

HOW TO  
BUILD A

**POWERFUL**

BRAND  
IDENTITY



A REAL ESTATE EBOOK FROM



HOW TO BUILD A

# POWERFUL BRAND IDENTITY

Every aspect of your brand, from your logo to the voice you use over email, tells a story. This story, or the collection of features and values you portray to your customers, is called your brand identity. The strongest brand identities are almost universally recognizable and instantly convey a message about the business. What do you think of when you see the Nike swoosh? Perhaps power, speed, or movement? That's by design. Large corporations like Nike pour millions of dollars into their brand identity, and their incredible market share and sales numbers are no coincidence.

Most brokerages don't have that kind of cash just lying around but, with [106,548](#) real estate brokerage firms operating in the United State as of November 2020, a robust brand identity differentiating you from the masses is essential. When thoughtfully developed, your brand identity can draw in new customers, build credibility and trust within your community, and meaningfully increase your marketing and advertising impressions. Whether you're a brand new brokerage building an identity from scratch or a seasoned veteran looking for a brand refresh, a little self reflection, research, and creativity could make you the Nike of your local real estate market.



# 5 STEPS

FOR DEVELOPING  
A POWERFUL  
BRAND IDENTITY:

- **AUDIT** YOUR CURRENT BRAND
- **RESEARCH** YOUR COMPETITORS
- GET TO **KNOW YOUR AUDIENCE**
- BRING YOUR **BRAND TO LIFE**
- **MONITOR AND MAINTAIN**  
YOUR BRAND



# 1 | AUDIT YOUR CURRENT BRAND

The first step to building a powerful brand identity is gauging where you currently are. Do the design, color, and voice in your brochures and website match each other and your business? What do you like about your brand, and what feels unaligned? Maybe your logo looks a little outdated, or the name “Corona Real Estate” isn’t working out quite like you’d hoped. Whatever the case, start by taking detailed notes on any aspects of your brand that you love, as well as those that need to go.



“YOUR BRAND  
IS A **story**  
UNFOLDING  
ACROSS ALL  
CUSTOMER  
TOUCH  
POINTS.”

— JONAH SACHS, *Author,  
Designer, and Entrepreneur*



# 2

## RESEARCH YOUR COMPETITORS

Your competition isn't just a nuisance; they're a yardstick against which you can measure yourself. Understanding your competitors can help you pinpoint which aspects of your business should be highlighted, and which can be left out of your brand identity.

For example, if you're up against a bunch of industry veterans, maybe remove the phrase "years in service" from your marketing materials. Instead, paint your brand as fresh, modern, and in touch. Or, if you offer products and services the competition doesn't, perhaps "one-stop shop" should be part of your brand.

Sitting down and researching exactly why you're a better choice than the other guys (or gals) can help you refine your brand's story, positioning your business as the hero.

### COMPARE YOURSELF TO THE COMPETITION USING THESE METRICS:

- **STRENGTHS:** The things you do really well but your competitors don't.
- **WEAKNESSES:** Any room for improvement or places where the competition has you beat.
- **OPPORTUNITIES:** Products, trends, or other elements upon which you could capitalize.
- **THREATS:** Potentially harmful elements that your business is up against.



# 3

## GET TO KNOW YOUR AUDIENCE


Knowing your [real estate market niche](#) is critical at this stage. The more you know about your ideal client, the more powerful your branding will become.

Do you work mostly with wealthy clients who are looking for a second home in the luxury market? If so, streamlined and elegant branding may be the way to go. Or, are you targeting first-time buyers who might respond best to a more casual, approachable brand?

Whatever your niche, your brand identity should feel specifically tailored to your clients' wants and needs. If your brand seems like it was made for them, why would they bother with a competitor?







“THE AIM OF  
MARKETING IS  
TO KNOW AND  
**understand the  
customer so well**

THE PRODUCT OR  
SERVICE FITS HIM  
AND SELLS ITSELF.”

– PETER F. DRUCKER, *Father  
of Management Thinking*



# 4

## BRING YOUR BRAND TO LIFE

Once you've determined which aspects of your brand can stay and which need to go, nailed down how you measure up against the competition, and have really thought about what your specific clients want, it's time to breathe life into your brand.

Update your old logo, [refresh your website](#), or choose new and improved brand colors. If the voice on your website is different from your emails, set a standard across the board. Ensure each individual aspect comprises the results of the last three steps and accurately conveys the story of your brand.

### GIVE YOUR BRAND AN IDENTITY THROUGH THESE ELEMENTS:



NAME



COLOR



IMAGES



LOGO



TYPEFACE



GRAPHICS



SLOGAN



VOICE



# 5

# MONITOR AND MAINTAIN YOUR BRAND

Your brand is a living, breathing thing. As your clients, values, and offerings change, so will your brand. Continuously evaluate the story you're telling, and make any adjustments as you go. When you've thoughtfully and purposefully designed each and every aspect of your brand, tweaking it as you grow will start to come naturally.





“A BRAND IS A  
**living entity**  
— AND IT IS  
ENRICHED OR  
UNDERMINED  
CUMULATIVELY  
OVER TIME, THE  
PRODUCT OF A  
THOUSAND SMALL  
GESTURES.”

— MICHAEL EISNER, *Former Disney CEO*



# YOUR BRAND TELLS A STORY

From larger pieces like your company name to something as small as your font, every aspect of your brand tells a story. By thoughtfully incorporating your market advantages, catering to your clients, and adding in the creative and unique elements that characterize your business, your brand becomes the hero of your local market. Before long, your market share and sales numbers could look a bit more like Nike's.



# ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

