



At the heart of any company's brand is a message – and the key to a strong message is consistency. This guide is designed to identify RealtySouth's messages and use them to help establish an internal and external identity.

How To Use This Guide

The boilerplate and key message are your external-facing messages. The boilerplate should be used in marketing and PR collateral, such as press releases, blogs, website content, sales letters, advertisements, etc., and shouldn't be changed (excerpts can be used when needed).

The three key messages should be reinforced in everything you say, write, or do, including sales conversations, website content, articles, newsletters, emails, discussions, etc. Provided with each key message are talking points, which are specific phrases your team should use on a regular basis (these can be used in part or in whole, and can be modified as needed).

Finally, the differentiator section is what we recommend as a foundation for your business development strategy as an overall marketing/promotional approach. These differentiators should also be incorporated into website content and outward-facing collateral through the key messages described in this document.

BOILER PLATE

RealtySouth is Alabama's largest real estate company that exists to help people live where they love and love where they live. We fulfill our purpose through our full-time, professionally licensed and trained real estate agents and brokers, who help people buy and sell property with professionalism, integrity, and commitment. To us, real estate represents real lives who deserve real service, support, and success. Everything we do, each day, is for them - for you. At RealtySouth, there's no house like home.

REAL SERVICE

- Other companies may believe integrity means something else, but to us, it's simple: we'll always do the right thing.
- RealtySouth offers full-time, professionally licensed and trained real estate agents who have more experience and history of stellar service than anyone else.
- Exceptional service requires exceptional skill and experience. Our service is exceptional because our agents are - they have the knowledge you can trust.
- You should never hate your real estate agent. If you do, it's their problem, not yours. We promise you won't hate us.
- Homes aren't sold just from 9 to 5. Get a RealtySouth agent who is ready when the market is.
- We don't know everything about real estate - but it'll sure seem like it.
- If you hate it when an agent doesn't respond to you, you're in good company - we hate it too. We'll respond to you promptly, no matter what.
- We won't recommend anything to you that we wouldn't recommend ourselves.
- Writing a new chapter in your family history is too important to have an agent not answer your calls.
- When we help you find a place to live, we're not looking for houses - we're searching for homes.
- So many things could go wrong with buying or selling a house. Get a RealtySouth agent who isn't afraid to tell you what they are - and how to overcome.
- Our purpose is to help you live the life you picture in your dreams.

REAL SUCCESS

- Your home only gets one first impression with a buyer. Our proven home-selling process ensures that it won't go to waste.
- Hate how time-consuming and draining the house search can be? Don't go hunting for the right house. Let us bring it to you.
- When buying a home, a RealtySouth agent is your best chance to love where you live.
- RealtySouth real estate agents are home pricing experts.
- [Customer] We get 280% more website traffic than our closest competitor - which means 280% more people to see your home for sale.
- [Agent] We get 280% more website traffic than our closest competitor - which means 280% more people to see your listings.
- The only people who actually love house-hunting are RealtySouth clients. Everyone else is just pretending.
- We help you live where you love - and love where you live.
- There are no sure things in real estate - but selling your house with our proven process optimized over decades is the closest thing to it.
- You have great questions that don't deserve great answers - they deserve right answers.
- Nothing as life-changing as the sale or purchase of a home should ever be left to the bargain provider.
- Like a well-built house stands the test of time, so does an agency. Excellence, in all things, endures.

