

Brand Identity Guidelines



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This document is for internal use only and should not be distributed or otherwise publicly displayed unless specified by the Corporate Marketing Team.

On the bottom-left corner of the cover you will notice a date stamp. Additions may be made to this document including the refinement of its contents and it is important to regularly ensure you are holding the most up-to-date edition.

Please direct any enquiries regarding this document or the contents within to the Corporate Marketing Team:

(02) 8295 0600
marketing@bhgre.com.au

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Welcome



Welcome to the Better Homes and Gardens® Real Estate family!

You may be wondering: why is a compelling corporate identity important to Better Homes and Gardens Real Estate? Simply put, it provides the ingredients that help communicate our brand image to the world.

Our brand image represents the intangible assets perceived by our community. It helps us express our vibrant personality and leadership to the marketplace. It's as important as the services we provide.

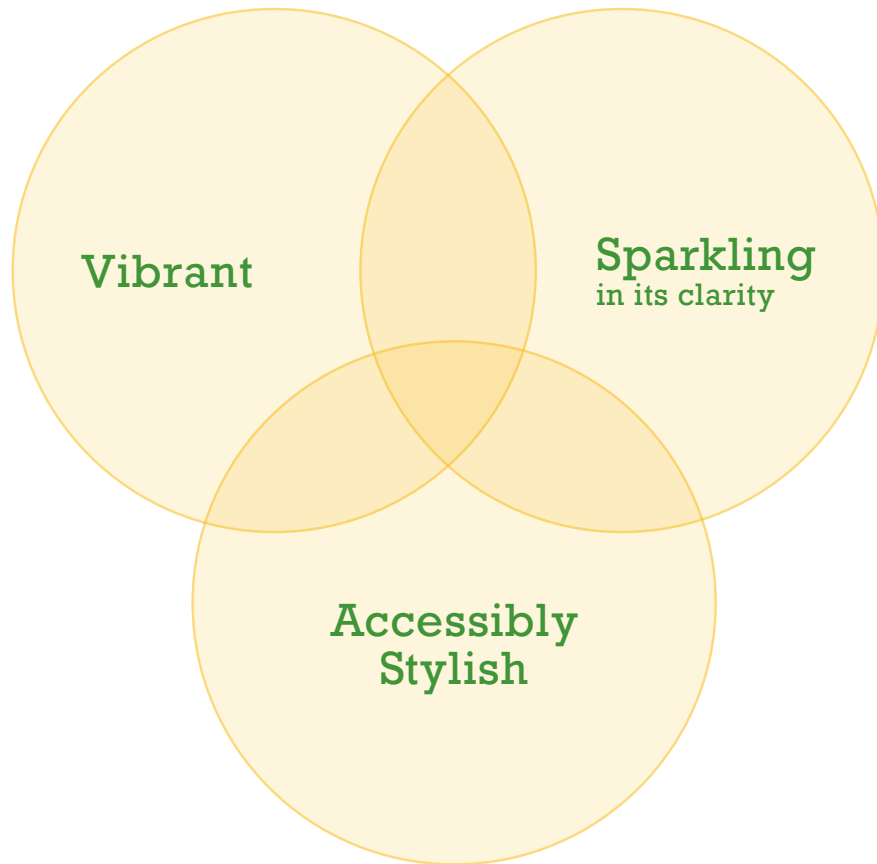
Our identity is an integral aspect of our brand image. It is the consistent use of our logos, brand names, trademarks, communication style, core visual elements, advertisements, signs, brochures, and presentations. By following the identity standards provided throughout this book, together we provide the structure necessary to create the best possible Better Homes and Gardens Real Estate brand going forward.

The Better Homes and Gardens Real Estate identity should never be compromised. This document provides all of the pertinent specifications you may need to maintain its integrity. These standards are meant to improve the creative process rather than inhibit it. By following them, the materials you create will better represent Better Homes and Gardens Real Estate to the world.

We have established these easy-to-follow guidelines to provide you with the tools that you need. Should questions arise, please contact our dedicated Corporate Marketing Team at (02) 8295 0600, e-mail marketing@bhgre.com.au.

Thank you for following these simple instructions.

Our communication style



Our brand personality hinges on our communication style. It sets the voice and tone that runs through all of our communications. All Better Homes and Gardens® Real Estate logos, messages, images, colours, and type styles must compose a consistent image that is vibrant, sparkling in clarity, and accessibly stylish, in order to help strengthen our brand personality.

Vibrant

Spirited
Passionate
Stimulating

Sparkling in its clarity

Practical
Candid
Succinct
Topical
Timely

Accessibly Stylish

Fresh
Clean
Real Life

Our identity system

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Introduction

One of the most important ways that we express and create a memorable brand experience is through the consistent use of our visual identity system.

Our visual identity system includes the Better Homes and Gardens® Real Estate logo (our signature) and core elements, such as the BHG 'Bug', primary and secondary colour palettes, typography, photography, and imagery. The consistent application of this system establishes our brand with all audiences and helps strengthen our trademark claims.



(Signature logo)



(Bug logo)

Our signature

Primary Colour Application

In its primary application, our signature displays Better Homes and Gardens® Real Estate Green on a white background.

Better Homes and Gardens® Real Estate Green

Coated Stock	Pantone® 363 C
Uncoated Stock	Pantone 362 U*
CMYK	C:68 M:00 Y:100 K:24
RGB	R:051 G:153 B:051
HEX:	#339933

* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.



Secondary Colour Application

As a secondary resource, our signature displays white on a Better Homes and Gardens® Real Estate Green background.

For monochrome applications, our signature displays black on a white background.

Black

CMYK	K:100
RGB	R:0 G:0 B:0
HEX:	#000000



Minimum clear space

The Better Homes and Gardens® Real Estate signature must be clearly visible wherever it appears. It should never be obstructed by images, graphics, or type.

To protect the Better Homes and Gardens Real Estate signatures from visual obstructions, a minimum amount of clear space has been established and must always be maintained.

The minimum area of clear space is determined by the height of the 'real estate' space in our signature, as it is shown below. Any deviation from the minimum area of clear space must be reviewed and approved by the Corporate Marketing Team.

When printed, the Better Homes and Gardens Real Estate signature should be placed when possible at the top centre. Alternate positions are the top left corner or bottom right corner.

When embroidered (non-printed) on apparel, the Better Homes and Gardens Real Estate signature should be placed over the heart and should not appear with any competing logos.



Don't do it!

The integrity of the Better Homes and Gardens® Real Estate signature must be respected at all times. **Do not alter, stretch, or change the structure of the logo.**

Any modifications to the Better Homes and Gardens Real Estate signature confuses recognition and diminishes brand impact.



Do not remove the bug symbol from the signature.



Do not remove the real estate tag from the signature.



Do not use the signature in a colour other than those in the primary brand colour palette.



Do not alter, reposition or recreate the real estate section of the signature.



Do not stretch or skew the proportions of the signature.



Do not place the signature on distracting backgrounds.



Do not add elements to the signature or interfere with the signature's clear space.



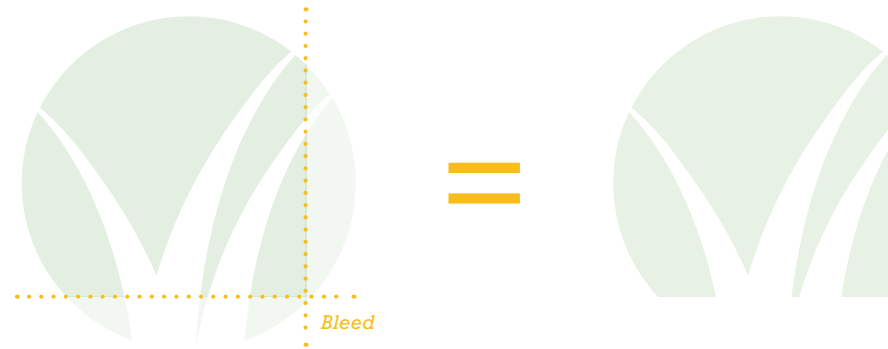
Do not rotate or resize the bug symbol.



The BHG Bug

The Better Homes and Gardens® Real Estate 'bug' acts as a brand identifier and displays on the majority of our marketing collateral. In most cases when printed, the bug is 10 per cent opaque and located in the bottom right corner.

While there is no set scale in terms of sizing, we do ask that simple rules are adhered to when cropping the bug, as it is shown below.



Colour Application

In its primary application, the BHG Bug displays transparent Better Homes and Gardens Real Estate Green on a white background.

Better Homes and Gardens® Real Estate Green (non-transparent)

Coated Stock	Pantone® 363 C
Uncoated Stock	Pantone 362 U*
CMYK	C:68 M:00 Y:100 K:24
RGB	R:051 G:153 B:051
HEX:	#339933



* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.



Our name in writing

In some instances, writing out the Better Homes and Gardens® Real Estate name will be essential. When administering our name in content, please follow these simple rules:

- Write out Better Homes and Gardens Real Estate in its entirety.
- Insert a registration mark –®– after the word “Gardens” of our name, as shown above on the first use of the name per page.
- Do not abbreviate as BHGRE or BH&GRE in any editorial or marketing documents.

Brand colours

The Better Homes and Gardens® Real Estate suite of material is shown predominantly with white backgrounds. When administering colours, we ask that you consider this and use the below colours as your primary options:

Better Homes and Gardens® Real Estate Primary Colour Application

Better Homes and Gardens Real Estate Green

Coated Stock	Pantone® 363 C
Uncoated Stock	Pantone 362 U*
CMYK	C:68 M:00 Y:100 K:24
RGB	R:051 G:153 B:051
HEX:	#339933

* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.



Primary Support Colour Application

Black		Dark Grey		Light Grey	
CMYK	K:100	Coated Stock	Pantone 425 C	CMYK	K:25
RGB	R:0 G:0 B:0	Uncoated Stock	Pantone 425 U	RGB	R:199 G:200 B:202
HEX:	#000000	CMYK	K:75	HEX:	#c6c8ca
		RGB	R:99 G:100 B:102		
		HEX:	#636466		



Supporting colour palette

Our supporting colour palette consists of colours that perform well alongside our Better Homes and Gardens® Real Estate Green by providing contrast without vibration.

These colours work well as tools for highlighting information, or adding small amounts of visual texture. In practice, they should be used sparingly.

Supporting Colour Application

Light Green

CMYK C:39 M:00 Y:95 K:00
RGB R:164 G:205 B:85
HEX: #a4cd55

Blue

CMYK C:88 M:55 Y:18 K:2
RGB R:37 G:108 B:152
HEX: #256c98

Light Blue

CMYK C:34 M:12 Y:9 K:00
RGB R:164 G:197 B:214
HEX: #a4c5d6



Coral

CMYK C:10 M:68 Y:84 K:00
RGB R:221 G:107 B:71
HEX: #dd6b47

Yellow

CMYK C:2 M:27 Y:98 K:00
RGB R:250 G:184 B:64
HEX: #fab840



Primary typeface

The Brandon Grotesque font is a versatile, sans serif typeface that should be used on all office and property marketing collateral both print and online. Solid, uncomplicated, and highly legible, it is best for headlines, subheads, and body content.

