



CASE STUDY

From Placeholder to Platform

How BondPro transformed a static landing page into an interactive financial toolset that generates leads, empowers users, and runs without developer support.

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bondpro.co.za

ReadyRun Technologies (Pty) Ltd

The Starting Point

BondPro is a financial services provider operating in South Africa's property market. They help homebuyers navigate bond applications, affordability calculations, and the transfer process. When they came to ReadyRun, they were in the middle of a brand refresh, and their digital presence did not match the ambition. A single placeholder page was standing in for what needed to be a full client-facing platform.

The gap was clear. BondPro's clients needed tools, not just information. A homebuyer researching affordability wants to run the numbers themselves. A first-time buyer wants to understand repayment scenarios before they speak to an advisor. And the BondPro team needed to update content, adjust messaging, and respond to market changes without waiting on a developer.

This was not a cosmetic project. It was a digital modernisation with real business outcomes on the line: lead generation, client self-service, and operational independence.

The Approach

Every ReadyRun engagement follows a four-stage methodology designed to eliminate guesswork and deliver systems that hold up under real conditions.

Lab / Think, Explore, Imagine

Before a single line of code was written, we mapped BondPro's business processes, user journeys, and edge cases. Calculator logic was modelled and signed off. Content structure was planned. Every decision was documented in a blueprint so BondPro knew exactly what they were getting before the build began.

Forge / Build with Precision

Engineers built to spec from the signed-off blueprints. No surprises, no scope drift. The CMS, calculators, lead capture, and analytics were constructed as an integrated system from day one.

Sim / Push Limits, Find Truth

The platform was tested in a simulated environment under real conditions. Calculator edge cases, form submissions, responsive layouts, and CMS content flows were all validated before going live.

Base / Run Steady, Evolve Fast

Deployment is not the end. Base is the ongoing operating mode where the platform runs reliably and evolves quickly as BondPro's business needs change. Updates ship fast. Feedback loops stay short.

What We Built

The solution centred on five pillars, each chosen to solve a specific business problem.

- **Content management with Wagtail CMS**
BondPro's team manages pages and service descriptions directly. No developer tickets, no waiting. When the market shifts, their messaging shifts with it.
- **Three bespoke financial calculators**
Affordability, Repayment, and Bond & Transfer Cost calculators give prospective clients the confidence to take the next step. Every calculator was mapped and modelled before construction began.
- **Lead capture through Brevo**
Contact forms and application flows feed directly into automated email sequences. Every enquiry is captured and followed up.
- **Analytics with PostHog**
Session recordings, heatmaps, and behavioural analytics give BondPro visibility into how clients actually use the platform, not just how many visit it.
- **Local South African hosting**
Low-latency performance for the primary user base, with infrastructure chosen for reliability and data proximity.

The Results

Three outcomes define the impact of this engagement.

- **Operational independence**
BondPro updates their own content, adjusts calculator parameters, and publishes new pages without any developer involvement. The platform serves the business; it does not create a dependency.
- **Active lead generation**
Pre-Approval and Apply Now flows convert interest into qualified enquiries. Every calculator session is an opportunity for the client to take the next step.
- **Precision by design**
Every user journey was mapped before construction. No wasted effort, no features nobody uses. The platform does exactly what it was designed to do.

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I really appreciated how you made me feel that you genuinely dedicated time and effort to my project. It was clear that you went the extra mile, and that level of commitment really stood out. It gave me confidence that my project was in good hands and that you cared about delivering quality results.

Strauss Smit

DIRECTOR AT BONDPRO

Ready to Build Yours?

Every business has a version of the BondPro story: tools that don't match the ambition, manual processes where automation should be, and a digital presence that undersells what the business actually delivers. If that sounds familiar, we would like to hear from you.

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