

LANDLORDS GUIDE TO BRANDING

6 WAYS TO BUILD THE BEST BRAND IN PROPERTY

- + ATTRACT INVESTORS
- + ACQUIRE BETTER DEALS
- + AND GROW YOUR PORTFOLIO



A PROPERTY BRAND...

IS MORE THAN JUST A LOGO WITH A ROOF OVER THE TOP!

Everything, **YES, EVERYTHING** your business does is branding. So, you really need to define your company branding if you want it to be at least a bit successful in the property market.



(THIS IS WHAT BRANDING IS NOT!!)



BRAND

VS

LOGO

Is the culmination of every interaction with, experience of, thought about, and marketing practice by a business.

Is an easily recognisable, reproducible, visual design element, often including a name, symbol, specified colours, or trademark.



SO WHAT CAN A ^(proper) BRAND
DO FOR YOU?

property
branding





CONSISTENT BRANDING EVOKES A SENSE OF **TRUST**

Would you trust a person who is clearly confused on what they do, what they believe in and what they stand for?

Especially if you meet this person for the first time and they ask for your money?

...didn't think so.



BRANDING MAKES YOU A MUCH MORE EFFECTIVE **STORYTELLER**

(IT'S ALL ABOUT THE STORY)

Once you're clear on your branding and your brand story, you become much more effective in conveying a sense of authenticity.

This is key when hunting for people to joint venture or agents to work with. Share your journey, as it is unique to you, and is often the best story you can tell.



BRANDING CREATES A **COMMUNITY**

BECOME THE KEY PERSON
OF INFLUENCE

When your branding is strong and evident in everything you do, your audience can understand what you can do for them much more effectively.

When they feel they can trust you and that you understand their needs, they'll happily invest or work with you.

HOW TO BUILD A SUCCESSFUL PROPERTY BRAND



STAND OUT



ATTRACT



RAISE PROFILE

6 WAYS TO BUILD A SUCCESSFUL PROPERTY BRAND

Here are 6 ways to build up a successful brand so that you can connect better with investors, landlords and agents.



1. ANALYSE YOUR VALUES

Whether conscious of it or not, every brand exudes certain values. A sure-fire way to make branding a property business easier is by taking a hold of those values and leverage them in a positive way.

People work with people they trust, and this is definitely true when it comes to investing. So if your investor aligns with your values you are making it easier for them to trust you. So, understand your values and make this message shine through in your brand.



RELATIONSHIPS



EXCELLENCE



GOALS



ETHICS

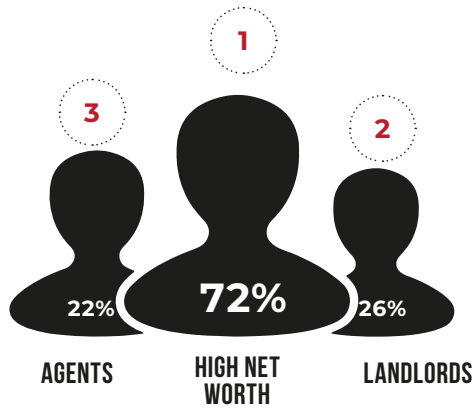


INNOVATION



TRUST





WHO EXACTLY ARE YOU
AIMING AT?

2. ASSESS YOUR AUDIENCE

Whether you're already putting yourself out there and it's not quite making its mark or you're wanting to start promoting yourself to gain investors, landlords or agents, you'll want to take a closer look at your market.

Ask yourself:

- Who, exactly, are you trying to connect with and 'sell' your services to?
- How can you make an impression in their busy lives?
- How can you be different to all the other property professionals?



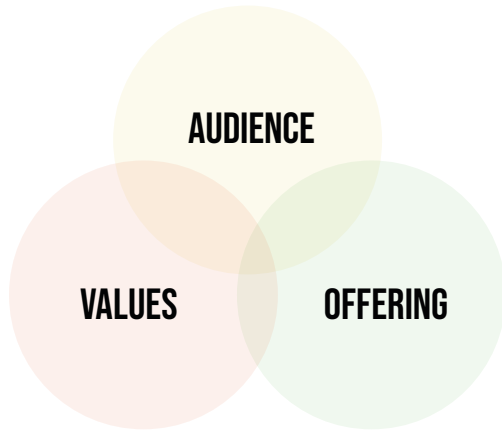
3. **CREATE YOUR AVATAR**

This step works in perfect tandem with your assessment of your audience.

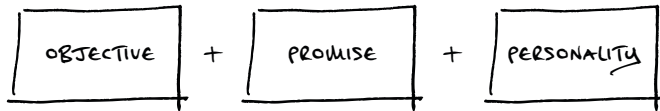
You would have heard of this before, but we want you to be super granular here and put yourself in their shoes. By personifying your audience, you will make them more tangible to your business.