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Do not condense, compress, or modify any typeface.



Secondary typeface

The Rockwell font is a highly identifiable slab-serif typeface that should mostly be utilised on corporate marketing and documents. Bold in appearance, it can also be used to highlight headlines on office marketing material and as subheads or short sentences to capture attention.

Rockwell

Do not condense, compress, or modify any typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Web & Internal Typeface

These fonts are to be used for internal or web communications only where our primary and secondary typefaces are unable to be utilised.

Lato (web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman (internal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do not condense, compress, or modify any typeface.

Imagery style

An image's style should demonstrate creative distinction and promote a style of communication. Better Homes and Gardens® Real Estate's creative style should convey a brand personality that is **vibrant, sparkling in clarity, and accessibly stylish.**



Implementing our image style

While images are easily accessible and used by all, not all images reflect our brand personality.

It is very important to represent the Better Homes and Gardens® Real Estate brand with a consistent look and feel. Please use the guidelines below to choose an appropriate image.

Do it!

Choose images that complement the Better Homes and Gardens Real Estate colour palette.



Choose images that present agents, homes, and gardens as vibrant and stylish, yet natural and realistic.



Choose images that relay a clear message and visual tone.



Don't do it!

Do not use images that employ a dominant colour that clashes or visually competes with the Better Homes and Gardens Real Estate colour palette.



Do not use images that are cliché or culturally biased.



Do not use images that contain too many elements.



Do not use images that appear overly abstract.

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Introduction

Stationery, Office Marketing, Agent Marketing

Neo

www.neo.com.au

(03) 8809 2500 | customerservice@neo.com.au

Property Marketing, Office Material, Copywriting

CampaignTrack Australia

www.campaigntrack.com

1300 787 220 | sales@campaigntrack.com

Promotional Items, Office Material

Better Homes and Gardens Real Estate Shop

www.bhgreshop.com.au

1300 661 640 | debra@mojom.com.au

Property Photography & Floor plans

DIAKRIT

www.diakrit.com.au

1300 475 118 | info.au@diakrit.com

Digital & Lead Generation Web Banners

Radial Creative

www.radialcreative.com.au

0490 861 782 | richard@radialcreative.com.au

The Better Homes and Gardens® Real Estate identity standards enable the seamless leverage of our world-class brand by providing franchisees with the tools to communicate a unified look and feel. To maintain the strength of our brand, the standards set forth here must be followed.

To uphold the prestigious reputation and integrity associated with Better Homes and Gardens Real Estate, we have partnered with multiple professional services that produce our collateral and material. These suppliers are listed here.

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

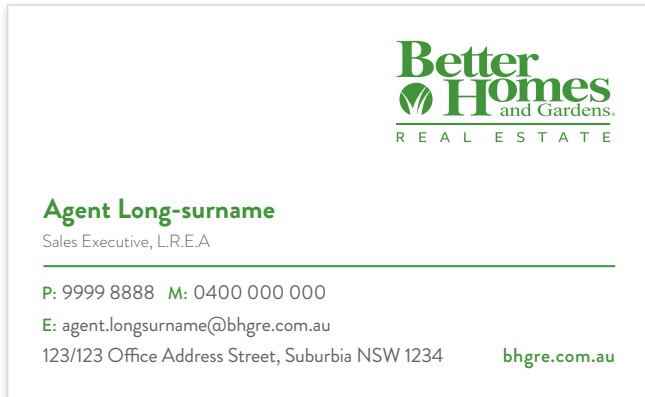
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(02) 8295 0600
marketing@bhgre.com.au

Stationery: Business cards



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Stock:	400gsm
Print:	Matte laminate
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey White
Logo/s:	Signature Bug Expect Better

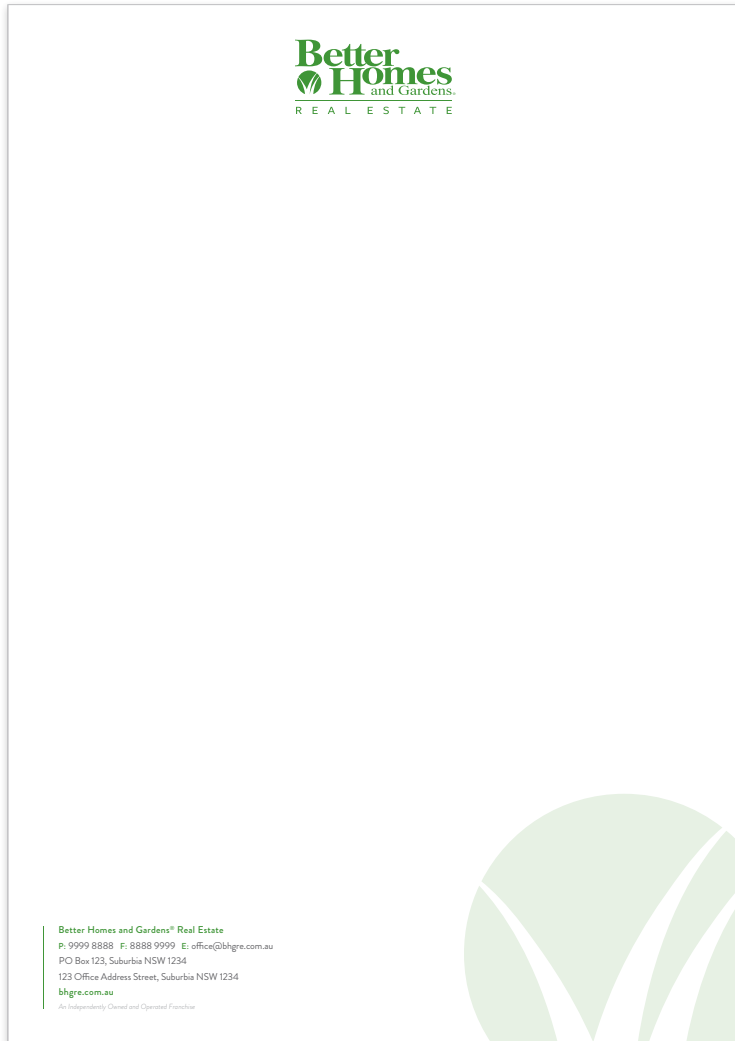
For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Stationery: Letterhead



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	A4 210 x 297mm
Stock:	100gsm - 120gsm
Print:	Matte
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey Light Grey
Logo/s:	Signature Bug

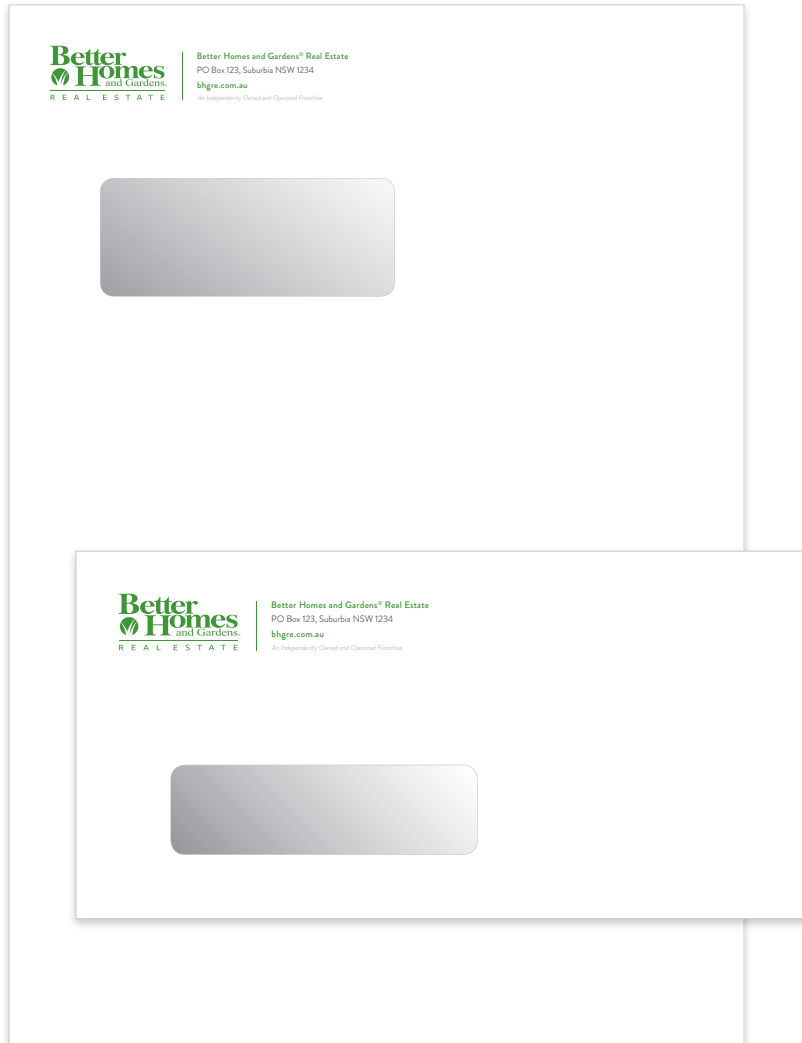
For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Stationery: Envelopes



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Stock:	80gsm
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey Light Grey
Logo/s:	Signature

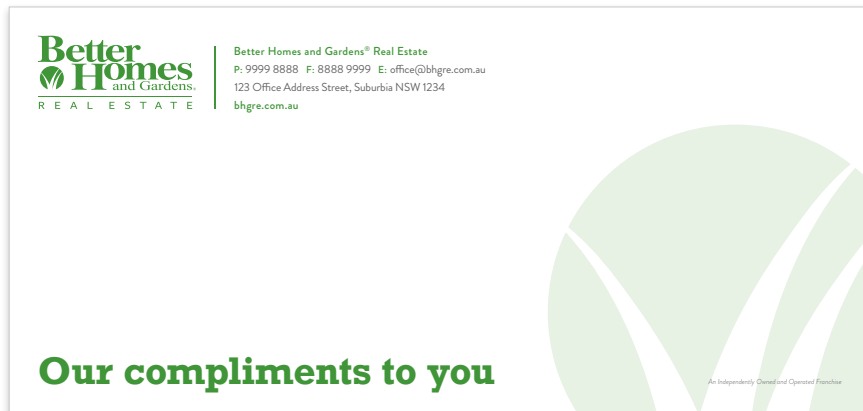
For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Stationery: With compliments slip



