

# Branding Workbook

## For Real Estate Agents



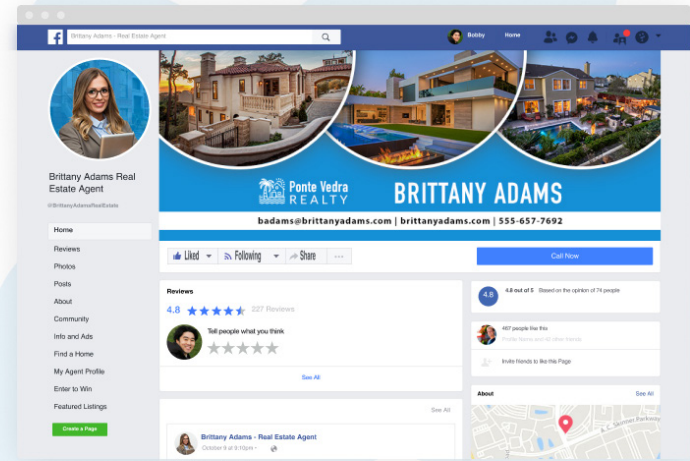
# Branding Matters

Real estate is tough. According to NAR, you are competing with around 2 million other agents in the US. Not only that, your marketing has to contend with everything else competing for your customer's attention, from daily errands to social media. So how does an agent stand out with so much working against them? Branding.

A strong brand separates iPhones from Windows phones, Coke from RC Cola, Budweiser from Schlitz. These standout brands offer similar products to their competitors, but, unlike their defunct or struggling competitors, they clearly and consistently communicate a message that resonates with their audience.

If done well, people even start to incorporate a brand into their own personal identity. They become a "Mac person" or "Nike person" or "Toyota person," and they're eager to share that brand with anyone who asks. So you have to ask yourself a question: would you rather have people think of you as just "a real estate agent" or "my real estate agent?"

You can sign up to receive updates on new articles, downloads, and more at [about.homesap.com/content-signup](https://about.homesap.com/content-signup).



## How to Use This Workbook

We've created this workbook to help you think through your personal brand as a real estate agent. Each section starts with a question for reflection and an activity to help you answer these questions. In the final section, you'll bring it all together to create a brand action plan, so you can start building that brand.

# 1

## What's My Starting Point?

Before we can build your brand, we have to understand where you're starting. If you have been an agent for any length of time, you've already started building a reputation. This doesn't mean you're stuck with that image forever, but we should know what perceptions we may have to overcome upfront. That way we can plan for how to address them.

# SWOT Analysis for Real Estate Agents

## Strengths

What are your strengths?

What kinds of things do people compliment you about?

What life experiences have helped you be a better agent?

---

---

---

---

---

---

---

---

---

---

## Weaknesses

Where can you grow as a real estate agent?

What parts of the job do you feel least comfortable doing?

---

---

---

---

---

---

---

---

---

---

## Opportunities

What resources do you have to help you grow as an agent?

In what areas have you improved most since starting your real estate career?

---

---

---

---

---

---

---

---

---

---

## Threats

Have you received any negative feedback? What did they say?

---

---

---

---

---

---

---

---

---

---

### Go Deeper

Ask a colleague or friend you trust to review your analysis. Do they agree with your assessment? What insights did you gain by talking to them? Make changes to your analysis as needed.

# 2

## Where's My Niche?

In order to stand out, we have to offer something different or better than our competitors. For example, maybe another agent builds themselves up as the expert of a particular area. They may already occupy that place in your customers' minds, so that leaves you with three options:

1. Spend more money on advertisements to drown out your competitors.
2. Do a better job showing people you are the area expert.
3. Find a different niche that lets you occupy a different place in people's minds.

# Competitor Brand Analysis

## INSTRUCTIONS

Choose at least 3 other agents working in your area that you consider to be successful. Visit their website, Facebook Page, and Google search results page. Use the tools on the following pages to analyze their branding.

If completing this analysis with your team, you can assign each team member a different agent to research.



