



# BRANDING & BUSINESS LAUNCH

By Kristin Cole  
Silvercreek® Realty Group



# OVERVIEW

01



COLLATERAL

02

03



COMPLIANCE

04



# BRANDING

The process of creating a distinct identity for your business in the mind of your target audience.

Engaging with your target audience to build recognition, trust, loyalty, and preference through a strong emotional connection.

# TARGET AUDIENCE

WHO ARE THEY?



Demographics, goals, priorities, values, etc.

WHAT APPEALS TO THEM?



What messages, designs, and aesthetics will appeal to them?

WHAT DO THEY NEED?



What services, communication styles, and attention are they in need of?

# ELEMENTS

01

**BUSINESS NAME**

02

**LOGO / SYMBOL**

03

**TYPEFACE**

04

**COLORS**

05

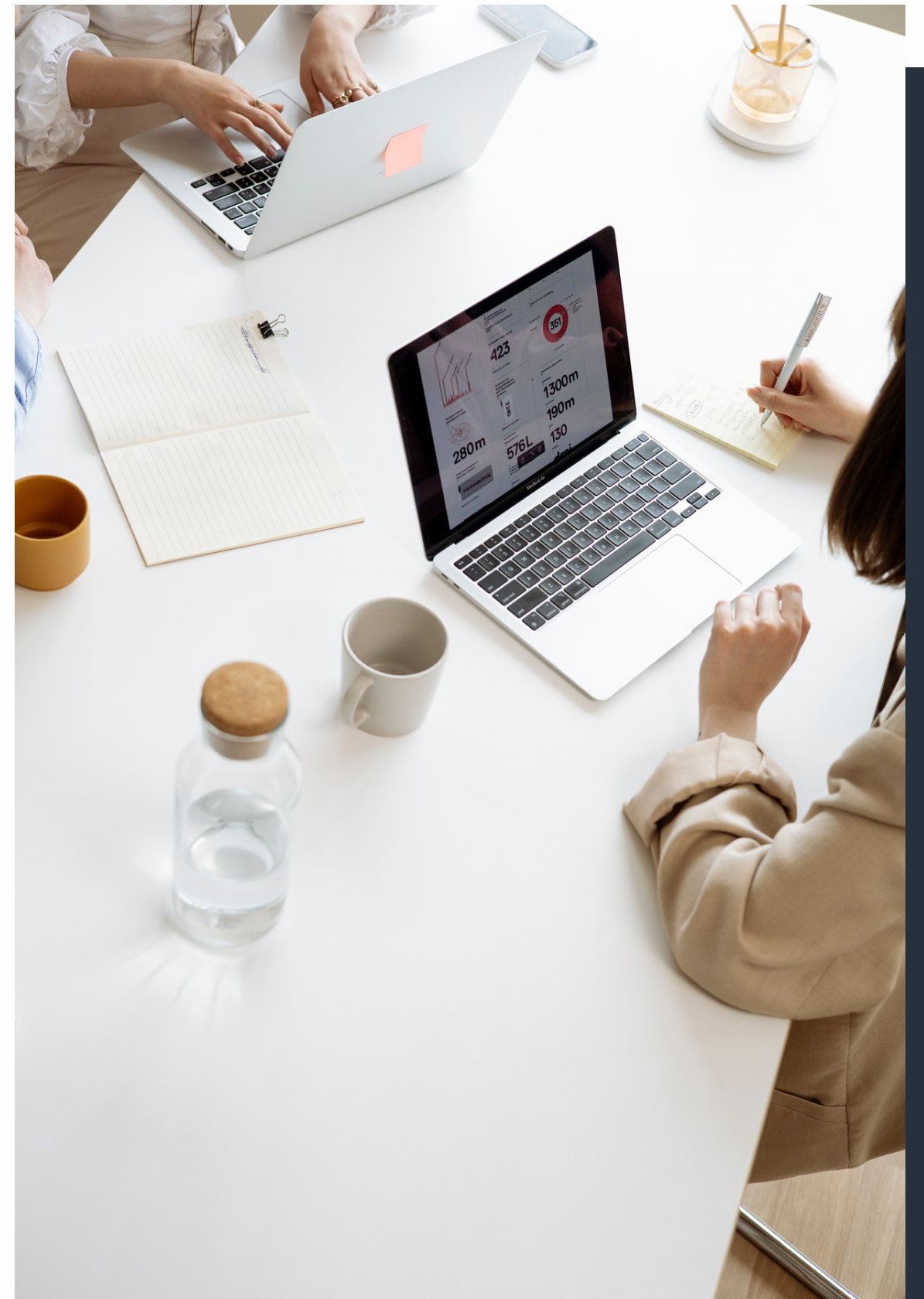
**VISUAL STYLE**

06

**TAGLINE / SLOGAN**

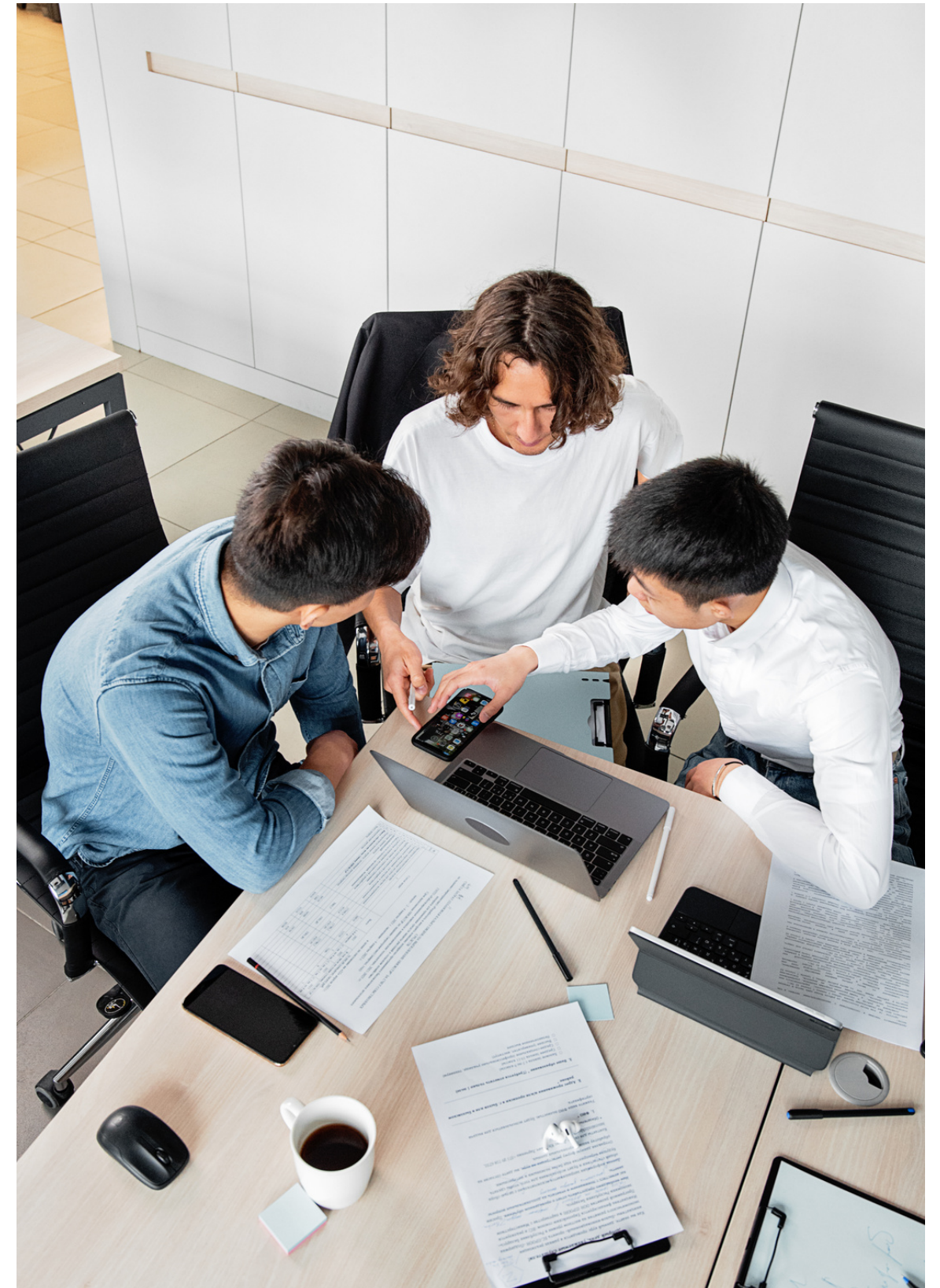
07

**VOICE / TONE**



# BUSINESS NAME

- ✓ Choose something easy to spell, pronounce, and understand
- ✓ Consider future growth
- ✓ Follow NAR guidelines
- ✓ Search for other businesses with similar names to avoid copyright concerns





## **LOGO**

Full design, usually with business name

## **SYMBOL**

Scaled down or partial version of the logo;  
graphic only

Your logo should represent the preferences of your target audience and be appropriate for your industry.

