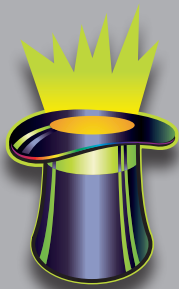


# Branding:


Special Report For  
Real Estate Investors

by:  
Brian Lucier



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ILLUSTRATION & DESIGN  
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## Do You Really Need A Brand?

**As it is so true in many other industries, it is critical to establish your brand in your market share and what it is that sets you apart.**

We all have our favorites brands. Our favorite places to shop, our favorite type of car or transportation, our favorite clothes to wear, our favorite wine or beverage, our favorite menu selection from our favorite restaurant, all the way down to the favorite words and phrases we use to describe ourselves or our environment. Your business plan, logo, web site, and your operations model are no different. They need to represent what your core values are as a stand-alone monolith for what your business is all about. Even when you are not there, to explain what it means.

It is not so much as what you sell, or how you sell it, or how much it costs. It is more about the value of doing business with you and how that makes your customer feel when they do business with you. We have all had those experiences in our lives. That first time encounter at that hidden nook, off the beaten path, where we have found the exceptional service that has instantly formed us into permanent loyal customers – forever. The opposite is also true. I remember one particular restaurant visited on date night with my wife. Nothing went right at all. The service was impersonal. The meal was unappealing and lacked presentation, and the food was at best average. This type of impression actually leaves a harder impression when we left to return – never again!

So what do your customers feel when they do business with you? Are they given that one-on-one personal attention that makes them feel special, or are they just the next in the long line at the drive through. More important still, is their second visit, third visit, and so on consistent with that first visit; or is it even better because now you have established the relationship and you understand your clients' unique criteria?

This is all kind of touchy-feely stuff to think about. But think about it. Why do your customers even come back to you at all? Why should they? What do they get doing business with you that they don't get from a host of other related businesses out there on the market just like yours? The unique answer to these questions specifically for you, define you.

## What's Your Story?

**Every one has a story. A purpose. A unique value proposition that makes the day arise with anticipation to get out there and do whatever it is that you do.**

Call it what you want to, but at the end of the day, it is all yours and no one else will have the same story to tell as you do.

So what is the reason you do what you do? Remember, this is all about building your brand. Why you, why now, why not your competition, why even bother at all? It is not about the money, or at least it shouldn't just be that. There is always a bigger picture involved. Telling your story will reveal why what you do is so important to you, and to your customer. In doing so, you will find out more about yourself in the process. This is the essence of that "something special" you have to offer to your clientele that no one else has to offer.

Hope. Love. Security. Comfort. Stability. Peace. Joy. These are all intangible things that money cannot buy. But when your customers do business with you, this is how they may "feel". So coming back to

the well, your business; is not just about because they are thirsty again. They can get a "drink" from any of your competition, at any time, and maybe even at less of a cost. They are coming back specifically to your fountain of value for the feelings of refreshment and satisfaction they have come to associate with you – your brand.

Yes, this does dig deep into things that most people do not consider of when they open their business. The average business owner thinks in terms of how fast can we get to market, how cheap can we make it good enough, and how much can we make for a profit. This is why their business is at best average. In fact, given a three-year time span, a large majority of these companies will be a vapor, only a glimpse of a past memory, or at worst, their worst financial nightmare.

I do not care if you are a butcher, a baker, or a candlestick maker. Everything, everything you do must reflect upon you and the level of integrity in which you provide that service or product to your customer. Your business operations manual must think of everything. And then deliver consistently, every time.

## If I Only Had A Heart

**By now you have given some thought to your unique value proposition. You have some idea about what it is your specific business is all about. You should have a good idea of how you will deliver that promise. You should have a good idea as to whom you will deliver that promise too. Now, you are getting to the heart of the matter.**

You now should understand how you want to have your customer feel when they enter your door. Your value proposition can now be boiled down to three major components: Packaging, Promotion, and Production. Let me break this down to the basics.

### Packaging

Packaging is putting your value added position into one neatly tied parcel all wrapped up neat and tidy with a ribbon and a bow. You are taking your core values;

which you have defined, and articulated them into words, phrases, meanings, imagery, colors, scents, tastes and styles that define who you are.

