

Build a Better Business

Branding workbook for real estate agents



01

Define your brand.

A strong brand is the difference between just another real estate agent and well known real estate professional. Make sure you stand out from your competitors by defining who you are and what makes you unique.

who are you?

1. IN ONE PHRASE DESCRIBE WHO YOU ARE AS AN AGENT.

Example: I am a hard working listing agent focused on providing my clients with excellent service, a timely and smooth transaction, and one of kind real estate experience.

2. WHY SHOULD YOUR CLIENTS HIRE YOU?

Example: I go above and beyond for all clients by offering 24/7 service, a listing marketing mix unlike any other, and I have access to ready and potential buyers.

3. DESCRIBE YOUR IDEAL CLIENT. NOT JUST THEIR FINANCIAL OR HOME CRITERIA BUT WHO THEY ARE.

Example: My ideal clients work and play in urban neighborhoods. They want to be near the action, enjoy going out, and want to live in urban high-end properties.

4. WHY DID YOU DECIDED TO BECOME A REAL ESTATE AGENT?

Example: I believe real estate is the biggest and best investment we can do. I want to help others enhance their lives both personally and financially by investing in real estate.

PERSONALITY

For example: Ambitious, educated, efficient, thoughtful, trustworthy

COLORS

For example: Turquoise #00c4cc, Medium Grey #d9d9d9

DEFINE THE FACE OF YOUR BUSINESS



These are the things that will make it easy for your clients to recognize your brand. Think of them as the face of your business.



For example: I can, I will, I promise my clients

PROMISE

For example: Oswald, Trocchi, *Yellowtail*, Arial, *Brusher*

TYPOGRAPHY

02

The nitty gritty.

Now that you have established the face of your business, define the values and key goals of your business in which you will hold the above statements to true.

what defines you?

MISSION STATEMENT:

VISION :

COMPANY VALUES:

STRENGTHS:



90 DAYS



1 YEAR



3 YEARS

DEFINE YOUR GOALS

what is your value proposition?

A large, empty white rectangular box intended for writing the value proposition.

KEY STRENGTH #1

KEY STRENGTH #2

KEY STRENGTH #3

A large white rectangular area divided into three vertical columns by thin black lines, intended for detailing key strengths.

03

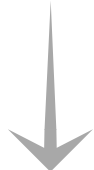
Create the image.

You know who you are and what you stand for, now it's time to put it all together. Put a face to the name, a tone in the voice, and create a personal brand that is specific to you.

WHO ARE YOU?



VALUE PROPOSITION



WHAT DEFINES YOU?



COMPANY SLOGAN OR MOTTO



COLOR SCHEME



put all of things together and you get your
BRAND

TYPOGRAPHY



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