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	DL 210 x 99mm
Stock:	100gsm - 120gsm
Print:	Matte
Typography:	Brandon Grotesque Rockwell
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey
Logo/s:	Signature Bug

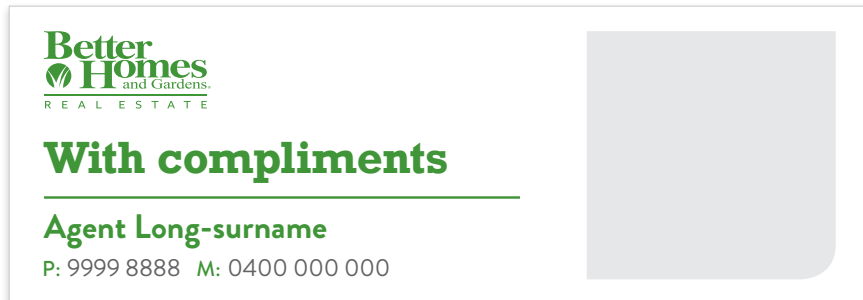
For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Stationery: With compliments sticker



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Print:	Gloss Self Adhesive (16up)
Typography:	Brandon Grotisque Rockwell
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey
Logo/s:	Signature

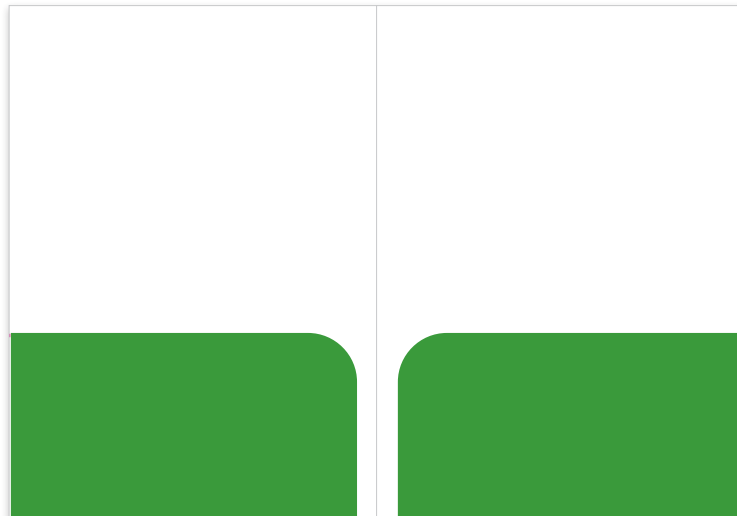
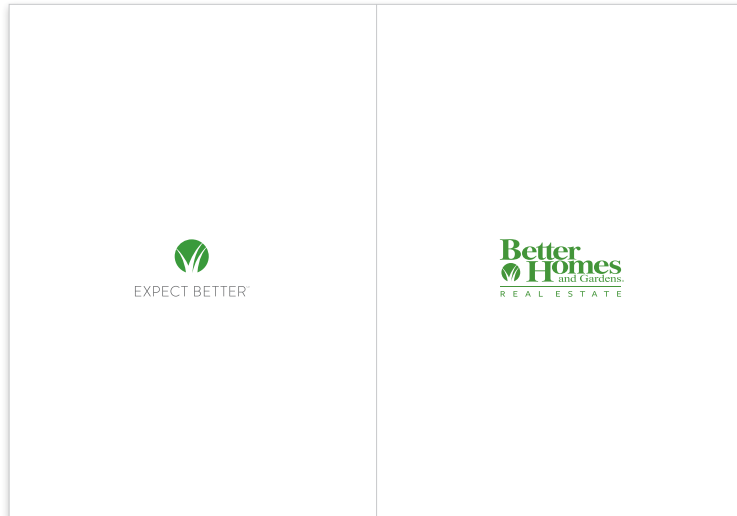
For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Stationery: Presentation folder



Our stationery forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Stock:	350gsm
Print:	Grange Offset
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey
Logo/s:	Signature Bug Expect Better

For Stationery orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Flags



Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	1800 x 900mm
Material:	Knitted Polyester Mesh with 90% Bleed-through
Typography:	Rockwell
Colour:	Better Homes and Gardens® Real Estate Green White
Logo/s:	Signature

For Flag orders, please contact:

BHGRE Shop
www.bhgreshop.com.au
1300 661 640 | debra@mojom.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Stickers



Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Size: 500mm diameter
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
- White
- Logo/s: Bug

For Sticker orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: A-frame signs



Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	580 x 435mm
Typography:	Rockwell Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green White
Logo/s:	Signature Bug

For A-frame Sign orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Directional signs



*Metal lawn spikes shown here.
Plastic frame spikes may be used,
colour for which must be white.

Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	600 x 900mm, 900 x 1200mm, 1200 x 1800mm
Material:	Corflute
Typography:	Rockwell
Colour:	Better Homes and Gardens® Real Estate Green White
Logo/s:	Signature Bug

For Directional Sign orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Generic signs



*Also available in standard signboard sizes: 6x2, 4x3, 5x2.5, 6x4 and 8x6.

Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	600 x 900mm, 900 x 1200mm, 1200 x 1800mm Portrait and Landscape
Material:	Corflute
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green White
Logo/s:	Signature Bug

For Generic Sign orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Generic signs



Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
- White
- Logo/s: Signature
- Bug

For Generic Sign orders, please contact:
CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Pull-up banners



Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	850 x 1500mm
Material:	Anti-curl Polyester with Satin finish
Typography:	Rockwell or Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark Grey White
Logo/s:	Signature Bug Expect Better

For Pull-up Banner orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office material: Street signs



*Actual frame may appear different than example above.

Our office material forms an integral part of our brand identity. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	600 x 900mm
Typography:	Rockwell Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green White
Logo/s:	Signature Bug

For Street Sign orders, please contact:

BHGRE Shop
www.bhgreshop.com.au
1300 661 640 | debra@mojom.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Introduction

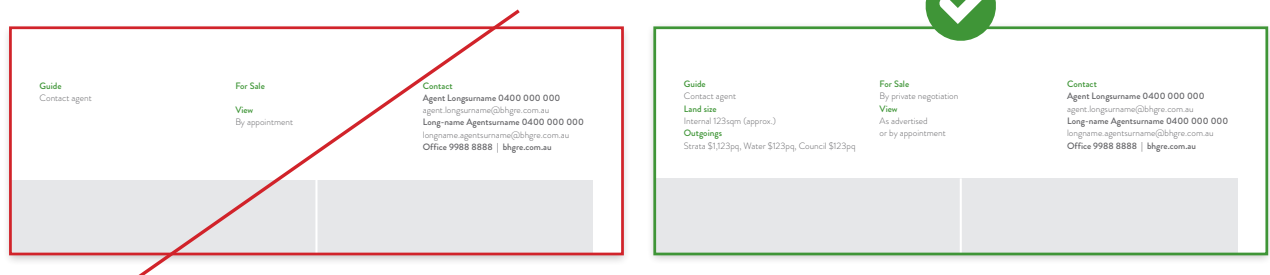


One of our key brand signatures is the rounded bottom-right corner of an image that is single to a page, positioned right / bottom-right of a collage or set of related images, or each image when displaying numerous individual properties and agents.

Our property marketing suite is a reflection of our commitment to our clients. With an emphasis on home, lifestyle and community, this suite of material has been designed to be clear and concise with always enough information on display to entice enquiry.

At Better Homes and Gardens® Real Estate we embody an authentic and honest approach to property marketing. From our copywriting to our photography, our brand and our clients both benefit from the tried and true methods that we imbue. We offer a range of bespoke collateral to suit all requirements and are continually developing exciting ways to ensure our properties are top on the lists of buyers and tenants.

We ask that every field within our templates be utilised to better describe and portray each property. On the majority of our brochure designs you will be able to include price guide, rates, land size and more and we encourage highlighting these details to assist our purchasers. This will also allow our brand appeal to shine by providing an informative and consistent approach to our property marketing.



As a general rule, all editable fields should be filled if the information is available. In place of information that might not always be appropriate to include, such as price guide, we ask that you direct the viewer to make contact with you. Likewise when running a Private Treaty campaign, instead of leaving the field blank, make note of the fact that the buyer is able to negotiate privately.

Property marketing: Copywriting style

How we communicate the properties we lease and sell should be perceived as uplifting, warm and informative. The homes that we represent deserve eloquent descriptions extending across all of the marketing mediums we implement. Each property description should revolve around two concentric traits: the home and the location, as described below.

Home

Aesthetic qualities

Build

Aspect

Materials

Fixtures & features

Specifications

Location

Community & lifestyle

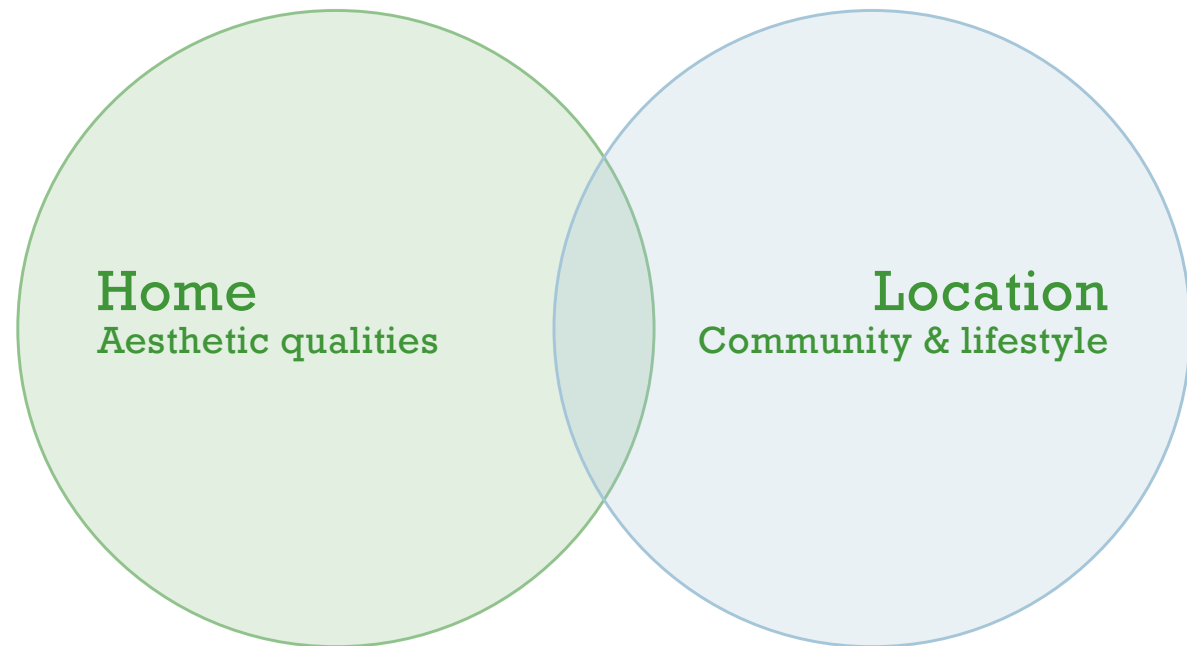
Transport

Local amenities

Shopping hubs

Schools/education

Parks & playgrounds



Property marketing: Photography style



1.

