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Brand Change Series



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Brand Change Series

Branding is not what it used to be in businesses where a significant level of interaction originates and is in many cases transacted via the Internet. Real estate as an industry has been heavily impacted. Studies from many groups including the National Association of Realtors® suggest that more than 85% of the business that results in a prospect or a sale is initiated by a search on the Internet. Most of these searches start with a specific property, characteristics of a desired property, interest in areas of real estate and or needs that may drive a buying decision. The brand name or marketing brand relationship is not in the initial search criteria.

IDX's, VOWs and the ability for anyone connected with real estate to populate their sites with all of the listings in the area has further leveled the value of marketing being driven by a brand name. An individual agent, kitchen broker and the largest broker in the market are generally delivering the same inventory to the consumer all hoping that the customer somehow lands in their net.

Brand name may assist in making a choice of professionals or companies to work with when properties are identified and at that point, locally known companies will be preferred over simply a company's association with a regional, national or international brand.

Franchise driven brands are now struggling to find their place in the business and define the value they bring to their affiliate and the consumer. In many cases the affiliate has adopted and integrated the brand so much in their business that they no longer have a distinct identity and brand of their own. The brand change series was initiated in observation of a specific brand's efforts to sell the brand and the impact it would have on their affiliates. The series opened the eyes of many to look at their brand and establish a strong brand that could align and utilize that of a franchisor, membership group or other entity that provided additional resources.

Brand Change

There is a lot of smoke stirring in the real estate industry from a fire that seems nearly ready to show its source. It has been interesting to observe the impact of the time and energy spent in guessing who is buying and who is selling as well as the result and potential impact. While this is an interesting exercise in creative thought, it has also become a great distraction. Companies anticipating the change are hesitant to initiate marketing, take advantage of opportunities and in some cases recruit people to their companies.



Regardless the actual change once it occurs, each affiliate broker/owner and company will still have a business dependent on their leadership to succeed, no matter whether the outside force is driven by market, economics, demographics, competition or franchisor brand initiatives. The bottom line is that you control your business and not any of the items that influence it.

Perhaps what is most interesting is that the real brand change has taken place slowly in part and under the radar because most of the real estate companies in the United States were still caught up in brand dependency. We were aware that it was occurring but many did not think of it as a real brand change. The consumer stopped shopping for real estate by brand and began to shop by property and types of property in which they were interested. Blame the Internet if you like, but the real blame is in the fact that the industry failed to make the changes necessary to leverage the consumer appetite and utilize brand as a validator for selection rather than the point of search.

This is a structural change to the industry which also requires structural changes to the real estate business and individual operations. Today, a brand or franchisor has become a service provider more than the primary identity for marketing. It is a point of validation for consumer expectations rather than the primary component in a search.

Regardless the changes that are announced in specific major brands soon, the consumer is not going to be concerned with those changes as much as they are with the properties and services that meet their needs. It is not the color of your sign or the name on the sign that makes the consumer search for a property but may be a part of the decision to choose to do business with you. More importantly, they will want to know your local brand and what it stands for as a validation in the selection process.

The related posts in this series will speak to brand dependency and the impact to business and how to deal with the changes in your chosen brand.

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Soltys Inc. Blogs

We started blogging at the end of June 2011 and soon discovered that not only was there an audience engaged and interested on the subjects, perspective and ideas we brought to the table but perhaps as important, it extended the services we delivered to a global readership.

We also found that organizing the topics in a monthly series allowed more in-depth discussion focused on timely subjects. A customized image was created for each series bringing a visual identity to the series. In the last quarter, new authors and voices were added bringing in talent and information that we know has been helpful from the comments returned. In fact some companies who have added the blogs to their resource libraries have asked for the indexing such as in the compilations.

Year	Month	Series
2011	July	Brand Change
2011	August	Operations and Opportunity
2011	September	Business Planning
2011	October	Growth
2011	November	Infrastructure
2011	December	Strategic Initiatives

Each six months blog posts will be compiled with full indexing and made available through our [eShoppe](#). The following is the series calendar for the first half of 2012. We always welcome your comments and questions.

Year	Month	Series
2012	January	Launch
2012	February	Loving and Business
2012	March	Lucky
2012	April	Lions and Lambs
2012	May	Everything's in Bloom
2012	June	Best Practices
2012	July	Christmas in July = Dollars in December
2012	August	Enterprise by Design
2012	September	Campaign Strategies
2012	October	Fall Harvest before the January Freeze
2012	November	Who are we?
2012	December	Celebrations

The Authors and the Company

The author of the Brand Change series of blogs is Pat Soltys.



Pat Soltys is the owner and lead consultant for Soltys, Inc. She has a long business and consulting history helping companies from concept through executed office strategies including tough times but more frequently in achieving their objectives. She understands the mechanics and structure of business as well as the challenges. She has written four books, many articles, white papers, training classes, and developed many tools. Her writing aligns with a philosophy of content, communications and commerce. For more information see [Pat's bio](#) on our web site. You may contact Pat directly at psoltys@soltys-inc.com

Soltys, Inc. is a business and operations consultancy offering consulting services through many formats of engagements from retained services to help desk and ad hoc consulting. The company has built expertise, a resource library and a many partner resources over the years. We have developed a significant clientele ranging from Global 1000 companies to individual entrepreneurs. Our web site offers many of our publications, tools and favorite books and music for purchase and download. Please visit our [eShoppe](#). We publish blogs each week and also offer a newsletter with information and updates of products and services.



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