

News Release: For immediate release

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Creative Company leads charge for launch of new brand for Berkshire Hathaway HomeServices Real Estate Professionals

MCMINNVILLE, OR: Creative Company answered the call when Salem-based Real Estate Professionals transitioned to the Berkshire Hathaway HomeServices brand this January. With a need to develop messaging, implement new branding, produce print and online advertising, and launch a new web and social media strategy, Creative Company quickly implemented an effected campaign for a successful launch, which took place on January 13. The client was thrilled with the results.

"[Creative Company] knock(ed) the ball out of the park! Thanks for doing a great job helping our company let the public know of our conversion to Berkshire Hathaway HomeServices Real Estate Professionals!" said Byron Hendricks, President of Real Estate Professionals.

Focused around the theme "Even Better Now", the company integrated print and online ads, social media, a new landing page, and in-house branding to highlight the real estate brokerage's new tools, exceptional training, and highly experienced team.

"This was a great opportunity to work with an enthusiastic client who is really at the top of their industry who really understands that a launch like this really requires integrating all channels," said Jennifer Larsen Morrow, President of Creative Company. "For us, this launch provided a great chance to showcase our team's full range of capabilities and talents in various media."

Due to its efforts, the transition to the Berkshire Hathaway HomeServices brand received increased exposure, particularly for the BHHS app. The app was a prominent feature in the campaign Creative Company developed, in their online, social media, and traditional listing ads for the client, highlighting the features and usability of the new and innovative tool.

Creative Company is also working with Real Estate Professionals to books their social media presence with updated branding and content for Facebook, LinkedIn, and YouTube. Future content will include more consumer-focused blog posts.

About Creative Company

For more than 30 years, Creative Company has been providing brand strategy, development, management and optimization for clients in a wide range of industries.

Blog: optimizemybrand.com
Twitter: @optimizemybrand
Facebook: creativeco
LinkedIn: /creative-company
Google+: +creativeco

About Real Estate Professionals

Real Estate Professionals, a full-service real estate brokerage, canvasses Western Oregon with six offices and 200 agents. The brokerage, a perennial Top-50 company in the former Prudential Real Estate network, generated more than half a billion dollars in sales volume on nearly 2,600 closed units in 2013. It joins a brokerage network that has grown to nearly 1,100 offices and 35,000 agents in 47 states since the network's launch in September 2013. In only its first year, Berkshire Hathaway HomeServices was named 2014 "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study and "Startup of the Year" among all U.S. industries at the 2014 American Business Awards.

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