They say a picture speaks a thousands words and our stunning professional photography must always seek to capture the essence and liveability of every home. Our team of experienced property photographers know the right angles and methods to get the best result of any property.

We recommend a combination of lifestyle, internal and external photos that showcase a home to its fullest potential. Drone photography is also an option and is often best used to highlight location benefits and land allotment.

Our alliance with DIAKRIT affords us the exclusive ability to win the hearts of both vendors and buyers with the most visually compelling and interactive solutions on the market today. Take buyer interaction to a whole new level and enhance the potential of any property with interactive digital renovation and decoration using your existing photographs.



2.

We recommend that every property utilise each of the following photography options:

1. **Lifestyle**
Artistic photos highlighting features and flow.

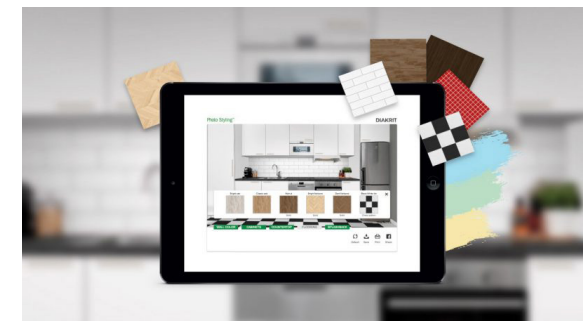
2. **Internal**
Wide-angled and visually enhanced to show liveability.

3. **External**
Day and/or dusk photography.

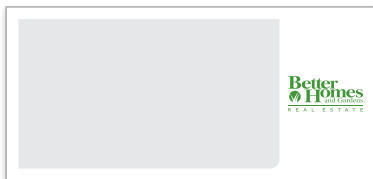
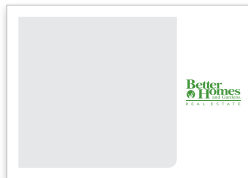


3.

Photo Styling™ by DIAKRIT empowers consumers to envision exciting new colours and textures for kitchen walls, flooring, countertops and cabinets.



Property marketing: Mailcards



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Size:	DL 210 x 99mm A6 148 x 105mm
Stock:	300gsm - Silk, Ecostar or Bright White Uncoated
Print:	Matte or Gloss Cello Glaze
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark grey White
Logo/s:	Signature Bug

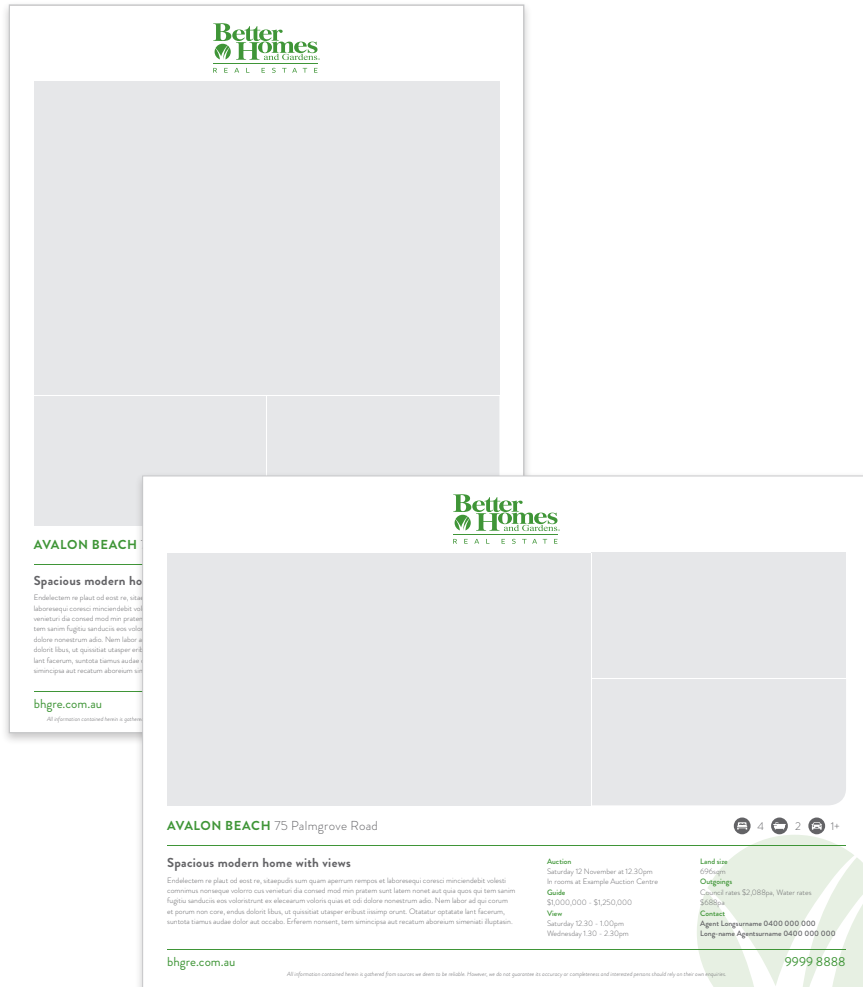
For Mailcard orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Brochures (1 of 4)



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Size: A4 297 x 210mm
- Stock: 170gsm or 300gsm - Silk, Ecostar or Bright White Uncoated
- Print: Matte or Gloss Cello Glaze
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Brochure orders, please contact:
 CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Brochures (2 of 4)



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Size: A4 210 x 297mm DL Fold
- Stock: 170gsm or 300gsm - Silk, Ecostar or Bright White Uncoated
- Print: Matte or Gloss Cello Glaze
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

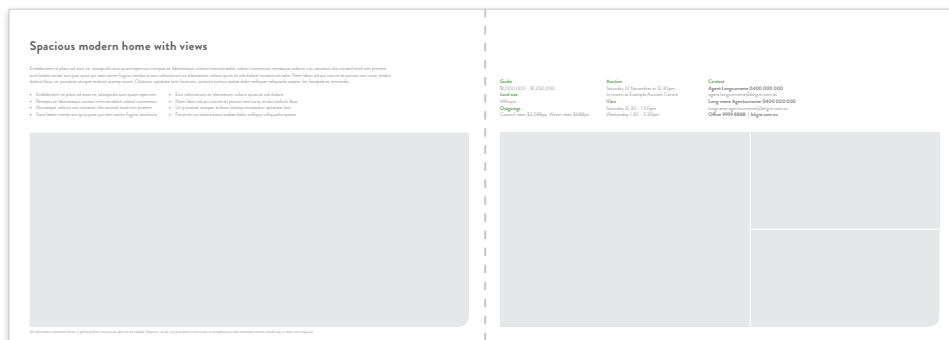
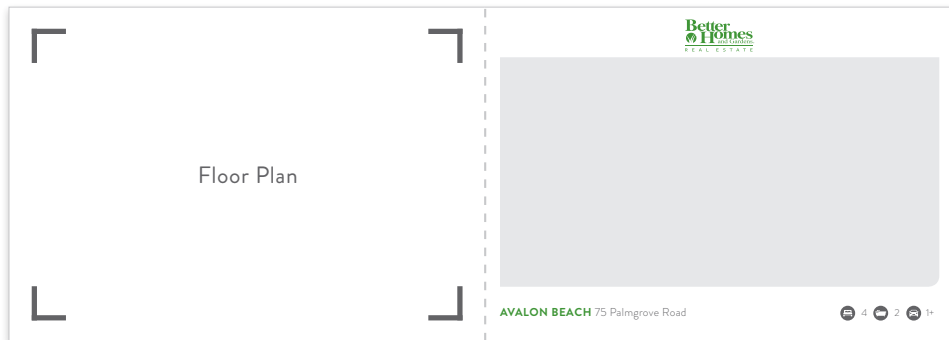
For Brochure orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Brochures (4 of 4)



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Size: 4-page A4 210 x 297mm
- Stock: 300gsm - Silk, Ecostar or Bright White Uncoated
- Print: Matte or Gloss Cello Glaze
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Brochure orders, please contact:
 CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT
 Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Signboards: Standard

Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

The image displays five standard signboard templates for Better Homes and Gardens Real Estate, arranged from smallest to largest. Each template includes the company logo at the top, a large placeholder for a property image, and a text area at the bottom containing the word 'Auction' and icons for 'View', 'Contact', and 'Bug'. The text area also includes a title 'Spacious modern home with views' and a list of details: 'Auction' (25th December at 12.30pm), 'View' (Saturday 12.30 - 1.00pm), and 'Contact' (Long-name Agentsurname 0400 000 000). The website 'bhgre.com.au' and phone number '9999 8888' are also present at the bottom of each signboard.

For Signboard orders, please contact:

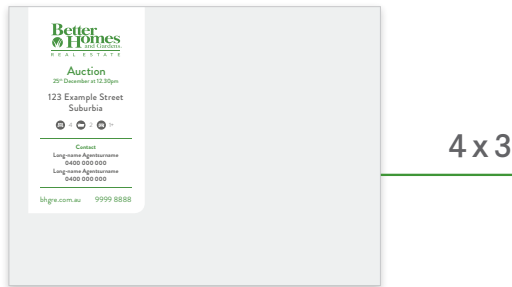
CampaignTrack Australia

www.campaigntrack.com | 1300 787 220 | sales@campaigntrack.com

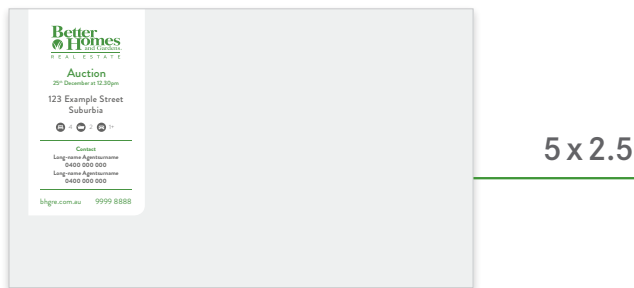
IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

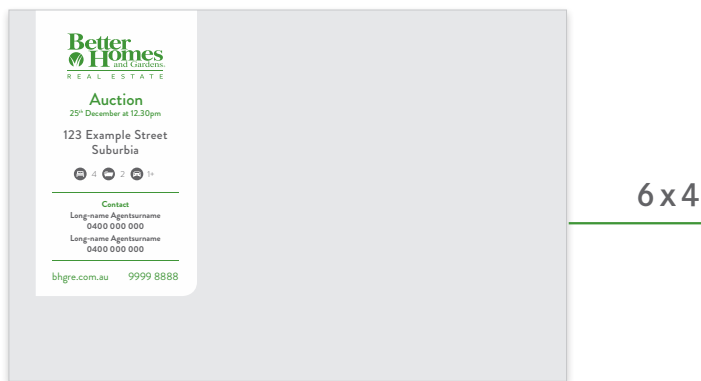
Property marketing: Signboards: Premium (1 of 2)