# Competitor Branding Analysis 1

Competing Agent's Name:

## Facebook Page

What impression are they trying to make with their profile and cover images?

What topics do they tend to post about?

What common feedback do they receive in their reviews and post comments?

## Google Search Results

Which words or phrases do they use repeatedly in their search listings?

What impression do you think they are trying to make with their wording?

Do they have reviews listed? How would you describe the feedback they received?

## Website

Which words or phrases do they emphasize or repeat often?

What images do they use? Do they emphasize the community, a lifestyle, first-time buyers, etc.?

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)



## COMPETITOR BRANDING

### TARGET AUDIENCE

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)

### BRAND MESSAGE

What common themes did you notice? What is the main thing they want people to know about them?

### TAKE-AWAYS

What works well for this agent? In what ways could you set yourself apart from this agent?

# Competitor Branding Analysis 2

Competing Agent's Name:

## Facebook Page

What impression are they trying to make with their profile and cover images?

What topics do they tend to post about?

What common feedback do they receive in their reviews and post comments?

## Google Search Results

Which words or phrases do they use repeatedly in their search listings?

What impression do you think they are trying to make with their wording?

Do they have reviews listed? How would you describe the feedback they received?

## Website

Which words or phrases do they emphasize or repeat often?

What images do they use? Do they emphasize the community, a lifestyle, first-time buyers, etc.?

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)



## COMPETITOR BRANDING

### TARGET AUDIENCE

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)

### BRAND MESSAGE

What common themes did you notice? What is the main thing they want people to know about them?

### TAKE-AWAYS

What works well for this agent? In what ways could you set yourself apart from this agent?



# Competitor Branding Analysis 3

Competing Agent's Name:

## Facebook Page

What impression are they trying to make with their profile and cover images?

What topics do they tend to post about?

What common feedback do they receive in their reviews and post comments?

## Google Search Results

Which words or phrases do they use repeatedly in their search listings?

What impression do you think they are trying to make with their wording?

Do they have reviews listed? How would you describe the feedback they received?

## Website

Which words or phrases do they emphasize or repeat often?

What images do they use? Do they emphasize the community, a lifestyle, first-time buyers, etc.?

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)



## COMPETITOR BRANDING

### TARGET AUDIENCE

What groups of people do you think they are targeting? (ex. - empty nesters, middle income)

### BRAND MESSAGE

What common themes did you notice? What is the main thing they want people to know about them?

### TAKE-AWAYS

What works well for this agent? In what ways could you set yourself apart from this agent?

# 3

## What Do My Clients Want?

While we should always be ourselves when defining our brand, the client's opinion matters, too. After all, if there is no demand for what you're offering, you'll struggle to get customers. You build a successful brand when you find that part of your identity that your customers also value.



# Define Your Target Audience

## Brainstorm

What are the traits of your ideal client? Go beyond things like easy to work with. Think about their goals, lifestyle, and personalities. List as much as you can here.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Refine

Choose your top 7 traits from the previous step. Rank them in order of importance.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

## Examples

Who do you know that has most of the traits you described in the previous step? This could be an acquaintance or even a celebrity. Your goal should be to imagine the type of person you're trying to speak to.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Priorities

Imagine you could talk with one of the people in the previous step about buying or selling a home. What would be important to them? What experiences could they relate to?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Go Deeper

Talk to real members of your target audience about their experiences buying or selling their home. What is important to them? What scares or annoys them about the process?

# 4

## What's My Branding Strategy?

We're finally ready to pull everything together into a branding strategy. We'll start off by looking back at what we've learned in this workbook, and then we'll use that knowledge to plan our Brand Voice, Brand Style, and Brand Behavior. Finally, we'll create an action plan to start building that brand!



# What Have We Learned?

## Who Am I?

What are my strengths as an agent?

---

---

---

---

---

What unique value do I offer clients?

---

---

---

## What's My Niche?

Who are my competitors targeting?

---

---

---

Where do I have the opportunity to stand out from other agents?

---

---

---

---

## Who Am I Talking To?

Who is my target client?

