

**THE** **CLOSE**

**REAL**

**ESTATE**

**BRANDING**

**GUIDE**

GET THE RIGHT MESSAGE TO THE RIGHT PEOPLE

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# WHAT IS BRANDING AND WHY IS IT IMPORTANT FOR REAL ESTATE AGENTS?

Your brand is more than just your logo or website - it's everything that shapes how people perceive your company. The good news is, you have the ability to guide their perception through a combination of messaging and visuals unique to your business.

As a real estate agent, it's important to set yourself apart from the competition. With the proper branding, you can show potential clients who you are and why you're the right agent for the job.

# PART I: BRAND MESSAGING



**THE CLOSE**

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A brand should encapsulate who you are as an agent, not just how you appear to potential clients online or through flyers. It's important to build your brand upon who you are and what you want to deliver to your clients.

Good branding starts with a solid foundation. Before you can dive into design, you need to have something to build it upon.

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## **START BY FINDING YOUR AUDIENCE**

Do this by researching your past customers-- who are they? What are their demographics? What is the median price of the homes they bought? What are their ages? Knowing your audience allows you to know who you should be targeting with your brand messaging and how to reach your ideal client.



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## YOUR COMPANY NAME

This is the first thing potential customers will see.

It's important to make sure it will match your brand, and give people an idea of what you're all about. For company name ideas, check out [this article](#).



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## A MISSION STATEMENT

Show potential customers why they should choose you. Do this by answering the questions:

- What makes you unique?
- What can you offer people?
- You've already defined your target audience-- now how are you going to help them specifically?
- How are you going to make the buying process easier?

Along with answering the above question, it's important to consider how your personality fits into your brand. Start by listing your core values such as:

What gets you up in the morning? What drives your career?  
What are you dedicated to?

From there, you can combine your values to decide what you want to give to your customers, and how you will deliver. Having these principles laid out will also help guide and define your brand in the future.

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Now, what insights, experience or skills set you apart from your competition?

Maybe you have experience as an expert negotiator. Or you have sold more homes than your competition.

Once you decide what sets you apart, you can start coming up with your mission statement. In your statement, it's important to tell people what your mission is *and how you will accomplish it.*



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# SLOGANS

A great real estate slogan can set you apart from the crowd. When you have one second to convey your message, what are you going to say?

Once you come up with your mission statement, you'll know what message you want to send. Now, you just need to come up with something that makes you stand out.

For slogan ideas, inspiration, and feedback,  
[click here.](#)

# A PITCH & A CALL TO ACTION

For promotional materials, come up with a one sentence pitch that tells people what only you can provide. Additionally, create a call to action-- share your proposition and ask for your potential customer to complete an action in a few sentences.



# PART II: BRAND VISUALS



**THE CLOSE**

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Now that you have your messaging, you can start creating your brand visuals. Brand visuals are all of the visual elements that are part of your brand.

This tends to be everyone's favorite part and often, people skip over messaging to come straight here; however, remember that you came up with your brand messaging first for a reason; your visuals and your messaging should connect to form one cohesive brand.

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# LOGOS

A logo is an opportunity to catch the attention of your audience and show them who you are.



KEEN REALTY  
INVESTMENTS | MANAGEMENT | BROKERAGE | DEVELOPMENT



# TO COME UP WITH A LOGO, THERE ARE A FEW ELEMENTS TO CONSIDER:

## COLOR

Bright colors stand out! Choose a bright color that will pop off of the background of your webpage and emails, but make sure that while it's eye catching, it's also professional. Make people notice your logo without making it so bold that they get distracted and stop to think about it.

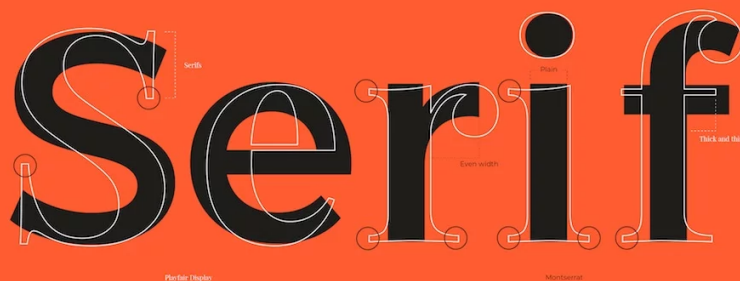
Stick with a single color palette to keep the design sleek.