Think about the automobile industry for a moment. The primary purpose of a car is to safely get you from point A to point B. Now if this were the only attribute that a car needed to produce to achieve its ultimate purpose, then there would only be the “need” of one type of car. Period: end of story. However, cars can behold added value far beyond the primary function of transportation. There are the attributes of economy, comfort, colors, textures, chrome, speed, seating capacity, and the list of options and features go on and on. The end result is how you “feel” getting from point A to point B. Are you in the latest solar powered, eco-friendly transport doing your best to save the planet, or is your style more of the All-American muscle car tearing up the pavement all revved up and rearing to go. The end result is two totally different cars, two totally different feelings, and two totally different “packages”.

So your job is to do your best to wrap up all of your company’s core values, using all of your sensory perception, to the best possible presentation it can be. This could be summed up in a tag line

that in as few words as possible defines that intangible, something extra, feeling that you alone have to offer. It can be the essence of your web site, brochures, collateral materials, colors and fonts you use to display your message; all the way down as to how you train your people to answer the phone.

Above all, keep it consistent. Even across media and different markets, it is so critically important to have the same package “feeling” no matter where your brand may end up. Fortunately, we only have this one planet to confine our message to, so it should be relatively easy to keep a consistent World-Wide brand.

Think of companies like Coca-Cola, Apple Computer, Nike, BMW, and even McDonalds. All of these are World-Wide brands. No matter where you are on the planet, these companies have spent fortunes to achieve their brand recognition – their package.

## Promotion

Now your unique value experience package needs to get out there for the world to see, feel and experience. There have been scores of books and volumes of articles written on the best approaches to

market your messages and through which messages work best. Usually, depending on which marketer you may mention your mission to, and oddly enough, their medium, in their opinion seems to stand out to be your best move into the market.

I view the list of available market options as a pretty simple process. All of your promotion options fit into either two categories: print or broadcast. This perspective comes from my studies as a visual artist and graphic designer from my college years in Boston MA. In my determination to find the best way to take a conventional piece of artwork, and reproduce it into a consistent process which may be quality controlled to produce the same results every time; I discovered the interdependent attributes of process colors and their color frequency counterparts.

Process color is based upon the old Dutch Master paintings that would only use pure cyan, magenta, and yellow pigments on the palette to produce all visible colors including black. Frequency color was first discovered by Sir Isaac Newton by using prisms to split the frequency of light into spectrum of color.

Fast forward to current technology we now have printing presses that can

produce all types of branded collateral material including but not limited to: business cards, signs, brochures, posters, car wraps, stickers, labels, mouse pads, t-shirts, coffee cups and the list goes on and on.

The other spectrum of promotion is broadcast. I consider broadcast any other medium that requires the emission of energy to transmit a given message. Broadcast marketing mediums can be web sites, television, tablets, phones, laptops, and even word of mouth. Again, I consider broadcast medium anything that requires a constant flow of energy to promote your brand message.

So what works best for you? Here is where creativity, economics and sheer determination come into full play. For example, just around the year 2000, The Home Depot was the first to introduce a paint product with primer in it to make it less work to do home improvement projects. The Home Depot has about 5,000 retail stores opposed to Lowe's, which had about 1,700 stores at the time. The Home Depot, with its high marketing budget was able to alter the market space for paint with its flood of adds promoting the new product. Truth be told, the first round of paint with primer was not all that good. But, the results of the marketing and promotion of that event had

altered the market in such a way that all of the other paint suppliers had to scramble to meet the challenge of a new competitive product on the market that they did not have or even offer.

You may not have the marketing budget of The Home Depot to promote your message through a myriad of print and broadcast medium, but you do have the opportunity to promote your unique message through your networking channels of operation.

The basic essentials of any company, is your business card. This is your identify mark on the world to let them know you are in business. Although business cards can be relatively cheap to print, please do not make the rookie mistake of letting your business cards "feel" cheap. Again, the lesson to be learned here is to build your brand. If your message is to be eco-friendly with sustainable energy to save the planet, then by all means, it makes sense to have your card printed on recycled card stock that will have a certain look and feel to it. However, if you are dealing in higher-end commercial ventures in the high eight-figures, then your business card should "feel" like it too.



