

Recommendation Report

Introduction

In order to differentiate yourself from the numerous other realtors of the region, you need to unify your branding. "Chris Hinkel, Tahoe Concierge Realtor" is a brand that implies top notch, honest customer service in the Tahoe area, and that implication can be shown throughout your branding. There are many aspects of your marketing that are successful. For example, you regularly create videos about housing prices, homeowners associations, and other real estate topics that have attracted multiple new clients and you frequently write to homeowners and send out mailers. However, by promoting a unified brand image, you have the potential to build your business even further.

Methods (research)

In order to prepare accurate and helpful recommendation report, I have conducted some research in the form of client questions, an examination of the Tahoe Real Estate Industry Marketing, as well as an in depth look at fonts, colors, and general aesthetics that fit with the atmosphere of the Tahoe and Bay Areas.

Findings

Client Findings:

Please see attached answered client questions.

Tahoe Real Estate Industry Marketing:

- It seems like most realtors rely on the branding of the real estate company they work for. (However, I think it's wise to brand yourself personally as well due to the transient nature of the real estate companies.)
- Most realtors have mediocre websites which I assume are created and hosted through the real estate companies
- Ads in real estate sections and classified sections of local newspapers are lackluster and do not appeal to a younger audience. (By younger I mean late twenties through thirties.)

Aesthetics:

Fonts:

- "Chris Hinkel" should be in a clear, readable font.
- "Tahoe Concierge Realtor" should be in a handwritten, slanted font.

Colors:

- In order to reflect the natural colors of Tahoe, the colors should be mostly earth tones including dark browns, greens, and taupes. Brighter accent colors that mimic the jewel tones of the lake like teal should be used.

Other:

- In order to retain a "down to earth" feel that reflects the vibe of the area as well as to stay current with trends, a subtle woodgrain should be used in backgrounds of logos, mailers, etc.

Recommendations

Logo

I recommend that the logo used consist of simple text reading "Chris Hinkel" in a clearly readable font with "Tahoe Concierge Realtor" underneath aligned to the right in a loose handwritten script.

The logo will be simple and easy to use on all platforms. It will look clean and simple on top of pictures, on websites, social media, and in videos. It is also simple enough to look clean when printed small on mailers or business cards.

Another option is to have the initials "CH" to be used in a handwritten font (potentially your own handwriting) along with the full text of the name, tagline, and "concierge realtor" text.

Name

The name "Chris Hinkel, Tahoe Concierge Realtor" is a clean, concise name that says exactly what it means. Since the real estate companies are fairly transient, it is wise to brand oneself as an individual realtor rather than attaching oneself to a specific company. In addition to containing

your name, "Chris Hinkel, Tahoe Concierge Realtor" quickly and easily identifies what you do.

Colors

In terms of colors, the aesthetic key word guide (as found in the creative brief) should be followed. To combine a simple, contemporary aesthetic with the natural beauty of the Tahoe Area, a color schemes of deep green, rich brown, and black should be used. On occasion, teal and brighter blue colors can be used to emulate the crystal blue water of the lake.

Tagline

TBA. The tagline should be short, 3-5 words. It should work to tell the story and differentiate you from other realtors. It should easily fit on a business card or mailer and should easily/stylishly fit underneath the logo.

Typefaces

For the handwritten portion of the logo and other accent text pieces of collateral, here are some potential font suggestions:

Tahoe Concierge Realtor, CH (Font: Mathilde)

Tahoe Concierge Realtor, CH (Font: Halo Handletter)

Tahoe Concierge Realtor, CH (Font: Notera)

tahoe Concierge Realtor, CH (Font: The Constellation of Heracles)

For the main, clean and simple font here are some suggestions:

Chris Hinkel

Chris Hinkel

CHRIS HINKEL

Chris Hinkel

Chris Hinkel

Chris Hinkel