4 x 3



5 x 2.5



6 x 4

Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green
	Dark grey
	White
Logo/s:	Signature
	Bug

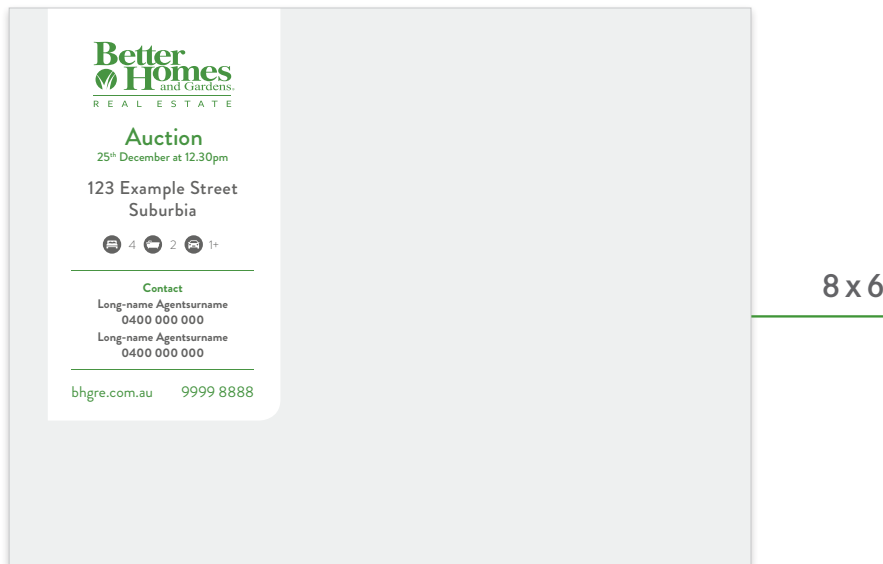
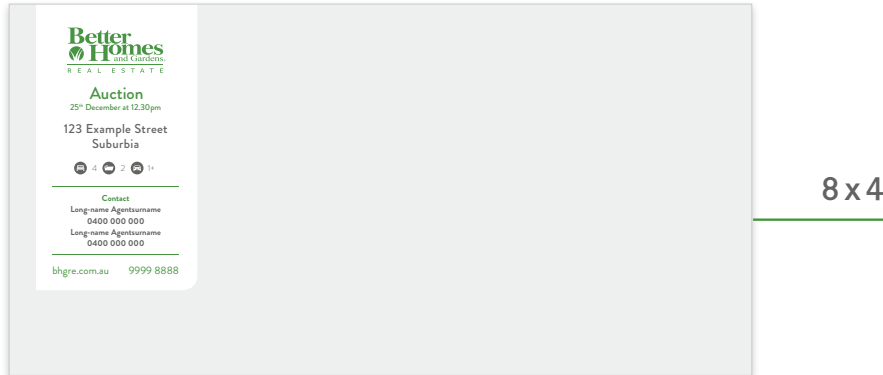
For Signboard orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Signboards: Premium (2 of 2)



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Signboard orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Signboards: Text



4 x 3



6 x 4



8 x 6

Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Orientation: Landscape and Portrait
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Signboard orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Press advertisements: Full Page



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

Typography: Brandon Grotesque
Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
Logo/s: Signature
Bug

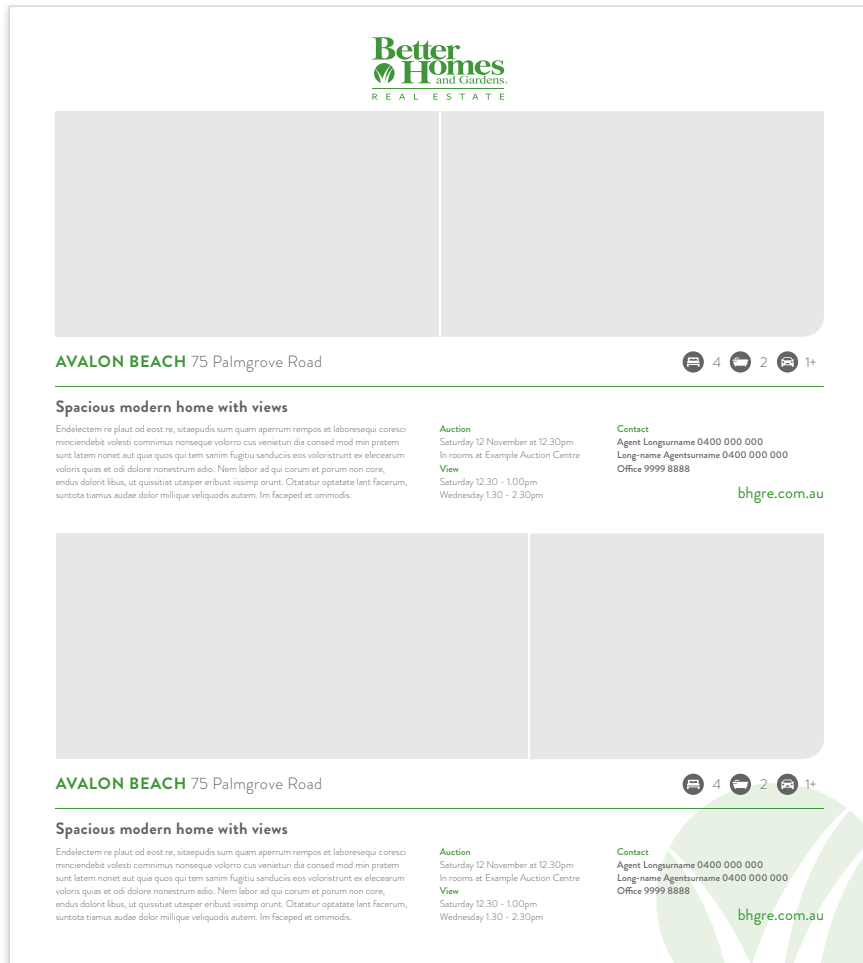
For Press Advertisement orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Press advertisements: Half Page



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Press Advertisement orders, please contact:
CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Press advertisements: Quarter Page



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

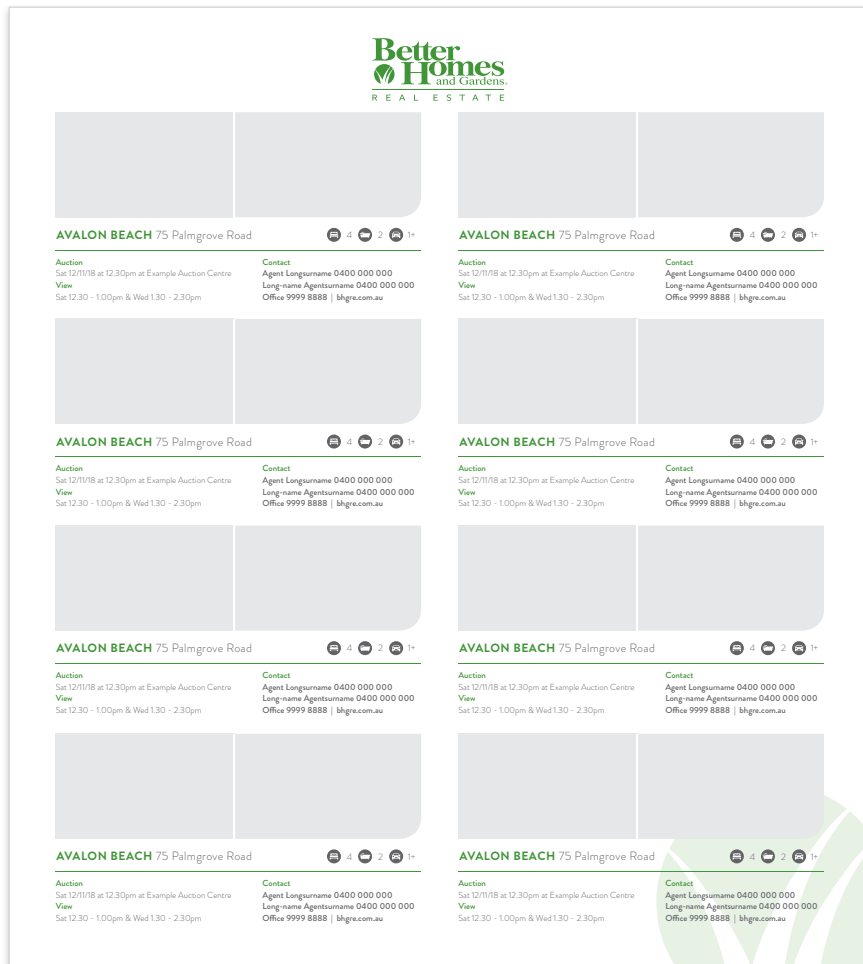
Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Press Advertisement orders, please contact:
CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Press advertisements: Eighth Page



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
- Dark grey
- White
- Logo/s: Signature
- Bug

For Press Advertisement orders, please contact:
 CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT
 Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Press advertisements: Sixteenth Page



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

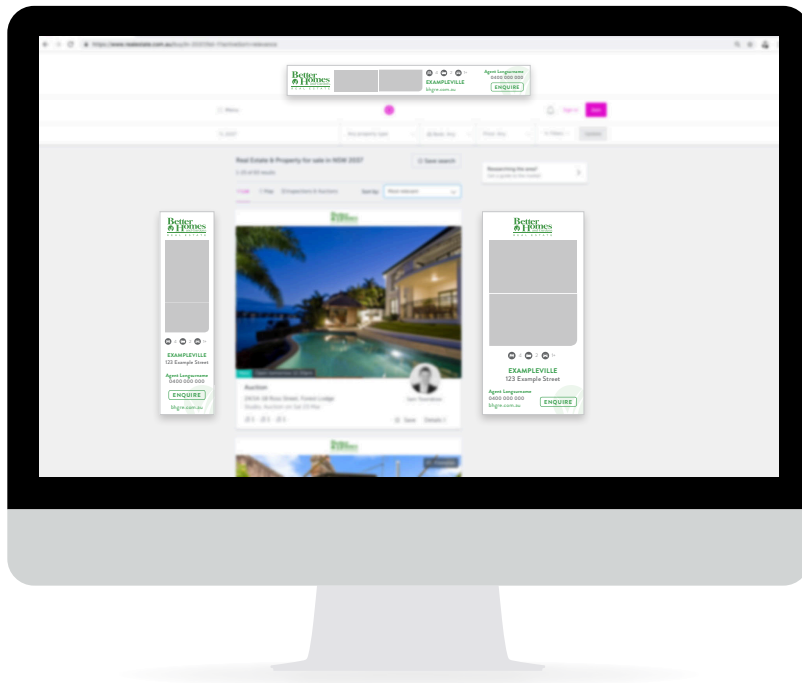
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
- Dark grey
- White
- Logo/s: Signature
- Bug

For Press Advertisement orders, please contact:
 CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Property marketing: Digital banners



Our property marketing collateral is a reflection of our commitment to our clients. By following the standards set out here, we can ensure consistency across our various collateral, creating a unified identity system.