REAL SUPPORT

- RealtySouth is the only real estate company in the state that has everything you need - from home loans to titles, insurance, relocation services, and more.
- Only at RealtySouth can an agent find all the tools they need to succeed - from marketing to IT, training, and beyond.
- Only a fraction of real estate agents become a success. That's because finding long-lasting success is hard - and there's no simple shortcut to the top. It takes traveling a long road. Let RealtySouth drive you there.
- There's no simple shortcut to the top. Let RealtySouth help you climb to new heights.
- We have more listings and more office locations throughout our market areas than anyone else.
- We have in-house marketing, IT, and business support teams dedicated to helping you find and close deals at record-breaking pace.
- Our culture isn't of the usual every-agent-for-itself variety. You don't have to watch your back, because your fellow agents will be watching it for you.
- We are the market's leading real estate company that has been in business for decades. We're not a franchise that is here one day and gone the next; we have roots in our communities, and they run deep.
- Agents don't have to worry about complicated and unfair profit-sharing schemes at RealtySouth. The company only does well when you do well - period.
- Our agents don't gamble with their careers. That's why they're with us: they know that at RealtySouth, the odds are in their favor.
- We pride ourselves on having the best-trained and best-educated agents in the business.
- RealtySouth: the agent's agency.

Differentiators: How to Stand Out

Differentiation is one of the key reasons why companies at the top of a market get there and stay there. Focusing on a company's advantages is one way to differentiate itself from the competition.

A review of RealtySouth's competitors - and the discussion at the messaging exercise - reveals several key advantages the brand possesses.



One defining differentiator is that RealtySouth is an established real estate company with deep community roots built up over six decades of doing business. Because of this, RS is reliable, for clients and for agents. RS isn't a local franchise of a national chain; it is a product of the communities it serves.



RealtySouth also is an integrated real estate company that has every service that a buyer, seller, or agent needs under one roof. RS has developed these capabilities and cultivated critical relationships because it understands that each buyer or seller needs more resources and more connections.



One of the most important advantages RealtySouth has over the competition is its experience. RS should define and brand how it helps families as a "proven process. This communicates that the company has taken its wealth of knowledge and insight gathered over decades in the business and fine-tuned a process that will give a consumer the same success it has for countless consumers before them - and countless after.



Additionally, because of its market position, RealtySouth doesn't have to differentiate on price, and can contrast itself favorably to those who do. RS should communicate that when you're dealing with something so important as the purchase or sale of a home - of a piece of a family's history - you don't want to trust in the bargain option.



Another benefit of its market position is the reality that RealtySouth can focus on more transformational messages than transactional ones. Transformational messages are more inspiring and motivating, and should help lead clients to the transactional messaging. Other competitors do not have this ability or exercise it poorly.



RealtySouth can also differentiate by emphasizing the challenge and difficulty that comes with real estate. Finding the right home, selling for the right price, making a living in the industry - these aren't as easy as the competition says they are. The best chance of success is with stable, proven company like RealtySouth.



Finally, RealtySouth can communicate that it's a superior option for agents by pointing to its longevity, stability, team-oriented culture, and dedication to the success of its agents through more resources, education, and training. Emphasizing that RS agents are the best-trained agents in the business also builds trust and authority with the consumer audience.

Sample Content Concepts

Based on the messaging, and an analysis of ads and content used by RealtySouth's competition, we have created two sample content concepts to demonstrate how the talking points can be partnered with branding and content creation to create effective campaigns.

BLOGS

Blog Title: 7 Real Estate Horror Stories (Almost) Too Scary to Read

Description: From the couple who had their floor cave in after closing to the unfortunate buyer whose appraisal fell through, here are 7 real estate horror stories that'll leave you quaking.

Underlying message: When buying or selling a home, anything can go wrong. In fact, the process is so fraught with peril that finding an experienced and proven real estate agent is critical.

Blog Title: 10 Reasons You Shouldn't Become a Real Estate Agent

Description: If you want to become a real estate agent, we - a real estate company - is here to try to convince you to choose another career. Here's why.

Underlying message: Real estate is hard. Many who attempt to make a living in real estate fail - and one common reason is they don't have any kind of support or mentorship from their fellow agents or their agency. If you really want to hit it big in real estate, working with RealtySouth is your best chance.

FACEBOOK ADS

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QUESTIONS?

If you have any questions about how to use this guide, email jbeachum@gmail.com.