

Stakeholder	Stake in the project	Impact	What do we need from them?	Perceived attitudes / risk	Stakeholder Management Strategy	Responsibility
CEO, Owner	Key project investor and authority. Receives majority of profits from the project. Also, uses site for customer relations.	High	Knowledgeable staff member about real estate industry along with input and commenting on intended implementation of changes.	Energetic about the new changes to the website. Concerned about ROI and time/ payroll to launch new system.	Involvement in all project decision making and approval of project interactions, deadlines, and project scope. Also, will approve real estate typographical information.	Project Manager
Executive Assistant	Customer referrals along with property and program information referral. Help customers search properties.	Medium	Commenting on proposed site changes, Contribute to system testing.	Excited to begin implementing site changes. Concerned about the communication portal performance.	Involvement in user group along with testing and validation of project functionality.	Project Team
Chief Operations Officer	Manages Loan Officer staff and content within system. Performs amortization calculations for potential customers.	Low	Knowledgeable staff member about loan industry along with input and commenting on intended implementation of changes.	Excited to begin implementing site changes. Concerned with communication to leads and access to information on website.	Involvement with and approval of all loan typographical content in the project.	Project Advisor
Loan Officers	Communicate occasionally through the system and utilize it for informative purposes.	Low	Commenting on proposed site changes, Contribute to system testing.	Not overly concerned with exact website changes. Concerned about content and information locations about loans on website.	Involvement with user group testing and validation of site functionality intended for loan related content.	Project Team/ testing candidate.
Real Estate Agents	Interacts with customers through website portal. Assigns recommended properties and links to important information. Forefront of customer interaction.	Medium	Commenting on proposed site changes, Contribute to system testing.	Excited to give our customers something new. Concerned about content and information locations about RE programs on website	Involvement with user group testing and validation of site functionality intended for real estate related content.	Project Team/ testing candidate.
Technology Director	Manages website and online presence for the company. Along with inter-office communication platforms. Interacts with Loan officers and real estate agents through website portal and ad on applications.	High	Implementation of all website changes uncovered by users. Manage and run website testing and data analysis.	Very excited to begin testing the website. Concerned about testing environment and implementation of proposed site changes.	Involvement with design, development and testing of the system.	Project Team Lead
Account Executives	Maintains constant customer communications and correlates assignment of real estate agents to new leads on the website.	Medium	Commenting on proposed site changes, Contribute to system testing.	Excited to begin implementing site changes. Concerned about the communication portal performance.	Involvement with user group testing and validation of site functionality intended for client side related content.	Project Team