Specifications:

- Sizes: 300x600px | 160x600px | 300x250px | 320x50px | 728x90px
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug



For Digital Banner design, please contact:

Radial Creative

www.radialcreative.com.au

1300 787 220 | richard@radialcreative.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office marketing: Vehicle branding

Being out and about in the community everyday means we are always in the public eye and what better way to represent the brand than with our vehicle decals.



Specifications:	Typography:	Brandon Grotesque Regular	Logo/s:	Signature
	Colour:	Better Homes and Gardens® Real Estate Green (must visually match Pantone 363C)		Bug Expect Better

Office marketing: Mailcards



What better way to showcase the success of your office than with our ever-evolving range of agent marketing material.

Specifications:

- Size: DL 210 x 99mm
- Stock: 300gsm - Silk, Ecostar or Bright White Uncoated
- Print: Matte or Gloss Cello Glaze
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature

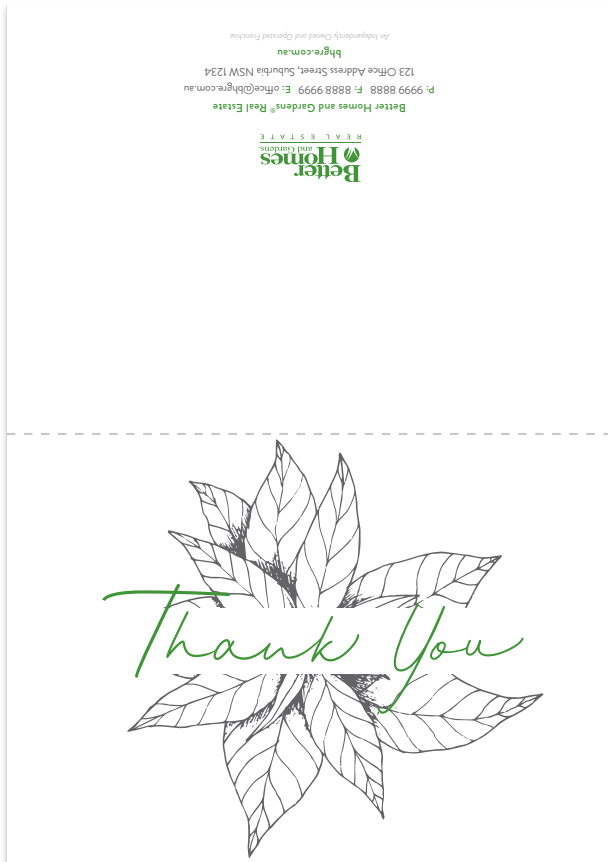
For Office Marketing orders, please contact:
 Neo
www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office marketing: Occasion cards

Occasion cards are a great way of staying in touch with your clients past, present and future. Our bespoke designs incorporate beautiful green foiling and a blank inside for you to fill with your own unique message.



Specifications:

Size:	4-page A6 148 x 105mm
Stock:	300gsm - Barry Bleach Board with Green Foiling
Typography:	Brandon Grottesque
Colour:	Better Homes and Gardens® Real Estate Green
	Dark grey
Logo/s:	Signature
	Bug



For Office Marketing orders, please contact:

Neo

www.neo.com.au | (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office marketing: Recipe cards



Stay front-of-mind for longer with our range of collectable recipe cards of hand-picked home cooking and baking options.

Specifications:

Size:	A4 210 x 297mm		
Stock:	170gsm - Silk, Ecostar or Bright White Uncoated		
Print:	Gloss Cello Glaze		
Typography:	Brandon Grotesque Rockwell		
Colour:	Better Homes and Gardens® Real Estate Green Dark grey Coral Light Blue Dark Blue Light Green Yellow White		
Logo/s:	Signature		

For Office Marketing orders, please contact:

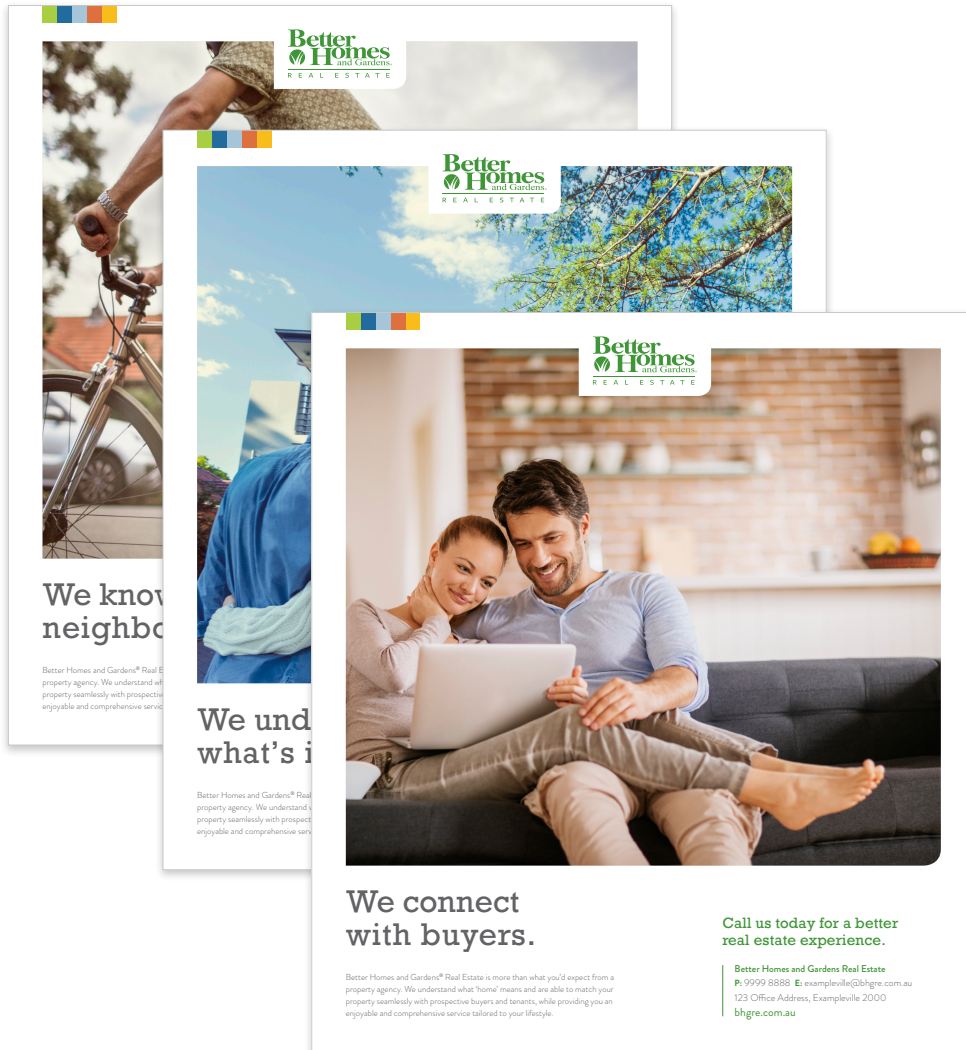
Neo
www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Better Homes and Gardens® Real Estate
 123 Office Street Address, Suburbia
info.suburbia@bhgre.com.au
bhgre.com.au | 9999 8888

Office marketing: Press advertisements: Full Page



Increase your local presence by promoting your office in the local paper. For the best results, pair property and office marketing and always aim to make up a full page rather than stand-alone ads.

Specifications:

- Typography: Brandon Grottesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

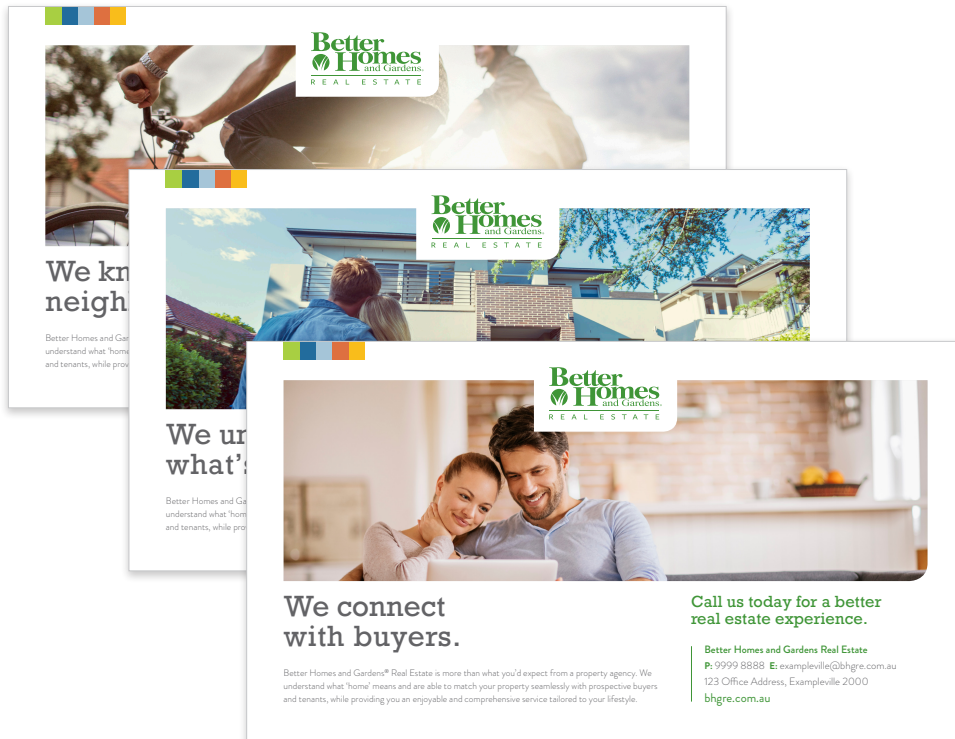
For Press Advertisement orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Office marketing: Press advertisements: Half Page



Increase your local presence by promoting your office in the local paper. For the best results, pair property and office marketing and always aim to make up a full page rather than stand-alone ads.

Specifications:

- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Press Advertisement orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: New agent announcement



Full page press advertisement

DL mailcard

Whether new to the real estate industry, or a seasoned pro joining the family, highlight your new association with BHGRE through our multiple mediums to ensure the public know who to call.

