

BRAND BOOK

# OUR BRAND VOICE

Brand Voice codifies the tone, feeling, and style of a brand's copy.

DEAL REAL ESTATE SERVICES

# EXPERT

We are established and highly experienced in all things real estate. We offer our clients a wealth of knowledge that can only be obtained through years (decades) of work in the industry. We know the contracts like the back of our hand — fine print, loopholes, everything. We help our clients navigate the market through recessions and economic booms alike.

## THE DOS AND DON'TS

### DO

Be solution-driven, honest, and direct. Seek to inspire. Use simple language. Take opportunities to use our experiences to provide wisdom/advice. Use a mix of simple, medium, and complex sentences.

*ex. "Since 2012, we've helped hundreds of people just like you achieve their goals in Silicon Valley's competitive market."*

### DON'T

Be arrogant or overconfident. Overpromise or oversell what can be done for our clients. Assume or speak in generalizations. Use exclamation points. Present incorrect, unverified data. Be afraid to use sophisticated language.

*ex. "We'll secure an unbelievable deal on a home that includes every amenity you can dream of — in your perfect location!"*

# INNOVATIVE

We're known for streamlining processes, improving experiences,  
and using outside-the-box methods to solve problems and get results. We're tech-proficient.

## THE DOS AND DON'TS

### DO

Create a mix of short and medium sentences. Use advanced vocabulary. Use unexpected metaphors or references. Be clear and direct. Make it obvious that we have our own approach to the real estate process.

*ex. "When information can be had at the touch of a finger, the tasks of the commercial real estate firm become synthesis and strategy. Data-devoted, we deftly transform numbers, market conditions, and forecasts into worldly advice, actionable steps, and informed decisions. Our advisory services are methodical and complete."*

### DON'T

Use common real estate terms like "seasoned professionals." Don't write long sentences. Don't use filler words or too many modifiers. Don't use adverbs or unnecessary adjectives.

*ex. "As seasoned professionals who understand the intricacies of the industry and aim to provide exceptional service, we believe that an unmatched real estate experience results from thoroughly synthesized data, obsessively considered market conditions, and supremely informed decisions."*

# AUTHENTIC

We put our client's interests ahead of our own. Our messaging is always genuine, and it provides the best advice and information for our clients' benefit, instead of our own. We're honest and give our clients the knowledge they need to make informed decisions — even if it means our services are not the best fit for them.

## THE DOS AND DON'TS

### DO

Be genuine, honest, and direct. Follow through on promises. Own up to mistakes and nicely explain how we'll address them. Create simple sentences. Use mostly basic vocabulary, but don't be too basic.

*ex. "Real estate isn't known for being easy. But we make it our business to make it easy for you. Sometimes, that'll mean telling you what you don't want to hear. Other times, it'll mean sharing an industry tidbit that only the experts know. Every time, it'll mean we prioritize our goals above everything else."*

### DON'T

Use emotionally-charged words. Be too salesy or boastful. Over promise. Oversell what we can do for our clients. Use exclamation points.

*ex. "Real estate is one of the most stressful events anyone can experience. Good thing you've just found the best team in Real Estate Town. Our numerous awards and accolades prove that we get amazing results. We'll make sure you land the home of your dreams, even if the market is in a tailspin!"*