally seeking to align with investors who want to align with us.

The system fully connects to a custom CRM, whereupon form fill, user actions are tracked throughout the site, providing better insights for the investor relations team, SEO, and email nurturing. **Over 1M users have visited the site since launch.**

3. List the appropriate creative and production credits for this entry:

Chris Conant - Creative & Art Director / Team Lead

Gus Granger - Design

Smit Golakiya - Coding & Development

Ben Ricard - Cinematographer/Editor

Jen Kowskie - Design & Production

C. Conant - Copy Writing, Design & Production

Pivota Marketing - Copy Writing / Email Nurturing

David McKinney - Copy Writing / Fund 17

Lonnie Gienger - Copy Writing / Thriving Families

Justin DuBruille - Copy Writing / Legal Compliance

Riley Wilkinson - Copy Writing / Business Development

Wilkie - Mascot



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Attachments/Videos/Links:

[Wilkinson Multifamily Investing Web Experience](#)



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