

# Marketing Overview

## Branding

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### Core Brand Standards

- If you haven't already, please read the complete Core Brand Standards Guide and adhere to it in all marketing. Keep it handy for reference.

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### Distinctive Collection Brand Standards

- If you haven't already, please read the complete Distinctive Collection Brand Standards Guide and use it when marketing Distinctive Collection Properties.
  - Do not use the DC branding to market any other tier of properties

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### Relocation

- As Members of the CARTUS Broker Relocation Network, we have content rules we have to follow when talking about our Relocation Department and including the CARTUS or USAA logos. The Relocation department will send you those guides. Please read and keep them for your reference

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### Company Branding - For Agents

Better Homes and Gardens Real Estate has specific brand standards that we must adhere to

- Our name is Better Homes and Gardens Real Estate Bradfield Properties. Please do not abbreviate Better Homes and Gardens or use an "&", "-" or "/" in the name. When saying it, please make sure you say "Real Estate".
- The approved fonts are Times and Arial. Headings should be in Rockwell. Please use these as much as possible in advertising of any kind.
- Please do not alter the logo in any way. If you need assistance with resizing, contact the Marketing Department.
- All of our approved suppliers adhere to brand standards. If you order through them, you will be good to go.
- If you are ordering through a supplier other an approved supplier or are placing and ad, you must send the design through the marketing department for approval before final order. If you would like us to handle layout of any ads or materials, we would be happy to assist.

# New Agent Onboarding

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## Time Line

- It is paramount to get new agents up and running as quickly as possible, so setting up new agents takes precedence over pretty much anything else. If possible, they should be completed same-day. If that's not possible, then within 24 hrs of receipt of information
- Make sure to send head shots and agent bios to Becca if they have them
- Default log in/password set ups (ex John Smith)

### Email

- L: [johnsmith@bradfieldproperties.com](mailto:johnsmith@bradfieldproperties.com)
- P: jsmith2014

### Greenhouse

- john.smith
- P: Welcome123!

# Ordering

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## Xpressdocs: Print Marketing

### Balcones Office:

- L: BHGBalcones
- P: bradfield5

### Georgetown Office:

- L: BHGGeorgetown
- P: bradfield5

- When ordering new business cards, place on company account. It will default to credit card.
- Once an order is placed, Becca will send you the receipt to code and forward to [accounting@bradfieldproperties.com](mailto:accounting@bradfieldproperties.com)
- There are some logos available on the business cards that are related to relocation. These are only available to members of the A Team. They will need prior approval before printing.
- If an agent has an issue with an order, you can get into their account and see pending orders to assist
- Notify Becca immediately if you or an Austin agent receive a misprinted order

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## Lowen: Signage

### Account Rep is April Green:

- [aprilg@lowen.com](mailto:aprilg@lowen.com)
- Phone: 1.800.545.5505 x2695

- Always place orders via email to April and cc Becca
- Example email:

“Hi April,  
I need to order the rider signs below. Please send me a proof when you have it ready.  
Thanks and have a great day!”  
(3) 6x24 Steel Agent Riders: Green  
Rudy Saenz  
210-606-3851”

- Orders take 2 weeks from order to delivery on a good day. Turn around time can be upwards of 3 weeks during the summer due to the volume of orders coming in. So, make sure you place orders the same day you receive them and return proofs as quickly as possible to ensure agents get their orders on time.

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## Monarch Trophy: Name Tags

Account Rep is Dawn Ketchum:

- sales@mtsawards.com, send Att: Dawn
- Phone: 1.800.364.7903

- Always place orders via email to Dawn and cc Becca
- Example email:

“Subject: Att: Dawn Name Tag order for Bradfield Properties  
  
Hi Dawn,  
I need to order the name tag below.  
(1) White name tag with magnet back  
Matt Degollado  
Realtor®  
  
Please have it shipped to our Austin Office:  
5929 Balcones Dr, Ste 300  
Austin, Texas 78731  
  
Thanks and have a great day.

- Orders take 2 days for production, they should be in your hand inside of a week. There is no proof on these orders, so make sure everything is correct before you hit send.
- Once accounting receives the invoice, Becca will email it to you to code and return to accounting@bradfieldproperties.com

# Distinctive Collection Properties

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## Qualifications:

- Must be Residential
- Over \$800,000 or in the top 10% of the market
- Pristine condition

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## If a property matches the criteria

- Notify Becca via email to mark as Distinctive Collection in CREST
- Send an email to notify the agent once it appears on the website
- Keep a running list of active Distinctive Collection properties for marketing use