Probably the second most important collateral material every business needs today is a web presence. Please note, I did not say a web site, but a web presence. In the mid nineteen nineties the technology wave demanded that the next business medium was to have a slick and polished web site. Especially if you were building any type of e-commerce site, your web site needed to have all the bells and whistles to put you on a level playing field with Amazon and E-bay. Today, there is a gamut of free web solutions that can work in harmony with all of your SEO (Search Engine Optimization) efforts. You can now subscribe to free Blog web sites, social media sites such as LinkedIn, Twitter and Facebook. Many of these free services will allow you to set up fan pages or groups where your customers play in active role in the promotion of your brand.

So on a shoestring budget your first line of branding collateral should be a business card that encompasses your brand using fonts, colors, and styles that will best represent your unique market position. Please keep in mind that you typically only have 3.5 by 2 inches to convey that message; so try to be as concise and effective as possible. My second promotion target would be a web presence. Again, do your research to see what is free first. Blogs and social media

are a great place to start. Eventually you will want to tie these links into a web page that promotes your brand to the world.

I remember the infant days of the internet when it was mind boggling to the advertising market that you could post a web page from your desktop or even laptop computer, and in literally seconds, you could have world wide coverage of your brand from anywhere on the planet. The process has seen a lot of refinement from those early years so do your diligence to ensure that you are working with reputable contractors with a solid list of references to check, before you write one.

Your end game is to have that package of your brand defined and then through the proper channels for your specific message, find the best promotional tools to get the work out. Remember, building your brand comes one customer, one transaction at a time. It can also die one customer, one transaction at a time. Be frugal, but not cheap.

## Production

Production can seem a bit elusive to a Real Estate professional. I equate this to walking into a bank and asking for free samples. Last I looked, the bank was not

giving out any free money. Just the same for Real Estate professionals, there are no free properties and absolutely no free rent. So, how can production be part of a Real Estate branding strategy? Well, just think like the bank. When you walk into a bank to discuss with a banker what they can do for you, they call their loans, services, and different types of savings and checking accounts “products”. These may be introduced to you as printed brochures, glossy folders that you loan documents come in, or even cleverly designed (or even not so cleverly designed) e-mail campaigns directed at “promoting” their “package” through the “production” method chosen for that particular message or product.

Having a system to distribute your brand message to your clientele is the production of filling your pipeline with deal flow. For the Real Estate professional, deal flow is the lifeblood of your business, and without it, you are out of business. Here is where the previous efforts of your packaging and promotion come into full force to distribute your branding message.

Of course I am not suggesting or would ever encourage you to step across the line of making a public offering without total and complete compliance with SEC regulations. Under no circumstances

should you advertise any previous, present, or future deals you may have under contract to a potential new client. This is all too common a practice in our industry where investors will get the deal under contract, then in need funding assume that the people they met last week are a good fit for the property offering. This is not what I mean when I say production. Rather, “production” at this level of the relationship with your customer is just that. You are building the relationship and network contacts producing the results you need to be in the game. This is your production.

It may be the production of leads with individuals, companies, organizations or corporations of like-minded persons or entities with similar interest or affiliations. Building these relationships will help to reinforce your brand. You will use your company collateral and branded material to reinforce your company’s goals, practices and ethical standards. You may produce a monthly newsletter you send out with articles that may be of importance to the type of customer you want to attract. Any stories or articles you have created having to do with emerging markets, interest rates, or the Real Estate in general may be suitable content to put into your production pipeline.

Again, the Real Estate Industry is not as easy to put into production terms as an industry with a tangible product. But again, think like the banks. Your brand is about the way you make your clients feel when doing business with you. When you walk into your bank, is the staff polite and friendly to deal with? Are they ready willing and able to go the extra mile to win your business? Are they courteous? Do they follow up with their commitments to deliver and perform to meet your expectations?