# TO COME UP WITH A LOGO, THERE ARE A FEW ELEMENTS TO CONSIDER:

## FONT

Choose a font that matches your brand. What font would you use on your website? Serif or Sans-serif? At The Close, we're big fans of sans-serif, and have based our branding around it. That way, even if we use a different sans-serif font, our branding is still consistent and recognizable.



# TO COME UP WITH A LOGO, THERE ARE A FEW ELEMENTS TO CONSIDER:

## LENGTH

A logo can be a string of words, a word, or just a design. It can also have words and a design, or be abstract. It can be a rendering of the initials of your company like Halstead's:





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Or modern like century 21's logo:



The opportunities are endless!

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When creating your logo, it's important to consider length because you want to make sure that it can be used for all of your branding, from your website, to advertisements and your business cards. If the name of your company is something like: Sedgwick Rocky Creek Bold Real Estate Agents, you might want to consider choosing a symbol for your logo rather than using the whole name. In the future, your symbol will become synonymous with your company, and having an image to go with the name can increase your brand recognition.

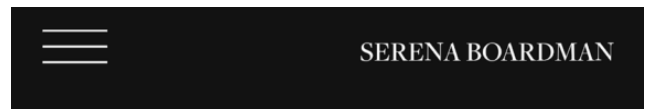
# WEBSITE

Studies show that people are more likely to stay on web pages that are easy to navigate and well designed. Having a consistent font that stands out against the background can make your site look more professional.



## TIP:

Make sure your website is also mobile friendly. In 2018, 50%+ of web traffic came from mobile devices!



PIERRE HOTEL PERFECTION - \$60,000,000

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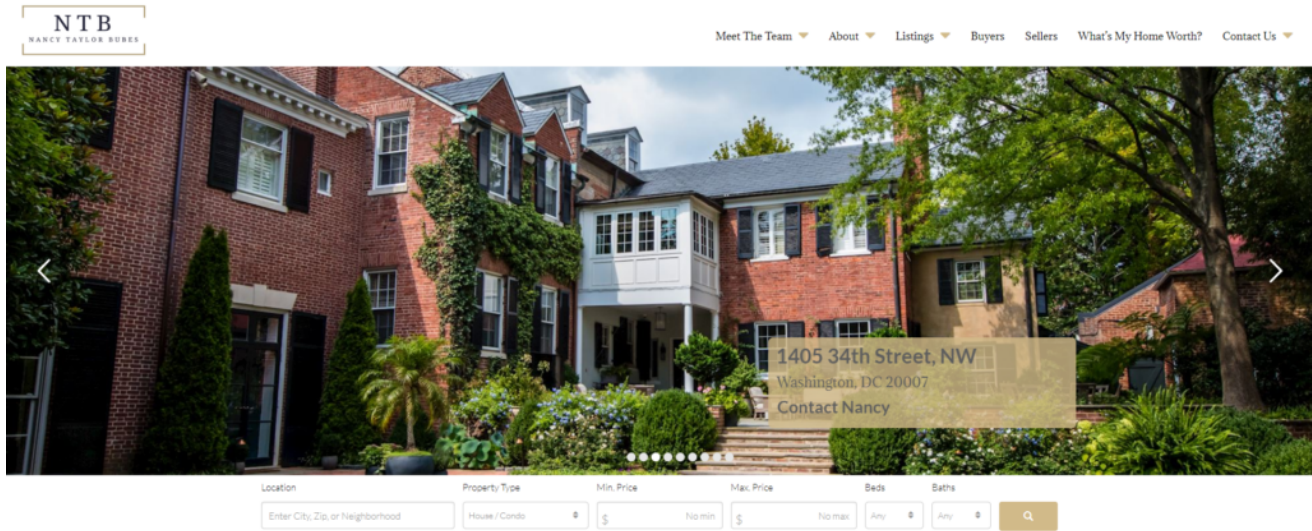
Design and build your website with your target audience in mind. You want to make sure that they can easily find what they need. Spend the most time on your "About" page, because that's the first place most people will look.