---

---

---

What are my target client's priorities?

---

---

---

---

# Finding My Brand Voice As a Real Estate Agent

## 1 Narrow Down the Choices

Your **Brand Voice** defines the tone you use when speaking and writing. As an agent, your Brand Voice should be consistent with you as a person, but it should also be attractive to your target audience.

Several common brand voices are listed below. Let's start by crossing out the choices that your target audience would NOT find attractive or that conflict with your personality.

Inspirational	Worldly/Cultured	Aggressive
Casual	Honest	Relaxed
Heart-Felt	Elite	Chill
Understated	Masculine	Loud
Empowering	Feminine	Reserved
Fun	Confident	Energetic
Friendly	Wise	Haggler
Approachable	Smart	Exclusive
Comforting	Country	Defiant
Coaching	Diplomatic	Relatable
Straight-shooter	Clever	Knowledgeable
Irreverent	Humorous	Country
Academic	Witty	Sympathetic

## 2 Choose My Top 5

Now that we have a manageable list of choices let's narrow it even more. Based on your target audience's priorities, what are the top 5 most attractive voices for your audience?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 3 Rank My Top 3

Time to make some hard choices. Out of your top 5 choices what are the 3 most important traits to your target audience? Rank them in order of importance.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Rounding Out My Brand Persona As a Real Estate Agent

## 4 What Is My Brand Style?

Your **Brand Style** guides the visual elements you use, such as imagery, fonts, and color schemes.

We've listed several common brand styles below. Cross out any choices that your target audience would NOT find attractive.

Natural	Timeless	Cool	Beachy
Current	Modern	Retro	Bright
Formal	Premium	Bold	Elegant
Casual	Simple	Fresh	Urban
Hip	Minimal	Sleek	Trendy
Classic	Clean	Outdoorsy	Funky
Traditional	Elite	Rustic	Ornate

## 5 My Top 3 Brand Styles

Out of the remaining styles above, what are the 3 most attractive styles for your target audience?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 6 How Does My Brand Act?

Your **Brand Behavior** guides how you act towards clients. As an agent, you obviously have basic standards of ethics and conduct. Don't think of these as the standards, but ways your actions set you apart.

We've listed several common brand behaviors below. Cross out any choices that your target audience would NOT find attractive.

High-Touch	Conscientious	Community-minded
Authentic	Visionary	Conservative
Selective	Eco-Friendly	Liberal
Responsive	Patriotic	Aggressive
Quirky	Local Expert	Charitable
Advocate	Cutting Edge	Rebel

## 7 My Top 3 Brand Behaviors

Out of the remaining traits above, what are the 3 most important behaviors to your target audience?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Pulling Together My Branding Plan

Now that we have done some reflection, let's tie the pieces into one coherent whole. Our brand voice, brand style, and brand actions have more impact if they all reinforce the same message about who you are as a real estate agent.

## My Top 3 Brand Voices

List your top 3 Brand Voices from step 3 on the previous page.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## My Top 3 Brand Styles

List your top 3 Brand Styles from step 5 on the previous page.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## My Top 3 Brand Behaviors

List your top 3 Brand Behaviors from step 7 on the previous page.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## YOUR BRAND PERSONA



### BRAND VOICE

Choose one brand voice. Be sure it makes sense with your brand style and brand behavior.

### BRAND STYLE

Choose one brand style. Be sure it makes sense with your brand voice and brand behavior.

### BRAND BEHAVIOR

Choose one brand behavior. Be sure it makes sense with your brand voice and brand style.



