

The

REAL ESTATE BRANDING

checklist



Pipeline ROI

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Branding is what sets apart the good agents from the truly memorable ones. Any agent can call themselves a “local expert” or “tough negotiator,” but your brand is so much more than a few sentences describing your skill set. It’s the feeling someone gets when they interact and work with you, and how they describe you to their friends and family when talking about their real estate agent.

Your level of service is what truly establishes your brand, but if you want a chance to make a lasting impression, you have to be remembered first. Here are 12 things all real estate professionals should have in place to create a unified, memorable brand.

WEBSITE

- Mobile-friendly design**— With so much web traffic coming from mobile devices (and it continues to rise), it’s important to have a site that adapts to screen size, reflects your brand, and is user friendly on any device. Google search results now even show “Mobile friendly” in front of sites that provide a good mobile experience. Your design should highlight your area of expertise, and portray the lifestyle your clients will find in your area. You also want a simple navigation on your website that makes it easy for visitors to find out more about you, view home listings, and read the content you’ve written.
- Domain name** — Your domain name needs to be memorable, simple, and as short as possible. It will be displayed on all of your branding, from your business cards to your social media profiles. Some agents use their name, while others use their domain to highlight the area where they work. Whichever you choose, keep it simple.

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin

- High-quality logo** — Like your domain, your company logo will be displayed prominently across all of your marketing. You want a logo that’s easy to read, eye-catching, and most importantly - professionally designed. You can hire a local graphic designer, or go through a website like **99designs** where you can connect with a designer online. The second option will be less expensive, but connecting with a local professional could be a great networking opportunity, and you’ll get top-notch service.
- Color palette** — Your colors will impact your website and business card design. Choose them wisely. Here’s a helpful article from **Creative Bloq** on what effect different colors can have on your brand perception. Depending on your target audience, you may want to appear more innovative and youthful or professional and serious. If you’re working with a graphic designer for your logo, they can help you select colors. You can also use a tool like **Pictaculous** to select a color palette from an image.
- About section** — People like doing business with other people, and your biography or “About Me” section of your website is your opportunity to tell your website visitors a little more about yourself - what you specialize in, what makes you stand out, and why you do what you do. Also include a short bit of information about what you do outside of work. Whether you’re a runner, amateur fisherman, or cupcake baker, you never know what will connect you with potential clients.
- Updated blog** — Your blog is your opportunity to show a little more personality on your real estate website. Blog posts should naturally take less time to create than a content page on your website, so they should also be more conversational and informal. The content you write weekly on your blog lets website visitors know what you know - whether that’s a particular neighborhood, step in the buying process, or market knowledge.

“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.”

Jason Hartman

SOCIAL MEDIA

- Account names** — Your Twitter and Instagram account names are the way that people will find you and tag you in posts. You want these to be as short as possible, so they're easier to remember (and take up less characters in a Tweet). Stick with your name, your name with RE or real estate included, or the name of your business. Also try to use the same name for Twitter, Instagram, and your URL extensions on Facebook and Pinterest if possible. This will make it easier for followers from one network to find you on another.
- Profile picture** — A professional, smiling headshot is your best choice for social media profile images. Try to keep these the same across different channels, so your name and face are more easily associated. A square image will work best for Facebook, Twitter, and LinkedIn. On Pinterest and Instagram, your image is displayed as a circle. A square image with dimensions of at least 400 x 400 pixels should work for every social network.
- Cover photos** — Boldly displayed across the top of your social media profiles, cover photos take up a lot of valuable space. Keep these similar across Facebook, Twitter, and LinkedIn, but don't use the exact same image for all of your accounts. Due to different aspect ratios and sizes, some of your image may be cut off. Here are the ideal dimensions for cover photos on each social network:
 - **Facebook:** 851 x 315 pixels. Keep anything important away from the bottom left corner. Your profile picture will cover this area.
 - **Twitter:** 1500 x 421 pixels. The official recommended dimensions for a Twitter cover photo are slightly wider, but upon uploading an image that size, some parts will be cut off.
 - **LinkedIn:** 1400 x 425 pixels. Your cover photo on LinkedIn displays more as a border for your profile, so only the edges of your image will be displayed.

Try using this space to display a sweeping picture of your city or a home you're featuring. You can also include your logo or contact information on your cover photo using a graphic design tool like **Canva**.