Follow the leader here. Is your Real Estate Company friendly to deal with? Is your brand clearly defined to deliver the benefit to your customers of doing business with you? Do you have a consistent track record of past performance? Do you conduct every transaction as the most important task you have to do at any given moment? Do you have that attention to detail to anticipate your clients' needs before they even ask? Are you doing the work to keep your brand sustainable in today's market to offer the best possible results to your clients?

Here is where you can really shine. You can be that brand that delivers trust. You will do this by defining your core values and understanding your purpose for being in business. You will have a clear path to deliver those core values in a consistent

and competent manner with every single client. You will understand your target markets and the market cycles within those markets. Your staff and your managers will conduct themselves at a level of integrity dedicated to the success of your investors and your business associates. By understanding your business and your market better than anyone else, you will always deliver consistent outcome. With every deal, every client, and in every transaction, you will be, and deliver the essence of your brand.

## Getting Started

After years of building brands for both large corporations and small micro start-up companies, I have established a formula to ramp up to the best possible results in the shortest amount of time, for the most cost effect solution. Through these steps are the building blocks of your brand. The process is simple, but it is not easy.

I will take you through the journey of defining you're your core competencies and defining your unique value proposition along the way. This will be your action plan to reveal your unique brand. This is an action plan. Not a "maybe I will do this", "sure, when I have the time" or "gee, but

my favorite show is on TV tonight” plan. But it is an action plan. You will be required to do this because no one else can define your brand but you because it is based upon your core values and your belief system. So you really are the only one who can do this.

There are scores of other ad agencies and design firms who would be more than happy to have you write them a check to figure this all out for you. After all, we have all been professionally trained to be visual problem solvers, and to make a profit for doing it as well. We understand marketing, advertising, fonts colors, the emotional impact of getting your customers to react to buy, buy, buy. We get it. And you will pay for it.

So why am I giving you this recipe for a brand instead of charging you a fortune for it? I have had my share of building brands both large and small and in the end it is a game of getting our client to search inward to understand their “Why?”.

Some business owners are brilliant at what they do. In fact, they may do it better than anyone else. But they have no idea how to articulate it to the world. I have seen so many closet designers in my decades of my career as a graphic designer. These by far have been some

of the most talented and brightest minds I have ever encountered. But they are terrible at promoting themselves and have no idea how to talk to people about what they do. Hence they live a life of creating wonderful concepts, creative ideas and phenomenal designs; that no one will ever experience.

You may find after this exercise that you are not equipped to communicate your ideas to the world. The thought of standing up in front of a large crowd to promote yourself, or trying to close a sale may send you into vertigo. That’s OK. You don’t have to. But you will know what that message is – your brand. And, you will have a much fatter purse at the end of the process by taking this journey yourself instead of paying it all out to have an answer. At least with the savings you will glean from this self-directed process, you can pay some one to close the sale for you and you will both win.

## The Comparative/ Competitive Audit Process

**First you will need to define your unique business proposition. What is that you do? This report is being written for the Real Estate professional, so lets start there. For the sake of discussion, you are in the business of buying apartment buildings.**

There are three parts to this process so we will walk through the steps as a “Real Estate Professional”, but this process can be performed on any type of industry of trade. The first step is “Define Your Competition” or the Competitive Audit. Then we will open up to a broader search to “Define Likes vs. Dislikes” which is the Comparative Audit.

### Competitive Audit

For the Competitive Audit we are going online to do a search for “Real Estate Professionals”. I suggest going to the top search engines such as Google.com,

Yahoo.com and Bing.com and search for this phrase or the phrase that best suits your business model. For instance, you may want to be a Hard-Money, or some other specific phrase in the business. Start you search there.

In each different search engine you will see the top results for your specific search term. I would urge you to do as much research as possible at this point because every minute you spend doing research is money you will save by paying an ad agency or design firm to do the same exact thing. Let’s face it, you have eyes if you are reading this, so it is safe to assume that you can push a couple of buttons and read the results in that page.

You are looking for trends here. You want to do the same exact search phrase in at least three different search engines. Say for example, your search results include “Joe’s Hard Money” as a match for your search results, then, you have just identified “Joe’s Hard Money” as a direct competitor to your business. Here is where the work comes into play. I suggest you open a Microsoft Word Document and at the top of the page write, “Search results from Google”. Then do the task below for all of the Google search results. Then Type in, “Search results from Yahoo”. Then do the task below for

all of the Yahoo search results. Continue this process for as many different search engines you can find. At the end of these instructions I will explain why. When you are done each search engine result list, you will have separate search results ranked in their level of importance for each separate search engine.