# Branding Action Plan

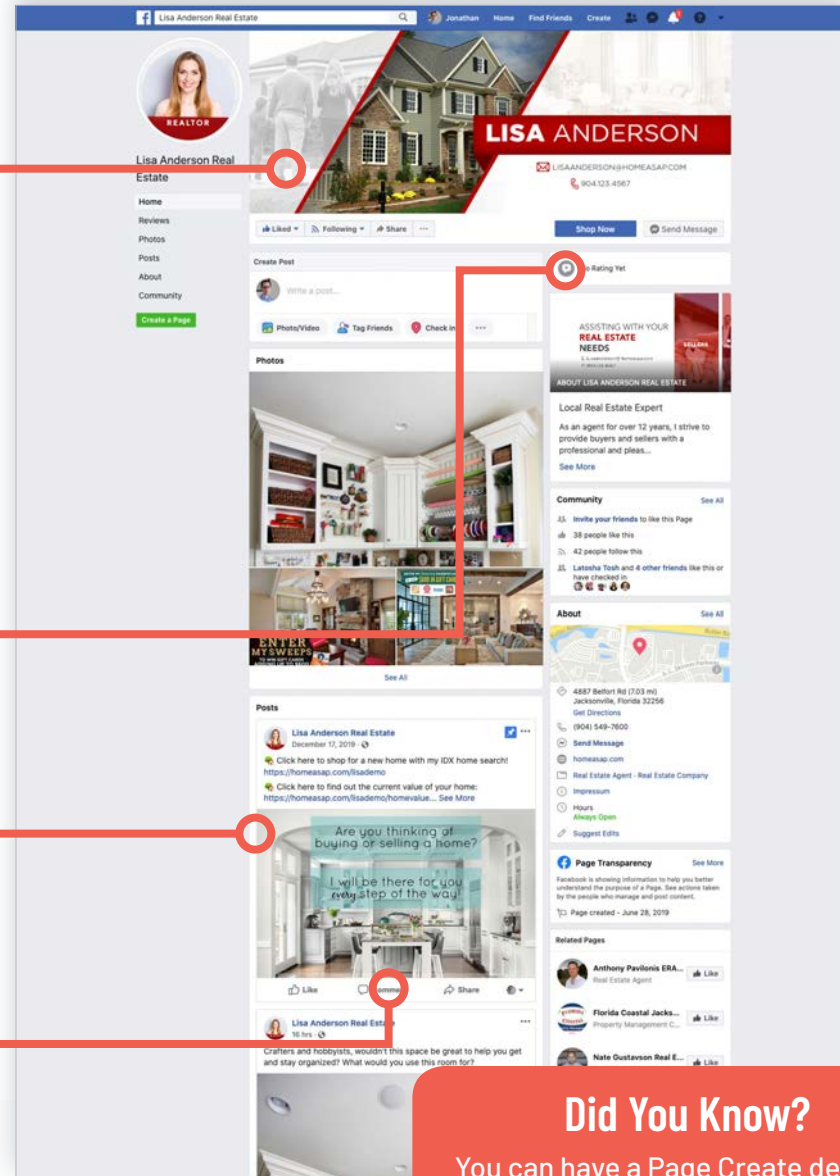
Now comes the fun part. It's time to start building the brand you planned out. While it takes times to build your brand, the payoff of a full leads pipeline that stays full makes it well worth it. Here are a few ways you can get started building your brand on Facebook.

**Update Facebook cover photo to match brand style.**

**Encourage clients to leave reviews that reinforce your brand actions.**

**Post content that supports your brand persona. Try to use your brand voice in the text.**

**Respond to comments and messages in your brand voice.**



**Did You Know?**  
You can have a Page Create designer remodel or create your Facebook business page for less than \$50.  
[about.homeasap.com/page-create](https://about.homeasap.com/page-create)

# Who Is Home ASAP?

Home ASAP has been helping real estate agents market themselves on Facebook since 2011. In that time, our Real Estate Agent Directory has grown to over 600,000 members, and we've generated millions of leads for agents nationwide.

As official Facebook Marketing Partners, we have run hundreds of thousands of dollars in Facebook ads on behalf of real estate agents. With innovative new products like Dynamic Listing Ads we're helping everyday agents access tools once available only to huge corporations.

For more information on how we can help you generate leads visit [about.homeasap.com](https://about.homeasap.com).



**HOME**  **ASAP**

provider of the Real Estate Agent Directory™

**facebook**  
Marketing Partner