



Online Portal Allows Agents to Create Custom Listing Sheets, Signage, Direct Mail and More

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Background

A leading real estate firm's branding, colors, and logo were thoughtfully chosen and designed to reflect their commitment to the way they help clients buy and sell homes and the distinct way they serve the communities they work within.

"The portal allows me to create customized property materials, on short notice, for every situation I encounter."

– Agent



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Challenge

Working to optimize opportunities for each client, agents create customized materials that showcase a home, and its community's, best features. With a small staff of in-house designers, and a partnership with local printers, inconsistencies and delays in receipt were prevalent. Many agents opted to use outside resources to design and print on their own. Without a formal process and too many templates, brand standards, format consistency and print quality were sacrificed.

Solution

BR created a self-serve portal whereby agents can create and purchase custom business cards,

flyers, postcards, stationery and promotional items. Here's how it works:

1. Unique Single Sign On (SSO) technology allows corporate to manage their userbase profiles and protect identity confidentiality
2. User profile auto populates desired materials (helps alleviate user mistakes)
3. Select pre-approved template from library of multiple styles to fit the diverse home designs
4. Upload photos and content/copy
5. Approve or edit the immediately generated proof

6. Check out with banked marketing dollars (earned for new listings and closed sales) and/or credit card
7. Orders are printed and shipped, or mailed, within 18 hours from BR Printers

Custom reporting is provided twice monthly.

Results

Brand standards and consistency have been reestablished. Materials turnaround time has been reduced by 50%, and the real estate firm has gained better visibility into agent selling strategies and marketing dollars redeemed. 25% of all agents are actively using the tool. Portal adoption is increasing with ongoing training.



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