So how do I build the search engine list? Begin to click on each link in those search results one link at a time to visit their home page. When you get to a site from the search engine link you may start a series of bookmark links in your browser in a bookmark folder called “Competitors” if you are so technically inclined to do so. I also want to select the URL from the address field in your web browser, and cut and paste it into your open Word Document. Do this for every link, in every search engine, and add them to every list for every search engine.

I want you to repeat this process again and again for the first two or three pages deep from your search results in the different search engines. Your goal is to build a list of your competitors. You want to cut and paste the web site for each link of your competitors into that document.

You should also make some brief notes while you are in their web site. A brief

description at this time will suffice. At this stage of the Audit, it is not your objective to go through every page of every link that comes up in your search engine. Your objective is to build a list of competitors as quickly and efficiently as possible making notes along the way. The notes can be as brief as “Nice logo design”, or “Like the navigation buttons”. Or they could be on the side of not so positive comments such as “Way too cluttered”, or “Not much content at all”. Again, you are trying to take a 30,000 feet overview of the site to identify obvious strengths and weaknesses. After you have completed this phase of the process you should have a list of web site links of your possible 30 top competitors.

Now I want you to go back through your list of search results and start to make some additional notes. What you are looking for now are repeat competitors in your search results. You want to take special notice of these web sites for further investigation in the links to follow. If you see the number one result is the same in all of your search results, then congratulations, you have just identified your number one online competitor!

Now that you have established your competitors, their web sites, and their search engine rank; the hard work begins. Get yourself a pot of coffee, get a snack and



lets dig in. You will now go through each web site of your competitors, every single page to find and identify the strengths and weaknesses of your competition. Here you will go back to your Word Document and take copious notes of the good, bad, and the ugly of each web site. You will make comments on colors, fonts, things you like about the site, and the things you dislike about the site, and write them all down.

In doing this you are becoming an expert in your chosen search phrase. You will know who the big players are and where you might want to position your brand in this industry. When you do find the top dogs, maybe the top ten, then do an extensive search on those companies to find out everything you can about them. This information will come in handy later when you write up your business plan where you analyze your competitors' market share and how you are going to capitalize on it.

## **Comparative Audit Process**

The Comparative Audit Process is a little more laid back and a lot more fun to do. You will still open up a document to take notes on different web sites. But now, you are not looking for competitors web sites. Now, this search is all about you. The categories are now going to be your

“Likes” and “Dislikes”. You get to choose. Make a list of your favorite hobbies; things that interest you, or you can even do a search for “Cool Web Sites” and start there. You may be interested in Non-Profit Associations, Golf, Juggling; the substance doesn't matter. Your mission is to look for web sites or topics of interest to you and start taking notes on the features or functions in these site that would be on your wish list if you were able to have these features on your website. Make notes on logo designs, navigation themes, types of layouts, font sizes, images, graphics, anything that you can think of that catches your eye. Go through the same process here too as you did in the Competitive Audit. Take copious notes on the whole lot. Keep it positive, and write it all down into your document under the “Likes” category.

Now you will repeat this process one more time taking note of things you “Dislike”. You will make a heading in your Word Document for “Dislikes” and repeating the process above document everything. The more descriptive you can be in your likes and dislikes the better. By doing all of this you have completed the Comparative/Competitive Audit.

## There Has To Be A Point To All Of This

**This audit process is the bulk of the work a graphic designer will do in a vacuum, without your input, to tell you what they think your brand should be.**

Lets face it, no one wants to walk into the room and have no idea what the other person is talking about. Ignorance can be embarrassing, for both parties. The designer is starting from ground zero in an industry they may know little or nothing about. The client, although an expert in their business, may know nothing about marketing and the branding process to peel back the layers to get to the heart of the matter to what is important to the brand.