Often times, less design is more. Your visual branding, such as your logo, will stand out, but your message should ultimately be the star of the show.

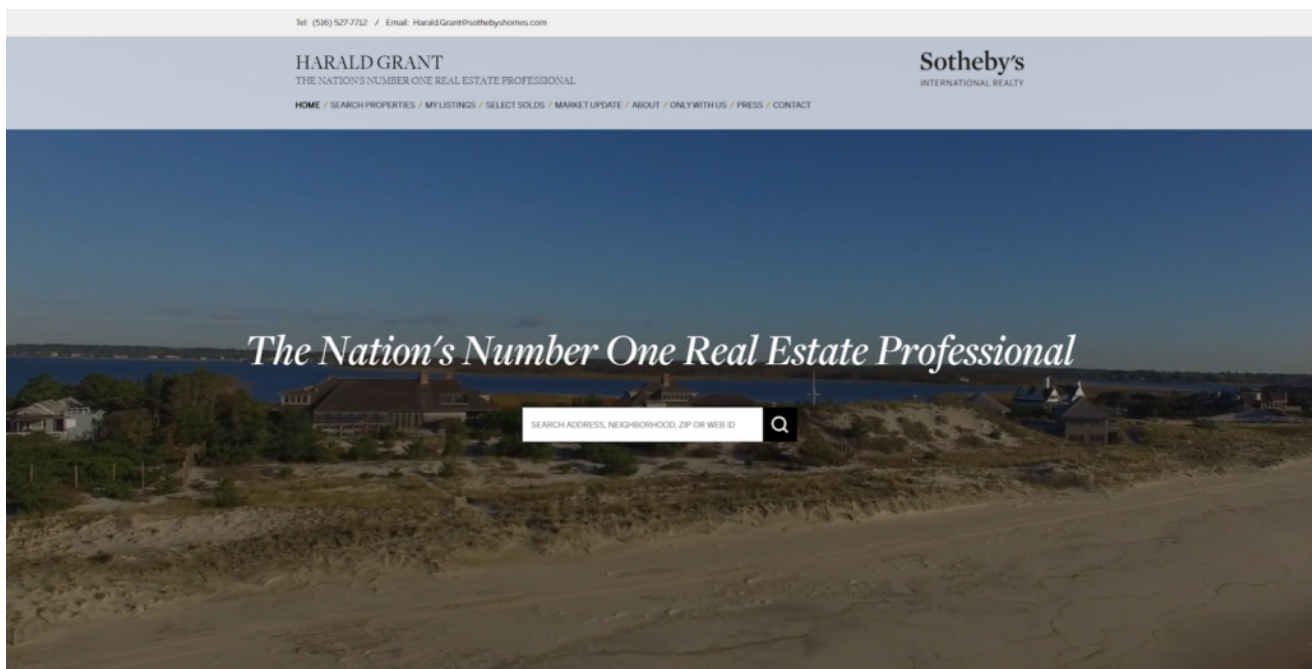
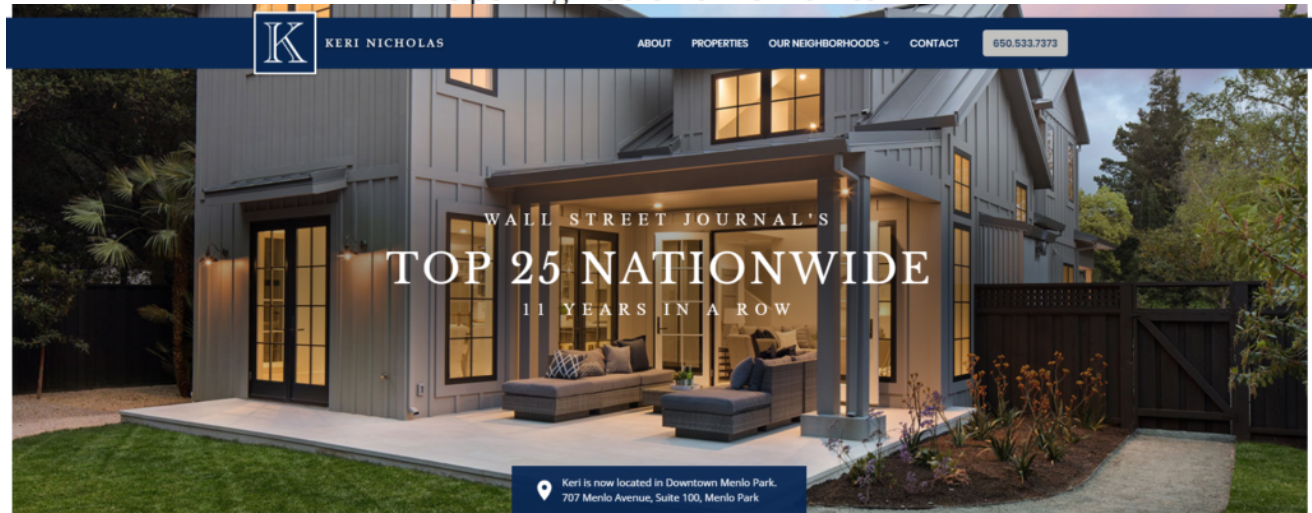
**Need help creating your website?  
Find a professional web designer over at  
Fiverr.**