Specifications:

- Typography: Brandon Grotisque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature

For Agent Marketing orders, please contact:

Neo
www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

For Press Advertisement orders, please contact:

CampaignTrack Australia
www.campaigntrack.com
 1300 787 220 | sales@campaigntrack.com

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Profile cards



What better way to highlight your success than with our ever-evolving range of agent marketing material.

Specifications:

Size:	A4 297 x 210mm
Stock:	170gsm or 300gsm - Silk, Ecostar or Bright White Uncoated
Print:	Matte or Gloss Cello Glaze
Typography:	Brandon Grotesque
Colour:	Better Homes and Gardens® Real Estate Green Dark grey White
Logo/s:	Signature Bug

For Agent Marketing orders, please contact:

Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Mailcards



What better way to highlight your success than with our ever-evolving range of agent marketing material.

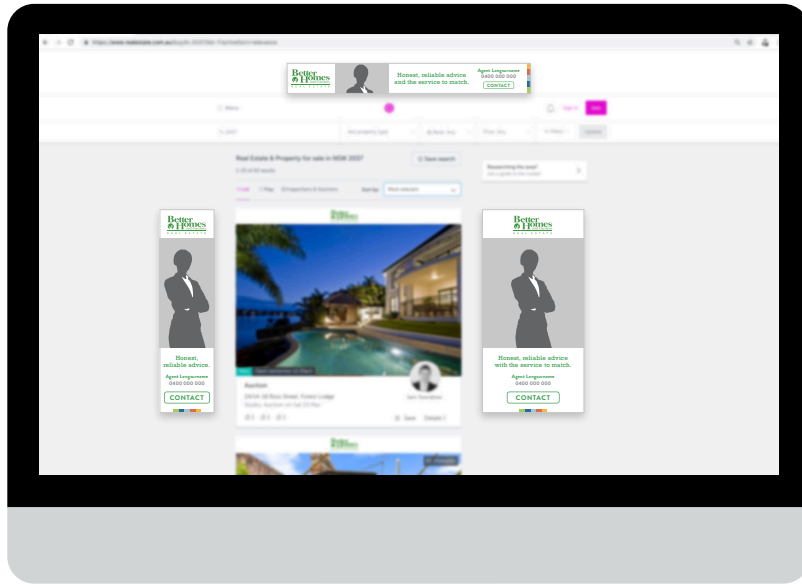
Specifications:

- Size: DL 210 x 99mm
- Stock: 300gsm - Silk, Ecostar or Bright White Uncoated
- Print: Matte or Gloss Cello Glaze
- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature

For Agent Marketing orders, please contact:
 Neo
www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT
 Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

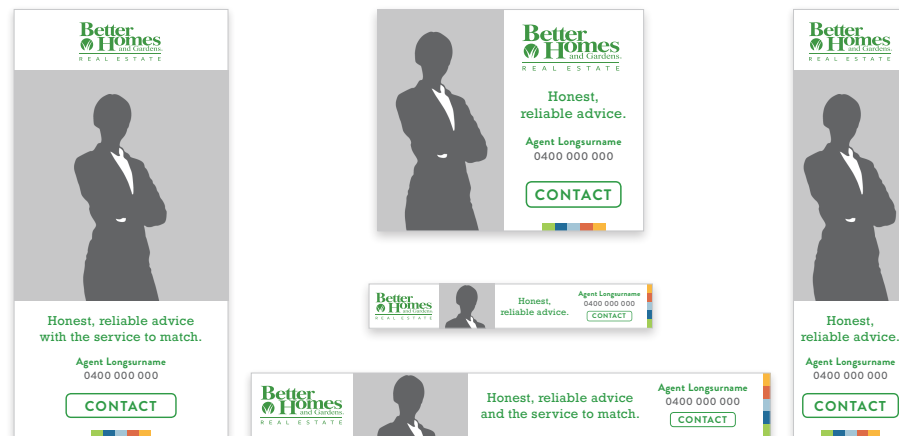
Agent marketing: Digital banners



What better way to highlight your success than with our ever-evolving range of agent marketing material.

Specifications:

- Sizes: 300x600px | 160x600px | 300x250px | 320x50px | 728x90px
- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Expect Better



For Digital Banner design, please visit:

Radial Creative

www.radialcreative.com.au

1300 787 220 | richard@radialcreative.com.au

IMPORTANT

Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Suburb market reports

A selection of recent sales by our team:

1 SOLD 75 Palmgrove Road, Avonlea Beach	2 SOLD 75 Palmgrove Road, Avonlea Beach	3 SOLD 75 Palmgrove Road, Avonlea Beach
4 SOLD 75 Palmgrove Road, Avonlea Beach	5 SOLD 75 Palmgrove Road, Avonlea Beach	6 SOLD 75 Palmgrove Road, Avonlea Beach
7 SOLD 75 Palmgrove Road, Avonlea Beach	8 SOLD 75 Palmgrove Road, Avonlea Beach	9 SOLD 75 Palmgrove Road, Avonlea Beach
10 SOLD 75 Palmgrove Road, Avonlea Beach	11 SOLD 75 Palmgrove Road, Avonlea Beach	12 SOLD 75 Palmgrove Road, Avonlea Beach

We have a number of active buyers looking for homes in Avonlea Beach. Along with our superior market knowledge, we pride ourselves on providing six-star service and achieving excellent results for our clients. If you've been thinking of selling, please call me today on 0400 000 000 or email agent.longurname@bhgre.com.au.

Agent Longurname 0400 000 000
agent.longurname@bhgre.com.au
bhgre.com.au | 9999 8888

PROPERTY MARKET REPORT

Exampleville March 2019



Agent Longurname 0400 000 000
agent.longurname@bhgre.com.au
bhgre.com.au | 9999 8888



What better way to highlight your success than with our ever-evolving range of agent marketing material.

Specifications:

- Size: A5 148 x 210mm
- Stock: 170gsm - Silk, Ecostar or Bright White Uncoated
- Print: Gloss Cello Glaze
- Typography: Brandon Grotesque
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
Light green
White
- Logo/s: Signature

Exampleville - Property Market Report March 2019

Welcome

Vulputate hitasium, sum ent eumquis vel esto et omnino ex modo magis omnia in in parum, utidae eos quare amandis aut maseq teque quem voluti tam aut euegria ipum qui adic temod mi, in re porawh andiaocpta venustum sam quae alitudo to met, volutur conptaur?

Quam quae qui commensam esperum ex eumquid uicinictem del nullup tsarumqui spandae pelenda sans mosenicum volupe nomaine grae ex nos explicatis sege ea sedis dolutae voluptas as mosse untoriore cuptat harum quat verum ut portemo quare voloniscid que mo volent la que astate dolere allicum qui re doloria commuuant pilbus ulparum, et astat aliqd undtati ommodo doluta sit quatio.

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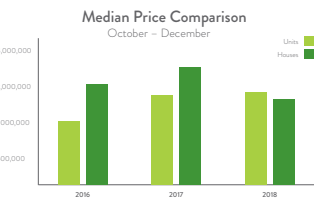
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Agent Longurname 0400 000 000
Sales Executive

Median House Price \$1,234,567 October - December	Median Unit Price \$123,456 October - December
Number of Sales 82 October - December	Auction Clearance 78% Sold at or Prior to Auction



For Agent Marketing orders, please contact:
Neo
www.neo.com.au
(03) 8809 2500 | customerservice@neo.com.au

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Recipe cards



Stay front-of-mind for longer with our range of collectable recipe cards of hand-picked home cooking and baking options.

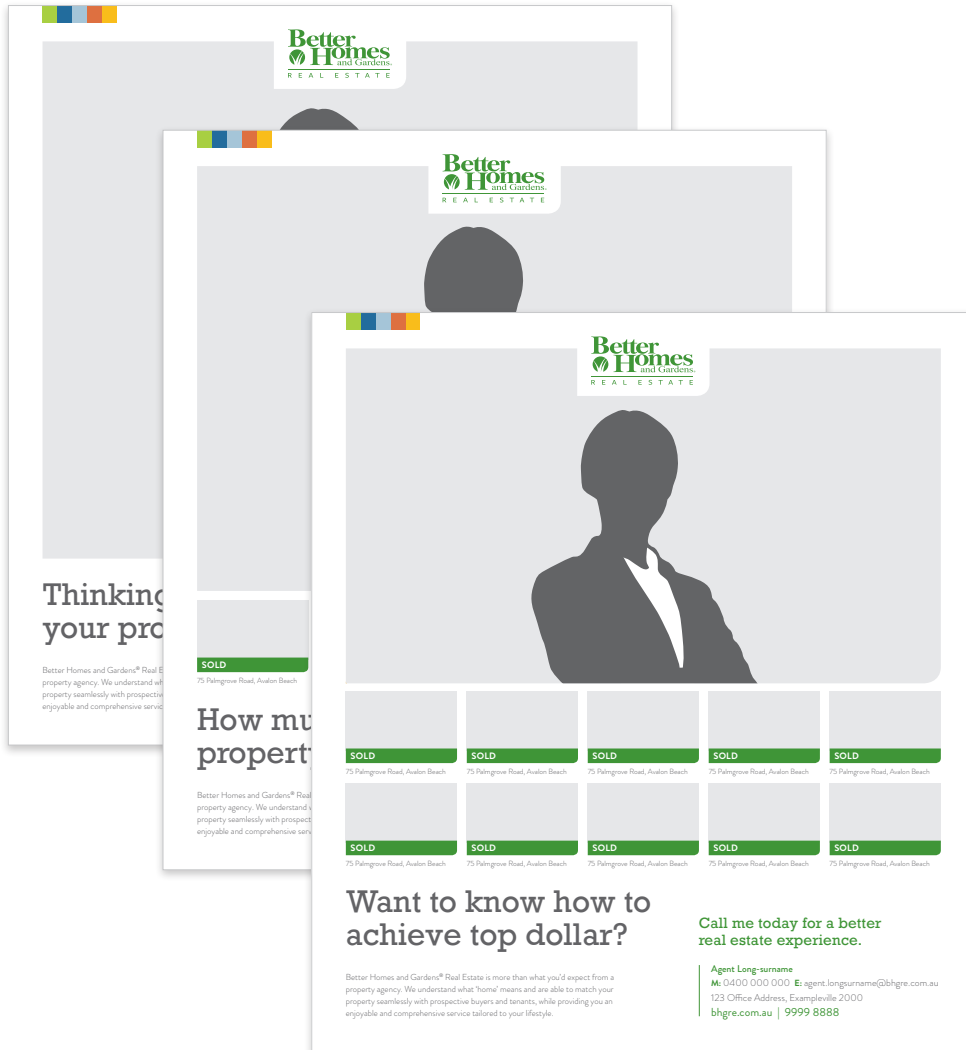
Specifications:

- Size: A4 210 x 297mm
- Stock: 170gsm - Silk, Ecostar or Bright White Uncoated
- Print: Gloss Cello Glaze
- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey Coral Light Blue
Dark Blue Light Green Yellow
White
- Logo/s: Signature

For Agent Marketing orders, please contact:
 Neo
 www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT
 Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Press advertisements: Full Page



Increase your local presence by promoting yourself in the local paper. For the best results, pair property and agent marketing and always aim to make up a full page rather than stand-alone ads.