And there it is. The point is that the brand is the heart of the matter. The lack of communication between parties is a conflict easily resolved with full disclosure of who can do what to enhance the performance of their counterpart. In this instance, the client does the research to best understand their valued market proposition and passes that information along to the designer, who is now poised

for a much more successful start for creating concepts that are more likely to be on target the first go around.

All the while, without this vital communication, the designer is stacking up their opinion of what is valuable to you, and racking it up on your dime. After seeing this process happen inside the design studios and agencies over and over again, I am pretty sure that what is important to the client at this stage of the game “is their dime”. Obviously, the designer needs to be paid for the work if they are the one doing the research, compiling all of the data, analyzing the results, and coming up with the pretty report to present to the client – which is you.

I have used this process over and over again and again and the results are conclusive. Before the first pixel is laid in position, the client has a journey to take. Usually the designer becomes the Sherpa guide but not without a cost. By opening communications to what the designer’s needs are, and the client’s objective goals are, both parties are more likely to have a win-win relationship.

You have established your competitors, your design style likes and dislikes. You have taken a lot of the trial and error out of the first draft of graphic



design solutions. When the designer gets it wrong right out of the gate, then time and resources are wasted, tensions flare, and the relationship may become adversarial. You have identified styles, features and imagery you like which propels the graphic designer forward to a place where the designs they create are already more intuitive to what you will probably enjoy once you see the solutions; thus saving you money. More importantly, you have also identified the styles, features, and imagery you do not like; therefore instructing the designer to steer clear of these of these land mines which will obviously cause tension, lack of trust, obvious miscommunication of concepts, back peddling on a numerous rounds of graphic design solutions; thus saving you even more money.

But it doesn't have to be that way. In fact, nobody knows your own personal business better than you do. So by peeling back the process in this special report I have shared with you what has been developed as a process over 30 years of being a professional graphic designer. These are the very steps used to analyze start-ups and corporate giants alike.

When used correctly, results may induce laughter, creativity, and huge doses of fun for all.

## Real Estate Investor: Property Manager

Brian Lucier of BHB Group, LLC has been actively investing in residential apartment buildings in Central Massachusetts since 2001. In that time Brian has been involved in all aspects of analyzing, inspecting, acquiring, overseeing contractors and the day-to-day property management of all of BHB Group holdings.



Since 2004 Brian has also been on the accredited landlords list for several of Central Massachusetts Housing Authorities including: Gardner Housing Authority, Athol Housing Authority, Winchendon Housing Authority, Franklin County Housing Authority, and RCAP Solutions of Gardner, Massachusetts. BHB Group is an active participant in these programs with the goal of providing housing for qualified families in these regions. Brian is also an active participant in the annual fund raising activities for the Montachusett Opportunity Council for Children and Families (MOC).

Brian owns and manages Aegis Housing Solutions, Inc. Brian's responsibilities at Aegis Housing Solutions include

working with realtors on the research and development of leads for single family and multi-family homes to assist families in transition looking to purchase and sell homes or investment properties. Brian then assists in guiding buyers through the rent-to-own transition towards the goal of home ownership.

Brian is a volunteer member of the Northern Worcester County Landlord Association. He has been elected by the NWCLA members to the board of directors and nominated by the board members to

the office of president of the association. He has demonstrated solid and qualified leadership in this role for the past eight (8) years and is directly responsible for charting the growth and development of the association.

Brian manages the content and creation of the NWCLA's web site presence. He also is a contributing editor and author responsible for publishing the monthly NWCLA eNewsletter. The publication is sent to over 540 NWCLA members as well as Housing Court Judges, Court Clerk officials and many of the guest speakers and affiliated professionals that support our association throughout the year.

Brian is also responsible for authoring articles, contributing content, and maintaining Blogs at RealEstateInvestor.com directly pertaining to all levels of real estate investing. Brian has achieved Ambassador status on the web site and is a currently a level 4 investor. On the web site Brian also mentors and coaches other investors to achieve their investment goals as a volunteer member.

Most recently, Brian is involved in the day-to-day operations for the acquisition of large apartment complexes of 100+ units in emerging markets across the United States. As the managing director of BHB Group, Brian is responsible for overseeing the target market analysis, property due diligence, securing funds and closing these acquisitions.

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