



REAL ESTATE MARKETING & BRANDING

GREEN PALM DESIGN STUDIO



greenpalmdesigns.com

Hello!

I'M AMANDA,

a Graphic Designer and current owner of Green Palm Design Studio; based in the heart of Hamilton, Ontario! I have a passion for all things creative and love graphic layout and modern design. I have spent the last 3 years helping clients find their

visual identities and bring them to light in the best way possible. I'm excited to help you launch your unique real-estate identity to help you sell more houses!

Looking forward to working with you!

Amanda Jackson



A woman with dark hair, wearing a light blue denim jacket and a patterned scarf, is sitting at a white desk. She is using a black stylus to draw on a black tablet. On the desk, there is a white computer monitor with a green sticky note on it, a white keyboard, a white mouse, a color calibration chart, a smartphone, a cup of colored pencils, and a yellow notepad. The background is a plain white wall.

Branding Packages

The New Brand

Are you a new agent starting out and need a unique brand identity to help you stand out and get noticed by home buyers/sellers?

This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board (PDF)
- Custom Colour Palette
- Social Media Profile Photo and Banner
- 2 revisions

Marketing Materials

- High-res print ready Business card template
- Branded Thank-You cards
- One additional template of your choice

\$1200

A woman with dark hair, wearing a light blue denim jacket and a patterned scarf, is sitting at a white desk. She is using a black stylus to draw on a black tablet. On the desk, there is a white keyboard, a white mouse, a color calibration chart, a smartphone, a computer monitor with sticky notes, and a cup of colored pencils. A green banner with the number '3' is in the top right corner.

Branding Packages

The Re-Brand

Are you an existing agent looking for a transformation, or to refresh your branding and marketing? This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board
- Social media Profile Photo and Banner
- 2 revisions

Marketing Materials

- All of your current marketing materials will be refreshed to match your new brand identity.

\$900



A La Carte

The A La Carte

- Listing & Real estate Agent Signage
- Riders
- Just Listed/Just Sold Postcards
- Door Knockers
- Business Card Design
- Letterhead + Branded Envelope
- Thank - you Cards
- Brochures/Flyers
- Price Sheets/Sale Sheets
- Magazine/Online Ad Design
- Social Media Templates/Grids

Printing services are offered. Note there are additional costs associated with printed materials.

Inquire for Pricing



OLIVIA WILSON
REAL ESTATE AGENT

3 BEDROOM | 4 BATHROOM | 2915 SQFT

Just **LISTED**
192 CEDAR RIDGE, Hamilton

Custom Postcards

JUST LISTED



3 BEDROOM | 4 BATHROOM | 2915 SQFT

Just **LISTED**
192 CEDAR RIDGE, Hamilton

OLIVIA WILSON
REAL ESTATE AGENT




THE IDEAL HOME FOR HOSTING!

Are you looking to live in Stoney Creek's most sought-after neighbourhood of Winona North? Look no further, welcome to 192 Cedar Ridge - A spacious detached property sitting on a premium pie shaped lot! This wonderful family home welcomes you!

CONTACT
123-456-7890
HELLO@OLIVIAWILSON.COM
OLIVIAWILSONREALTY.COM
@OLIVIAWILSON



FEATURES




- 3 bedrooms
- 4 Bathrooms
- Attached Garage
- Finished Basement
- Landscaped Yard
- New Gazebo

LIST PRICE
\$1,299,900

TYPE
Single Family

LIST PRICE \$789,000

UNIT OVERVIEW
The perfect combination of comfort, style, & functionality. This home has a lot to offer and more to come.

JUST LISTED!
12 - 290 RIVER RD W
HAMILTON

LISA JAMES
Realtor
C. 123-456-7890 | O. 123-456-7890
HELLO@REALLYGREATREALTY.COM

JUST SOLD!

JUST SOLD OVER ASKING!

Hi, I'm Olivia with Olivia Wilson Realty and I'm proud to say that we just sold your neighbours home at 192 Cedar Ridge for **OVER ASKING!** We generated so much interest in marketing the home that we had several interested home buyers that also want to live in your neighbourhood.

SO ARE YOU READY TO SELL?

LET'S WORK TOGETHER! CALL ME AT 123.456.7890

OLIVIA WILSON
Realtor
C. 123-456-7890
HELLO@OLIVIAWILSONREALTY.COM
OLIVIAWILSONREALTY.COM

OLIVIA WILSON
REAL ESTATE AGENT

3 BEDROOM | 4 BATHROOM | 2915 SQFT

Just SOLD!
192 CEDAR RIDGE, Hamilton



JUST SOLD!
12 - 290 RIVER RD W
HAMILTON

LISA JAMES
Realtor
C. 123-456-7890 | O. 123-456-7890
HELLO@REALLYGREATREALTY.COM




SOLD OVER ASKING!

Hi, I'm Lisa with Really Great Realty, and I'm proud to say that we just sold your neighbours home at 5 - 12-290 River Road West for **OVER ASKING!** We generated so much interest in marketing the home that we had several interested home buyers that also want to live in your neighbourhood.

SO, ARE YOU READY TO SELL?

LET'S WORK TOGETHER! CALL ME AT 123.456.7890

LISA JAMES
Realtor
C. 123-456-7890
O. 123-456-7890

LIST PRICE: \$789,000
SOLD PRICE: \$795,000

3 DAYS ON MARKET
14 SHOWINGS

HELLO@REALLYGREATREALTY.COM
REALLYGREATREALTY.COM






Custom Flyers

Flyers



Flyers



FOR SALE



SARAH JONES

Sales Representative

123.456.7890

realtyonegroup.com



Signage

Signs & Riders



Signs & Riders



Signs & Riders





Extras

Door Knockers



Business Cards





The Process

So how exactly does this whole process work?

1 | REACH OUT

Contacting Green Palm is the first step!
You did it!

2 | DO YOUR HOMEWORK

Complete the design questionnaire about your business, goals, design vision. Gather and submit inspiration.

3 | I DIVE IN

I review your "homework" and do research into your industry, competitors, clients. I then start creating a mood board to ensure we are on the same page for your vision.

4 | LOGO DESIGN

I deliver 3 initial primary logo concepts with mockups for what the logo may look like on branded materials. You have 2 optional revisions/feedback sessions.

5 | BRAND DESIGN

We then nail down your secondary logo and icon, as well as typography and colour palette. I start creating your brand board. If your package includes marketing templates these are also created.

6 | FILE DELIVERY

Once invoice is paid in full, all final logo and template files will be delivered via Google Drive or email.



FAQ's

Do You Require a Deposit?

Yes! Once your project is booked, 25% of your estimated quote is required before we start! The deposit is non-refundable. The remaining balance is due prior to the final files being delivered.

Project quoted under \$100 will not require a deposit and payment can be taken once the project is completed.

How Long Does it Take to Complete a Project?

Custom Branding take between 1 - 2 weeks. Initial designs will be sent within 7 business days, revisions will be completed over the course of 1 week. Additional revisions will result in more time added as well as an additional fee.

Marketing materials such as business cards, brochures, postcards, stationary, signage etc require 1 - 3 business days to design + additional time if choosing to print through Green Palm Design Studio.

Custom projects will be determined upon inquiry.