Consider a design that is simple, timeless, memorable, visually appealing, and versatile



# TYPEFACE

Choose a typeface that is available on most computers. Choose 1 print (serif or sans-serif) typeface and 1 script typeface.

Experiment with the fonts together in a variety of ways to ensure they are compatible.



# COLORS

Choose a pallet of 3-5 compatible colors. Identify the RGB/HEX codes of each color for future reference.



You can assign specific colors for fonts, backgrounds, patterns, etc. or use them as needed for each design.

# VISUAL STYLE

Select photos that represent the visual style of your brand. These will be guide posts for your design choices in the future.



# YOU AS VISUAL STYLE



You are part of your business brand because in so many ways, you **ARE** your business. Use high quality headshots that represents authenticity within your brand.

Invest in yourself as the primary piece of your brand!

# TAGLINE / SLOGAN

A concise, powerful statement that reflects your value proposition and creates an emotional connection with consumers.



**WHAT IS THE CENTRAL PURPOSE OF YOUR BUSINESS?**



**KEEP IT SHORT & MEMORABLE**



**HIGHLIGHT YOUR UNIQUE VALUE PROPOSITION**



**USE STRONG VIVID LANGUAGE**



**WHAT EMOTIONAL APPEAL ARE YOU MAKING TO YOUR CLIENTS?**



**WHAT BENEFITS DO YOU OFFER?**



# VOICE / TONE

Personality and style of communication that your brand adopts to engage with your target audience.

Fun? Professional? Comedic?

Conversational? Formal? Casual?





# COLLATERAL

Materials that represent your brand's visual identity and messaging

Digital or Print

# PRINT COLLATERAL

BUSINESS  
CARDS



MAILERS

SIGNS

PRESEN-  
TATIONS

FLYERS

# DIGITAL COLLATERAL

WEBSITE

VOICEMAIL

SOCIAL  
MEDIA

VIDEOS

EMAIL





# WEBSITES



## BOOMTOWN OR kvCORE

Customizable, connected to multiple MLS services, affordable, lead capture



## EXTERNAL CRM / WEBSITE

Can be costly, complete a lot of research, understand MLS accessibility



## BUILD YOUR OWN

Full customization, costly, ongoing maintenance, can only connect to MLS you belong to