**VISIT FIVERR**

Here are some examples of well-designed agents websites:

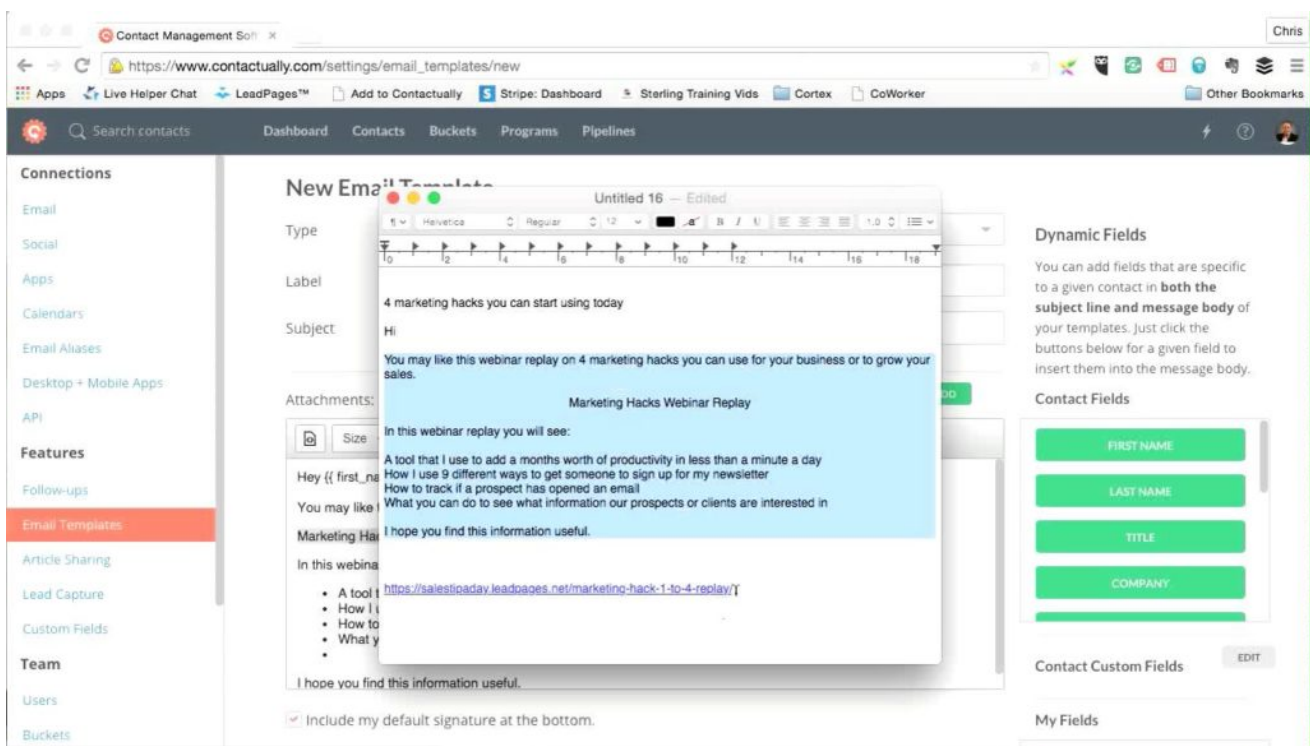


### Opening Doors To DC Homes



# FLYERS, EMAIL TEMPLATES, ADS, ETC.

Now that you have your message and visuals, it's time to apply them to all aspects of your brand. Create flyers and email templates with your logo, the same font as your website, and your messaging so that your customers know exactly who they're getting a flyer or email from. The goal is to separate yourself from the competition and make sure that your customers know who you are.