Specifications:

- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Press Advertisement orders, please contact:
CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Press advertisements: Half Page



Increase your local presence by promoting yourself in the local paper. For the best results, pair property and agent marketing and always aim to make up a full page rather than stand-alone ads.

Specifications:

- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Bug

For Press Advertisement orders, please contact:
CampaignTrack Australia
www.campaigntrack.com
1300 787 220 | sales@campaigntrack.com

IMPORTANT
Any deviation in design or quality that arises from the use of non-approved suppliers may result in the issue of brand infringement notices and penalties.

Agent marketing: Bookmarks

Front options



Rear options



Our range of collectable bookmarks are the perfect way to stay front-of-mind to those you have helped buy and sell a home.

Specifications:

- Sizes: 60 x 210mm
- Typography: Brandon Grotesque
Rockwell
- Colour: Better Homes and Gardens® Real Estate Green
Dark grey
White
- Logo/s: Signature
Expect Better

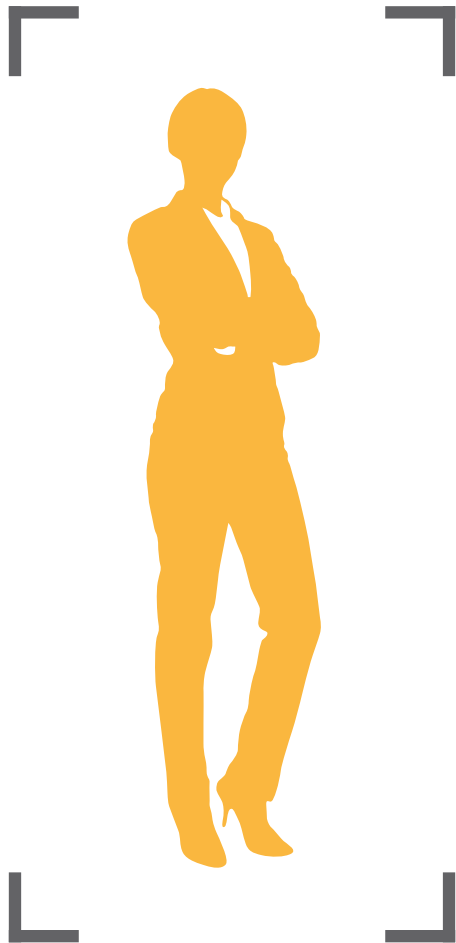
For Agent Marketing orders, please contact:
 Neo
www.neo.com.au
 (03) 8809 2500 | customerservice@neo.com.au

IMPORTANT
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Representing our identity

Staff portraiture	70
Our professional attire	71
Social media	72

Staff portraiture



Shown above: etched standing portraiture where the photographer is required to etch out the background.

In today's digital world, it is now more likely than ever that a clients' first impression of you will be via your online profile. Therefore, it is important we follow a uniting style and approach to our staff portraiture photography that highlights our brand.

We are each a local business, operating within a unique area and environment with recognisable landscapes and tones. You should aim to reflect these environments through the location background of your staff portraits. As we are in the business of homes, you may even wish to have your photo taken within a visually appealing home.

Each staff member's primary photo is to be a majority upper-body portraiture in your chosen location/environment. As a secondary option, we recommend an additional etched standing portraiture be taken (transparent background) that can be used for specific marketing purposes.

OUTDOOR



Shown above: Outdoor and indoor environments. This is your primary portraiture to be used wherever an agent photo is permitted. The background should display subtle bokeh technique.

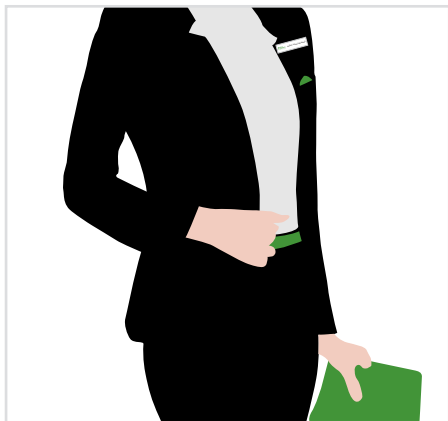
INDOOR



Our professional attire



Attire accents are a great way of representing our brand out there in the field. Be easily recognisable and increase brand perception simultaneously.

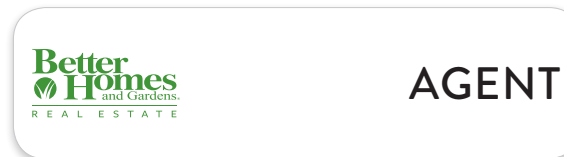


Our appearance in the field projects and enhances our brand image to the public. While we don't enforce a strict uniform, we do ask that these simple instructions be followed to ensure we remain as consistent as possible in the public eye.

When conducting open homes or meeting clients face-to-face for the first time, your Better Homes and Gardens® Real Estate name badge should be worn. The name badge should be positioned proudly over your heart.

Our clients should expect us to always be professional in appearance and being well-groomed, neat and elegant is how we achieve this. We also encourage the use of attire accents by utilising items and apparel that closely match the Better Homes and Gardens Real Estate colour green and PAIGE colour palette.

Name badges:



Name badge Option #1: First name only



Name badge Option #2: Full name



Name badge Option #3: Full name + title

Social media

Accounts to follow with content to share:





- Facebook.com/myBHG
- Facebook.com/bhgaus
- Facebook.com/familycircleaustralia
- Facebook.com/bettercraft
- Facebook.com/bhgreaalestateaus
- Facebook.com/greathomeideas
- Youtube.com/bhg
- Youtube.com/greathomeideas

*Please also follow the pages of your neighbouring offices and other agents in the network.

Social media is more prevalent in our society today than ever before. It has the power to make or break any business big or small so it is important that we maintain a cohesive online social identity with that of our Better Homes and Gardens® partners to ensure we are continually in our clients favour for friendly, cheerful and helpful content.

In the previous pages you would have read about our Communication Style. This is the voice our brand uses to communicate to the public and our clients. Whether you are writing a blog post, ad copy or other messaging, pay attention to the tone and emotion you are conveying. Understanding the contextual needs of each post will give you the ability to create more meaningful campaigns and better resonate with those that you are targeting.

Our brand enjoys an enviable association with our magazine and TV show partners who boast a large and loyal social media following. Due to this relationship, we are able to share appropriate posts made by these pages in addition to content posted by our corporate page *Better Homes and Gardens Real Estate Australasia*.

	When to post?	How often?	What to post? <small>(example of best practice)</small>
	Anytime except: 3 – 4pm	1 – 3 / day	<ul style="list-style-type: none"> • Photos, images • Short videos
	12 – 3pm	5 – 7 / day	<ul style="list-style-type: none"> • Commentary • Blogs, article links • Short videos
	10am – 4pm	2 – 5 / day	<ul style="list-style-type: none"> • Blogs, article links • Photos, images • Short + long videos
	7am – 6pm	1 – 3 / day	<ul style="list-style-type: none"> • Blogs, article links • Photos, images • Short + long videos

Remember these handy hints:

- 1.** 80/20 Rule – 80% of your posts should inform, educate, or entertain your audience. 20% to directly promote the brand and your office.
- 2.** Before posting, ask yourself if your content is visually appealing, if it's on-brand and if your audience will find it interesting.
- 3.** Use hashtags that are specific and try limit to a maximum of three hashtags per post. *Eg. #examplevillerealestate #bhgre #expectbetter*
- 4.** Let videos and photos do the talking. The most popular posts are often the ones with the least amount of text.

Social media

Your presence on social media should tell the story of who you are as a person and what you are like professionally. We recommend that every post and image focuses on giving buyers and sellers an agent they like and trust to guide them on their real estate journey. Your niche audience wants to be educated on all aspects of their lifestyle from someone who is qualified to be their guide.

Have a list of online resources as a reserve for times when your schedule is packed or the creativity isn't flowing. Keep in mind, news must be current and relevant to your audience. Select posts, articles and images that you can refer back to when the time is right or you need some inspiration.



Connect

At its core, real estate is about connecting people with property. Pitching all the time is inauthentic and will not help your sales. Stick with the 80/20 rule. In its simplest form, the formula structures 80 percent on what you offer as a person and 20 percent on what you offer as a real estate professional. Honour the social in social media and CONNECT. Be known for you, not just for being another agent who has a feed full of listings.



Engage

Engagement is the primary goal of each post. Shareable content maximizes comments and likes to extend your reach. Ask open-ended questions and share stories/experiences to ignite the conversation. Always consider which interests your audience has and how they will benefit from your feeds.



Analyse

Once you have gained traction, analyse your audience. You could make a list of frequently asked questions from your clients to create a daily, weekly or monthly real estate tip and/or video. Record a batch of videos that address each question. You can do these in one day and have a bank of shareable content your followers will appreciate.

Social media

You know you need a social strategy, but you don't know where to start? Relax. You've come to the right place. Better Homes and Gardens® Real Estate provide firm foundations and an effective framework for crafting a memorable voice across various social media platforms in an easy and cost-effective way.

Below is a sample content calendar. You'll want clients to take away from your feeds who you are and your areas of real estate expertise, especially the neighbourhoods you serve.

Sample Monthly Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Share A new feature on your website	2 Answer a common question you hear
3 Photo Share a photo of a local eatery	4 Decoded Mortgages: types? How to qualify, etc.	5 Homeowner Tip Homecare	6 Melbourne Cup	7 Your Personal Side What are you passionate about?	8 Moving Tip Unpacking	9 Seller Tip Living in a home while it's for sale
10 Local Business Spotlight A coffee shop you love	11 Remembrance Day	12 Video tour of a current listing	13 Location Feature A city/town icon	14 Community Cheer on a local sports team	15 Client Testimonial	16 Photo Brochures at an open home
17 Moving Tip Packing	18 Photo You at an industry training event	19 Community Activities for all ages	20 Market Update How are auction rates?	21 Share A member of your team	22 Homeowner Tip Picking Furniture	23 Seller Tip Things to consider before selling
24 Decoded Confusing real estate terms	25 Photo You in action — at an open house, etc.	26 Client Testimonial	27 Answer a common question you hear	28 Share A recipe	29 Photo Local park or neighbourhood hub	30 Share Article about local housing market



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