Why? Simple, once you know who your avatar is, you know how to resonate with them more effectively and market to them more powerfully.





THE BRAND EQUATION



4. DEVELOP YOUR VOICE

Branding a property business is about setting you apart from the pack whilst raising your profile and voicing your specific message.

OBJECTIVE - Ask yourself, 'how will I deliver my message in my unique way?'

PROMISE - How are you going to express your brand promise?

PERSONALITY - Consider your own personality and how that can shine through.



5. CREATE A UNIQUE LOGO

Only now we are talking about creating a memorable logo. By understanding your brand first will make the logo much more effective.

It is important to incorporate everything you have established until now and work with a professional to design a unique logo.

Don't see this as a cost! Remember, this is an investment into your business and you can indeed quantify the ROI.

SIMPLICITY

ELEGANCE

**COLOUR
PSYCHOLOGY**

RELEVANCE



6. ESTABLISH BRAND GUIDELINES

If the fundamentals of your brand are only the slightest bit different on your documents or website etc, this leaves people feeling confused, and worst of all, it destroys their trust.

We recommend you sit down and create a set of guidelines and best practices for your identity so that branding remains consistent across all channels. If you later work with a professional to market for you, then you can hand them this document and away they go!

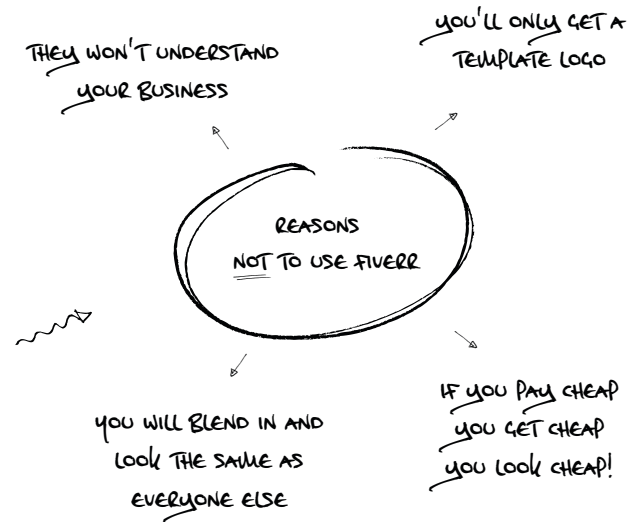
Ps... a good logo designer should always create this for you when producing your brand!



As you can now see there is a lot involved when it comes to creating a brand and it's not just about creating a logo. You need to do this properly and really think about the importance of branding and how it will make a big impact of building up a better audience.

KEY TAKEAWAYS

- + Take time to work through each point and plan how you will be seen by your target audience.
- + If you are able to leverage other people's expertise and have them create a logo for you, use a professional and make sure they understand your property strategy! (ie don't use Fiverr...)
- + A cheap logo will cost you a huge amount more in lost opportunity, so make sure you create a proper brand.





PROPERTY BRANDS WE HAVE CREATED



CASE STUDY: PROSPER

Prosper Property came to us with a logo they wished to retain; we expanded this out into a full brand identity. This involved tweaking the logo to improve its unique qualities and aligning the company's brand components – business cards, social media headers, email footers and letterheads.

We also improved their website, and created a detailed brand guidelines document to help them maintain their brand consistency going forward.

THE RESULTS:

2X

DOUBLED
PORTFOLIO

+36

ADDITIONAL
UNITS

6

NEW
INVESTORS

£3000K

MINIMUM
INVESTMENT



THE CHALLENGES:

- + An incomplete brand identity
- + Inadequate website
- + No marketing strategy

BEFORE

PROSPER
serviced
accommodation

AFTER

PROSPER

CASE STUDY: BYFORD

Step one was to build a professional brand for Byford Homes, designed to attract prospective investors and demonstrate credibility. We focused on creating a brand that would elevate their business, target their audience and project their personality – utilising vibrant colours and special fonts selected to make them stand out in their market.

Once we had nailed the brand and expanded this out into Byford's wider brand identity, we set about producing branded assets to enhance their marketing efforts to attract the right kind of prospective investors.

THE RESULTS:

+3

NEW
PROPERTIES

£1.5K

INCREASED NET
CASHFLOW

£430K

RAISED IN
INVESTOR FINANCE

+JV

WITH AN
INVESTOR



THE CHALLENGES:

- +** A brand new business
- +** No online brand presence
- +** Unclear how to raise investor finance

BEFORE



AFTER



WORK WITH US?

We have established our position as the leading brand agency in the property sector and have helped over 120 landlords to build a brand and scale their business.

Scan the QR code to book a call about your branding.



SCAN ME



 @propertybranding





PROPERTY. WE GET IT



www.propertybranding.co.uk