

Why You Need To Be Branded

The Value Of Having Your Own Logo & Slogan

Daniel Pendley & Associates

Just do it! It's the real thing. Fly the friendly skies. Nike has one. So do Coke and United. A memorable slogan. But why?

If you're in sales, especially real estate sales, you need to face a harsh truth: you sell a commodity. A product or service so indistinguishable, that the buyer can get it—or one just like it—a hundred other places. So why should they pay attention to your advertising?

In this over communicated society that we live in, to succeed in sales you must not only stand out from the crowd, you must be memorable. Coke doesn't go around advertising that they sell soda—dozens of companies sell soda. They sell Coke—the real thing.

In direct sales, people buy from people they like. So how do you go about making people like you, notice you and remember you?

In selling, where the relationships are brief (or infrequent) and your success depends on many customers (like real estate), your advertising must quickly make people like you, notice you and remember you

All smart sales people advertise, but without a memorable slogan, there is no human connection. If you tell people you are “number one” or “top producer”, the customer thinks you are either bragging or exaggerating or what's worse, they think you are too busy to

deal with them. You have given them no reason to like you and you surely haven't done anything to get noticed or be remembered.

In your advertising you may also point out that you work for Coldwell Banker or Century-21 (or Toyota or State Farm) and once again the customer responds with “So what!” Customers don't buy from companies, they buy from people.



Now if you are a dog lover and your advertising says “Karen Gartz, Your Best Friend In Real Estate” (with a picture of a lovable dog), you are on to something. Other dog lovers immediately like you (even before they realize you are in sales). And since nobody else is using that exact slogan, it's almost impossible for your advertising not to stand out and be remembered.

Most sales people mistakenly think that the purpose of advertising is to sell something. The real purpose of advertising is to make people

like you, remember you and want to do business with you. Understand that you are not a realtor that works for Coldwell Banker, you are a dog lover that happens to sell real estate. And the best way to communicate that is with a short, memorable slogan.

Of course along with the slogan you should have a memorable logo. What makes for a memorable logo? How about your name.

Your logo should be your name, but it should be designed in such a way that nobody else's name is displayed the same way. It should stand out and it should be memorable. And of course it should always be right next to your slogan.

If you are stuck in an advertising rut and are looking for a new approach, you need to get yourself branded with your own memorable logo and slogan. And if you're having any hesitation...just do it.

To learn more about how Daniel Pendley & Associates can help you improve your real estate marketing, visit our web site at www.danielpendley.com or call us at (310) 370-6161.