## **TIP:**

Make your materials consistent by working with one graphic designer (we recommend finding your designer on a site like [Fiverr](#) ).

Or, write up a list of your brand guidelines, including font, color palette, logo, and all brand messaging, such as your one-sentence pitch and your call to action so that anyone who makes your materials has a clear guide to follow.

# RESOURCES

Now you have a clear path to follow to build your brand! Although we're not going to pretend that this will be easy-- it takes a heck of a lot of work to perfect branding. But you can do it.

To help you get started, here are some additional resources:

- <https://theclose.com/real-estate-branding/>
- <https://theclose.com/real-estate-slogans/>
- <https://theclose.com/real-estate-company-names/>

Want a unique, professionally designed logo and help building your brand from an expert? [Check out DesignBros!](#)

[VISIT DESIGNBROS](#)



## Lead Generation Plan Template

Select at least three strategies—but no more than four—for your Real Estate Lead Generation Plan. Like the legs of a table, your business can't stand on just one or two strategies. A table is stable with three legs, but is stronger with four.

Of the strategies you select, at least one should be an active strategy. This ensures that you work on the skills that help you generate leads when times get slow. This is what we call your Pillar Strategy. The Pillar Strategy is the lead generation activity you hold yourself accountable to weekly or monthly.

Want ideas for your lead generation strategies? Check out our [free e-book with 61 Innovative Lead Generation Ideas](#) you can use to build your plan.

### **Start your plan by setting concrete goals:**

What do I want to achieve? Be specific.

When do I want to achieve it?

How long do I have before I must produce income?

What am I willing to spend?

**Identify your resources:**

Who do I know who can help me reach my goal faster?

Specifically, what can they provide or teach me?

What lead generation systems does my company provide?

What lead generation education is available to me?

What other resources can provide me with lead generation systems, tools, and education?

What lead generation strategies are available at low or no cost to me?

What lead generation strategies do I already have experience with?

What lead generation strategies excite me?

What lead generation strategies have I already tried?

What did I enjoy?

What did I despise?

Now that you have your concrete goals, know what resources are available to you, and have a deeper understanding of what kind of lead generation strategies fit your personality, use this worksheet to define your strategy.

Title	Activity	Active or Passive	Return on Investment
Pillar Strategy		Active	Fast
Support Strategy			
Support Strategy			
SOI Database	Email, Mail, Events	Passive / Active	Slow & Steady

# The Ultimate New Real Estate Agent Checklist

You've got your real estate license—now what? Before you can start dominating your local market, you need to make sure you have the communications, marketing, and client acquisition systems in place to effectively grow your business.

- Website:** The real estate business is a digital operation, and the website is the hub of any successful agent's efforts online. Custom websites can be very effective, but also very pricey, so before new agents make the leap into purchasing or building a custom website, they should start by customizing their broker-provided site with their correct information.

You can start driving traffic here until you're ready to make a long-term decision on a custom website. When you're ready to take the leap into a custom website, check out The Close's guide, ["The 6 Best Real Estate Website Builders of 2020."](#)

- CRM:** You're going to need some way to nurture all the new contacts your website will generate, which is why a CRM is your next step. A CRM, or customer relationship management system, helps you keep track of who you're talking to, where the contact came from, and what their needs are, and also provides you with ways to automate regular communication with them to move them from prospect to client.

The most basic CRM is a notebook where you can manually write down the interactions you have with each prospect, but there are technology solutions that can do a much better job. If your brokerage doesn't provide you with a CRM, start shopping for one by visiting our guide, ["The Best Real Estate CRM for 2020: In-depth Reviews & Pricing."](#)

- Email marketing:** Most real estate CRMs will provide you with the tools you need to do effective email marketing, but you still need a strategy to get it done. Are you going to be sending a monthly newsletter? To whom? How are you going to segment your list so that the right people get the right message at the right time?

