



Estate Agency Marketing | Package Options
March, 2014

By
Paul Skuse
Azur Design and Marketing Ltd

Your brand is important.

It can make all the difference to the success of your estate agency, so you need to ensure you give it the best possible marketing support.

Azur Design and Marketing has created a targeted range of marketing packages tailored to suit your branding needs and budget.

Call Paul Skuse on **0117 900 1600** or email paul@azurdesign.co.uk for a no obligation discussion on all or any part of your brand and marketing requirements. We can also create a bespoke package tailored to the exact needs and budget of your business.

Estate Agent Marketing | Packages at a Glance

Platinum Package Includes:	Gold Package Includes:	Silver Package Includes:
Full Brand Creation including a new Logo Identity and a Brand Guidelines Document	Brand Refresh including an evolution of your Logo Identity	Brand Refresh including an evolution of your Logo Identity
Sale Board Design and Production	Sale Board Design Update	Sale Board Design Update
Sales Brochure Design, Copywriting and Production	A Sales and Lettings Brochure based on our templated design	
Lettings Brochure Design, Copywriting and Production		
Website Concept, Design and Build (including Smart Phone and Tablet responsive website)	Website Concept, Design and Build (including Smart Phone and Tablet responsive website)	Website Design Update (with development work carried out separately by your existing developers)
Newspaper Advertising Template Creation and Development	Newspaper Advertising Template Creation and Development	Newspaper Advertising Template Creation and Development
Particulars Design and Production	Particulars Design and Production	Particulars Design and Production
Letterheads and Business Cards Design and Production	Letterheads and Business Cards Design and Production	
Platinum Package for one or first office	Gold Package for one or first office	Silver Package for one or first office
£ 9,250 + VAT	£ 5,950 + VAT	£ 2,750 + VAT
An additional 15% will be charged to create every piece in the package per each additional office	An additional 15% will be charged to create every piece in the package per each additional office	An additional 15% will be charged to create every piece in the package per each additional office

Estate Agent Marketing | Platinum Package

As the full marketing package, Platinum will help you to elevate your brand and business position within your locality with a strong, dynamic and consistent brand that ensures attention and stands out from your competition across every area of your business.

Our Platinum Package delivers:

Full Branding including Logo Identity and Brand Guidelines Document

Your brand can make all the difference to the success of your estate agency business. With a full brand design service, Azur can create a fresh and modern brand that works hard for your agency. From your logo to brand assets such as sale boards, brochures, advertising and stationery, we can ensure you achieve maximum impact and value.

Sale Board Design and Production

Your sale board is your most visible marketing asset. An impactful and carefully designed sale board will create maximum awareness for each property, while delivering a powerful statement for your business – sending a message out to potential vendors that your business is sharper than the competition and the dominant agent in your area.

Sales Brochure Design, Copywriting and Production

Win new instructions and generate sales with an exceptional Sales Brochure. Working with you, we'll develop a sales brochure that showcases your estate agency's sales expertise and differentiators, all while enhancing your brand.

Lettings Brochure Design, Copywriting and Production

Give landlords the reasons and peace of mind to choose you with their property with a quality Lettings Brochure that presents your lettings capabilities and what sets you apart in the best way possible.

Website Concept, Design and Build (including Smart Phone and Tablet responsive website)

Your website is a vital tool in marketing. Azur will ensure it works hard for your estate agency, setting you apart from your competition, increasing viewings and sales as well as communicating effectively to your target users.

Newspaper Advertising Template Creation and Development

You need to create stand out in the press. Azur will deliver a design template that does just that, while complimenting your brand. We'll also ensure your advertising artwork always meets your local publication's criteria.

Particulars, Letterheads and Business Cards

Demonstrate professionalism and build interest and trust with well-designed corporate materials such as your Particulars, letterheads and your business cards.

Platinum Package for one or first office

£ 9,250 + VAT

An additional 15% will be charged to create every piece in the package per each additional office

Estate Agent Marketing | Gold Package

If you're looking to refresh your brand, revisit and enhance your identity, and support it with a range of high quality and intelligent marketing assets, our Gold Package is the perfect package for your business.

Our Gold Package delivers:

Brand Refresh including updated Logo Identity

Your brand can make all the difference to the success of your estate agency business. With our brand design service, Azur will create a fresh and modern version of your logo that works harder for your agency. From enhancing your logo to brand assets such as sale boards, brochures, advertising and stationery, we can ensure you achieve maximum impact and value.

Sale Board Design Update and Production

Your sale board is your most visible marketing asset. An impactful and carefully designed sale board will create maximum awareness for each property, while delivering a powerful statement for your business – sending a message out to potential vendors that your business is sharper than the competition and the dominant agent in your area.

Sales and Lettings Brochure Design and Production

Win new instructions and generate sales with an exceptional Sales and Letting Brochure. Working with you, we'll develop a brochure that showcases your estate agency's sales expertise and differentiators, all while enhancing your brand.

Website Concept, Design and Build (including Smart Phone and Tablet responsive website)

Your website is a vital tool in marketing. Azur will ensure it works hard for your estate agency, setting you apart from your competition, increasing viewings and sales as well as communicating effectively to your target users.

Newspaper Advertising Template Creation and Development

You need to create stand out in the press. Azur will deliver a design template that does just that, while complimenting your brand. We'll also ensure your advertising artwork always meets your local publication's criteria.

Particulars, Letterheads and Business Cards

Demonstrate professionalism and build interest and trust with well-designed corporate materials such as your Particulars, letterheads and your business cards.

Gold Package for one or first office

£ 5,950 + VAT

An additional 15% will be charged to create every piece in the package per each additional office

Estate Agent Marketing | Silver Package

You can enhance your brand and business on a tighter budget. Our Silver Package brings you the key elements you need to differentiate your estate agency from the competition.

Our Silver Package delivers:

Brand Refresh including updated Logo Identity

Your brand can make all the difference to the success of your estate agency business. With our brand design service, Azur will create a fresh and modern version of your logo that works harder for your agency. From enhancing your logo to brand assets such as sale boards, advertising and particulars, we can ensure you achieve maximum impact and value.

Sale Board Design Update and Production

Your sale board is your most visible marketing asset. An impactful and carefully designed sale board will create maximum awareness for each property, while delivering a powerful statement for your business – sending a message out to potential vendors that your business is sharper than the competition and the dominant agent in your area.

Website Refresh (including a new design look and feel)

Your website is a vital tool in marketing. Azur will ensure it works harder for your estate agency, helping to set you apart from your competition, increasing viewings and sales as well as communicating effectively to your target users. We will work with you and your existing developers to breathe new life into your existing site.

Newspaper Advertising Template Creation and Development

You need to create stand out in the press. Azur will deliver a design template that does just that, while complimenting your brand. We'll also ensure your advertising artwork always meets your local publication's criteria.

Particulars Design and Production

Demonstrate professionalism and build interest and trust with well-designed Particulars that match every other facet of your marketing.

Silver Package for one or first office

£ 2,750 + VAT

An additional 15% will be charged to create every piece in the package per each additional office
