🔘 side

Brand Identity Worksheet

Tim Collom, House Real Estate - Sacramento, CA

IM COLLOM

To create a lasting real estate brand, it's crucial that you set yourself apart from the competition. Your brand name, brand voice, and unique value proposition should be distinct and cohesive, reflecting how you want to show up to your customers.

Starting a brand from scratch can be overwhelming. That's why we've created

this worksheet to guide you through the first steps of constructing your own brand identity.

Here at <u>Side</u>, we help top agents start their own companies — and that includes building out their brand identity and executing on their creative vision. Whether you're working with us or an independent brand strategist, your answers to these questions will help jumpstart the creative process.

Your Brand's Unique Value Proposition

?

What's your personal, educational, and professional background?

Ex: "Upon graduating from high school, I pursued my passion for cooking by enrolling in culinary school. I worked in numerous restaurants until I decided to open my own restaurant where I worked as a chef for over 8 years."

?

What skills from your previous experiences can you carry over to your work as a real estate agent?

Ex: "With over 20 years of experience as a chef, I have come to appreciate the value of service in the hospitality industry. I carry this same mindset into the field of real estate."



Ex: "I want to expand my team with like-minded agents that prioritize customer service and integrity."



Who is your ideal client?

Ex: First-time home buyers, second home buyers, investors, etc.

Based on the above, describe what sets you apart from all other agents. What makes you and your brand unique?

Ex: "As a local, I have a special understanding of the area and can provide valuable insights to my clients. I also streamline the buying and selling process by offering packaged services that support my clients' unique needs."



Your Brand Name

?

What do you want your clients to believe and/or feel about your brand?

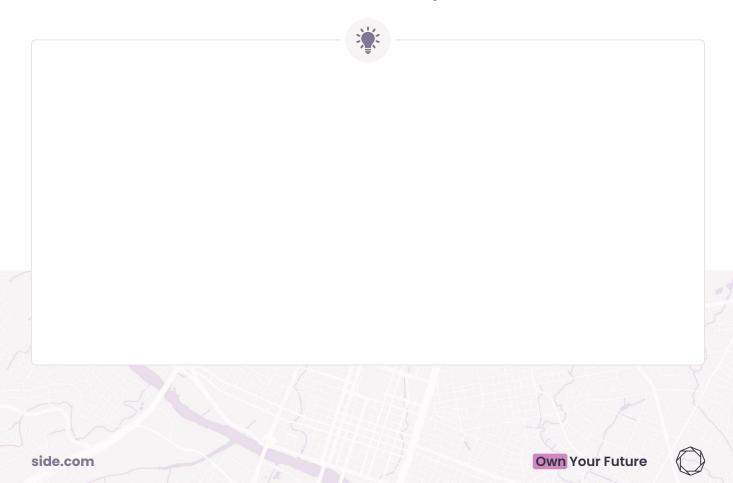
Ex: "I want my name to feel approachable and friendly. I also want the name to encourage people to ask about the story behind it."



Are there any themes you want to explore during the naming process? Think keywords, hobbies, personal experiences, etc.

Ex: "I want to explore names that speak to my values of trust and integrity. I'd also like to explore names that allude to my love of fishing, hiking, and outdoors"

Based on the above, use this space to brainstorm name ideas for your brand:

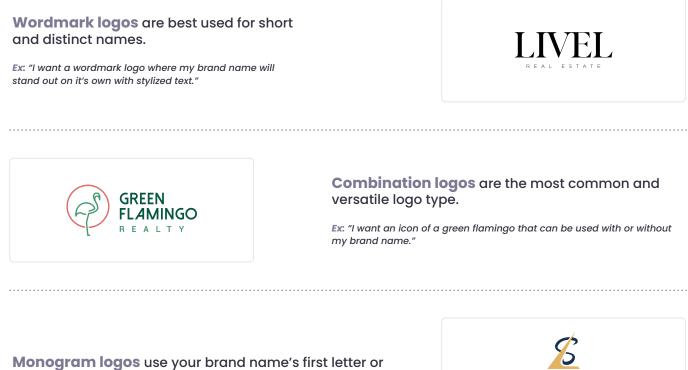


Your Brand's Visual Identity

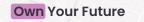
After establishing your brand identity, it's important to decide on the visual representation of your brand through a logo and website design. When collaborating with a designer, consider the following questions:



Do you want your logo to have an icon or just the name? Think about different types of logos: wordmarks, combination logos, monogram logos, etc.



Monogram logos use your brand name's first letter o initials as an icon – this works well with longer names.



SHASTA LIVING

side.com



What do you want your logo style to be? Which style will best highlight your brand name?

Modern	Traditional	Minimal
Fresh and trendy	Classic and timeless	Less is more
BRAND X	POLARIS	COAST + CO
LAND & RANCH	REALTY	REAL ESTATE
Ornate Vintage or detailed	Luxe Elegant and refined	







When designing your visual identity and logo, what colors do you want to use? Think about which color best represents your brand and how it will make your clients feel.



Interested in learning more about Side, the only real estate brokerage platform that partners with the very best agents, teams, and indie brokers to help them create and grow their own companies — without the cost, time, or risk of operating a brokerage? <u>Schedule a call</u>.