Email marketing is a great way to drive people who you already have a connection with back to your website to consume content, search for property, and move down the lead funnel. As your strategy is starting to come together, visit our article ["13 Real Estate Email Marketing Tips & Scripts That Actually Work in 2020"](#) to get the inside track on effective email messaging.

If your CRM is great for individual client communication but the mass email communication options aren't meeting your needs, there are email marketing companies like [Mailchimp](#) and [Constant Contact](#) that can help fill in that gap.

- Snail mail marketing:** Though most of real estate marketing is now done digitally, you are still going to have clients and prospects who should be marketed to at their mailbox. A great way to start with these marketing efforts is with postcards.

Using online postcard services like [Vistaprint](#) or [ProspectsPLUS!](#) will help you create your postcards online and even mail them for you if you upload your address lists. If you need some help deciding what to send when, make sure to read through our guide, "[15 Eye-Catching Real Estate Postcards That Actually Work.](#)"

- Zillow:** We know that most consumers spend at least some time on [Zillow](#) during the first stages of the homebuying or selling process, often before they've chosen an agent. Since we know our prospects are spending time on this platform, it makes sense to have a completed and updated profile here so potential clients can find you in their search for an agent.

Setting up a profile on Zillow is totally free; you can claim your listings and past sales, collect reviews, and connect with prospects by listing your contact information. If you want to take advantage of all that Zillow has to offer, consider signing up for the [Zillow Premier Agent Program](#), where you can pay to have your contact information displayed next to the listings in the areas that matter most to your business.

If you're on the fence about whether the Zillow Premier Agent program is right for you, check out our top-to-bottom review, "[Is Zillow Premier Agent Worth the Cost?](#)"

- Social media accounts:** Social media is a great way to connect with your clients, prospects, and sphere of influence to share what you're up to, insights into your business and personal journey, and provide some social proof that you're the kind of person that people want to do business with.

Real estate agents should have professional social media presences on the networks where they can commit to having a regular presence. Some of the most popular networks for real estate agents include Facebook, Instagram, Twitter, Pinterest, LinkedIn, and YouTube.

Social media marketing can be a time-consuming and challenging effort, especially when you're first starting out, so if you need some tips on how to get your efforts off the ground, check out some wisdom from agents who've been doing it right for a long time, "[15 Real Estate Social Media Marketing Tips From Top Agents.](#)"

- **Paid lead generation:** Until you're advanced in your career, it's tough to maintain a full-time business solely on the back of referrals and clients via social media, which is why investing in paid lead generation makes a lot of sense. Remember, paying for leads from a lead generation company is just another marketing expense, similar to buying stamps for your postcard campaign or paying for a boost on a social post to get it in front of more prospects.

There are a lot of paid lead generation options out there, so if you need some help choosing which one is best for your business, check out ["The Top 6 Real Estate Lead Generation Companies 2020."](#)

- **Prospecting strategy:** Prospecting is the natural partner to paid lead generation. With paid lead generation, you are paying for a company or service to provide you with contact information for people who have indicated that they're interested in buying or selling a home, whereas with prospecting, you are doing the outreach yourself, not waiting for someone to raise their hand and initiate contact with you.

Prospecting is a powerful strategy for new real estate agents because you are ultimately in control of your own success. You control how many phone calls you make, how many doors you knock on, how many letters you send. But, cold outreach can be a challenge for real estate agents without a lot of sales experience, which is why having a solid prospecting strategy is a must.

Some great places to start are tools like [REDX](#), which provides you with contact information for expired or FSBO property owners, or [SmartZip](#), which uses predictive analytics to provide you with a list of property owners who've been identified as likely sellers in the next year. As you're building your strategy, make sure to review our article, ["13 Clever Real Estate Prospecting Ideas to Boost Your GCI,"](#) to give yourself some extra insight into what could set you apart from your competitors.

## Bringing It All Together

Creating a successful infrastructure for your real estate business to run on will set you up for a steady stream of clients and closed transactions for years to come. Got questions about these systems? Visit the articles linked in each item on this list and leave us a comment. We'll get back to you there as soon as possible.