# EMAIL

- ✓ NOT PROVIDED BY SILVERCREEK
- ✓ OWN YOUR OWN BRAND
- ✓ USE GENERIC SERVICE

- ✓ CREATE CUSTOM DOMAIN
- ✓ CREATE BRANDED EMAIL SIG.
- ✓ STAY ORGANIZED



# VOICEMAIL

Make sure to set up your voicemail with REALTOR® and Silvercreek Realty Group

Check your voicemail regularly

Delete messages so your voicemail isn't full

Consider a program that transcribes voicemail to email

# SOCIAL MEDIA

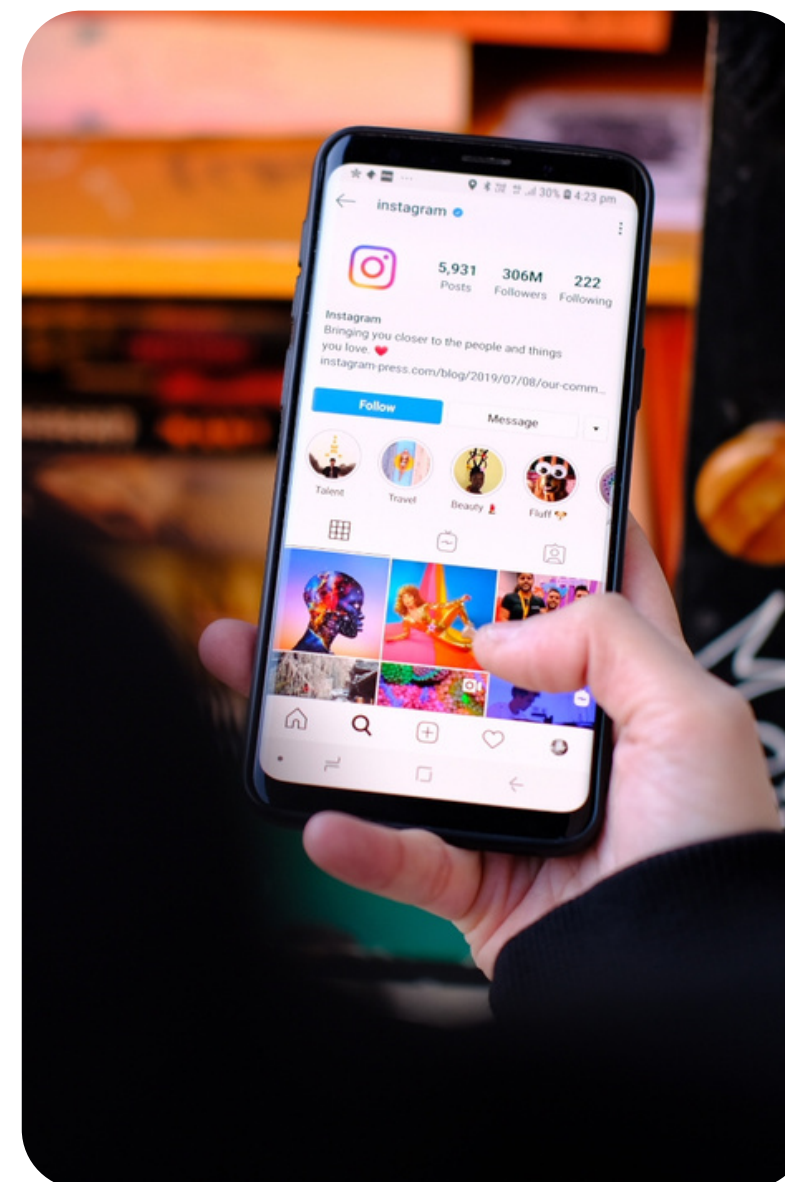


## CLARITY

Make it clear who you are, what you do, and how to reach you

## CONSISTENCY

Keep your branding, profile, and details consistent across platforms



## CONSTANCY

Set up and keep a regular posting schedule



\*Image courtesy of etsy.com (AlwaysSunnyCo)



\*Image courtesy of etsy.com (xpansiondesign)

EDIT IN  
**Canva**  
FREE

# THE *Ultimate* REAL ESTATE BUNDLE

1 WEBSITE + 55 INSTAGRAM POSTS + 40 INSTAGRAM STORIES + 12 IG HIGHLIGHT COVERS + 3 BUSINESS CARDS + 2 FLYERS + 2 DOOR KNOB TAGS + 2 BROCHURES + 2 SIGNAGES + PPT / KEYNOTE PRESENTATION

The image displays a variety of real estate marketing materials. On the left, there are two sets of business cards: one in dark blue and one in light brown, both featuring a house icon and the text 'YOUR LOGO'. In the center, there are several flyers and brochures. One flyer features a house and the text 'JUST LISTED', 'HOME INTERIOR', 'DREAM', '\$50,000', and 'COPY VIDEOS'. Another flyer shows a house and the text 'JUST LISTED', 'DREAM', and '\$50,000'. Below these are two computer monitors displaying website mockups. The desktop monitor shows a 'READY TO CALL HOME' banner, and the laptop shows a 'Featured Listings' section. On the right, there are more flyers and brochures, including one with the text 'DREAM' and another with 'Home Interiors' and 'DREAM REALTY'.



**FORMALIZING  
YOUR BUSINESS**

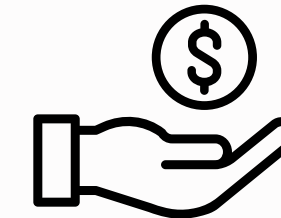
# CREATING YOUR BUSINESS ENTITY



REGISTER BUSINESS  
ENTITY WITH THE  
SECRETARY OF STATE



APPLY FOR EIN  
WITH THE IRS



COMPLETE YOUR  
W-9 FORM





# COMPLIANCE

The Dos and Don'ts of Branding and Marketing

# BEST PRACTICES

**BROKERAGE  
NAME**

**LICENSEE  
LEGAL NAME**

**CONTENT  
NEUTRAL**

**FAIR  
HOUSING**

**HONEST &  
TRUTHFUL**

**PERMISSION**

**REALTOR®**

**RESPECTFUL**

**CLIENT  
CONFIDENTIALITY**

# QUESTIONS?

KRISTIN COLE

 208-371-8848

 [kristin@silvercreekrealty.com](mailto:kristin@silvercreekrealty.com)