- Bio** — Describing yourself and your business in 160 characters is no easy task. Your social media bio should highlight what you specialize in, such as a particular area, or relocations. It should also humanize you. Just like your “About Me” on your website, your social media bio should include a cause you care about, a hobby you love, or something else that makes you unique. Here are some excellent real estate social media bios to inspire your own:

Alan Reeder

@realtorindfw FOLLOWS YOU

I'm a Realtor with Keller Williams, an iPad-based paperless agent, Fort Worth native, coffee connoisseur, TCU alum, infrequent golfer, and first-time father

eboyenga

@eboyenga FOLLOWS YOU

Partner @BoyengaTeam/@kwri ; husband & father, real estate techie, Silicon Valley specialist, enjoy all things digital, purveyor of the finest Kale chips

Jim Duncan

@JimDuncan

Husband, father, real estate broker, partner @NestRealty/ bicycle rider, soccer coach, in Charlottesville/Crozet, VA, USA - 434-242-7140 | RealCentralVA.com

Katie Geffken

@KatieGeffken

Excellent at sweating. Co-Owner of Biker Barre. Licensed Real Estate Agent in DC with Long & Foster.

- Unique business cards** — Business cards have come a long way since black Times New Roman text on a plain white background. Now, made-to-order services like **Moo** and **Vistaprint** have made it possible for anyone to have professional, unique business cards on any budget. Whether you're ordering 50 or 5,000, you can select the design, color scheme, and text to make a custom card that fits your style.

- **Elevator pitch** — It's easy to respond with a simple, "I'm a real estate agent" when someone asks you what you do. But that's not exactly the most compelling or informative answer you can give them. When networking, it's important to have a 30 second elevator pitch handy when someone is genuinely interested in what you do for a living. This pitch should include:
- Your company name
 - What sets you apart from others in your field
 - What you're trying to accomplish
 - A question that turns the conversation back over

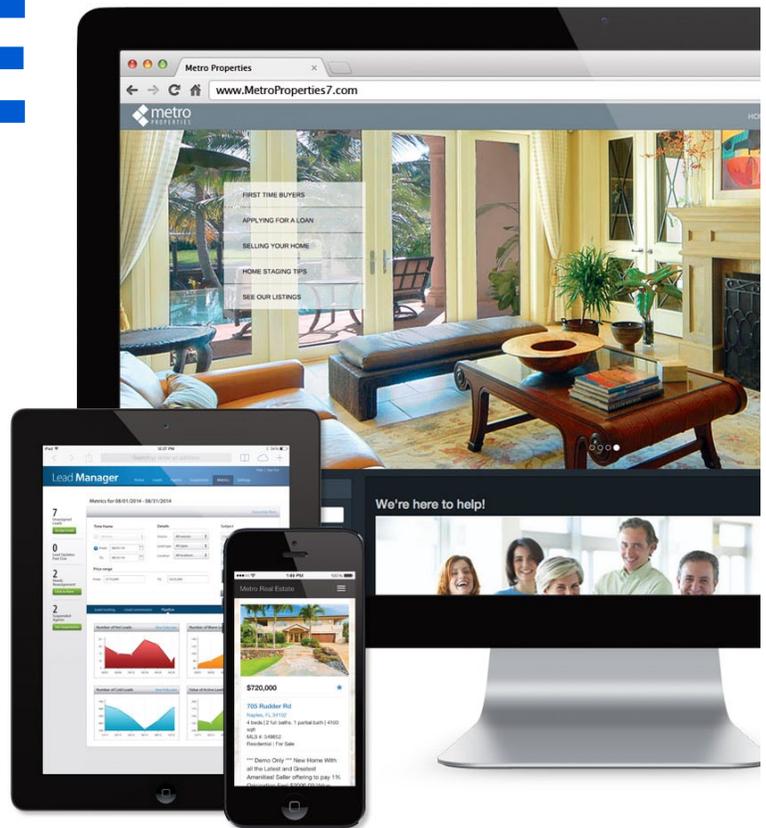
You should know this pitch like the back of your hand, including how to tweak it for different audiences. Your introduction matters when networking face-to-face, and a solid elevator pitch makes you memorable to people you meet. Practice this pitch in the car, with your family, and even try recording it. The more comfortable you are, the better your pitch will flow the next time you need to make a great first impression.

"It's important to build a personal brand because it's the only thing you're going to have. Your reputation online, and in the new business world is pretty much the game, so you've got to be a good person. You can't hide anything, and more importantly, you've got to be out there at some level."

Gary Vaynerchuk

ATTRACT
HIGHLY QUALIFIED LEADS.
NURTURE
YOUR PROSPECTS.
CLOSE
MORE DEALS.

See what our inbound marketing platform can do for you!



Pipeline ROI's inbound marketing platform gives you the tools and training you need to take control of your marketing and get results. With a mobile-friendly, SEO-optimized website, social media tools, targeted landing pages, and powerful analytics, you'll be building your brand and growing your business in no time.

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