



Brand transition for Real Estate Professionals

same exceptional people

We're now part of the most trusted name in business. You'll find the same exceptional people with even better resources. Call us whether you're buying or selling. We know real estate and we know our region.

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real time real estate

No web searching. Our free app makes it easy to search listings, rentals, pricing wherever you are. Text **BHHSREP** to **87778** to get your free app. You'll be connected to us, our agents and our resources. So simple.



same exceptional people

Call us whether you're buying or selling. We know real estate and we know our region.



The more you know when buying or selling a home, the better.

Good to know.™



Bhhsrep.com

even better now

BERKSHIRE HATHAWAY HomeServices Real Estate Professionals

Homes are one of the biggest purchases people make. We give you the tools, experience and people to make it a positive experience.

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In January of 2015 the Salem-based Prudential Real Estate Professionals franchise became part of the elite Berkshire Hathaway HomeServices brand. Creative Company was chosen to support the transition with a regional advertising campaign.

Three messages were developed to unify print advertising, social media, banner ads and a PowerPoint presentation. The primary message emphasized how the new BHHS brand made an already great team even better now

creative company | marketing brains + creative soul



even better now

The people you've known and trusted as Prudential Real Estate Professionals are proud to announce, effective January 13, we will be **Berkshire Hathaway HomeServices | Real Estate Professionals.**

Thank you for your confidence in our team of real estate professionals. With the strength of the Berkshire Hathaway HomeServices brand and the latest tools, training and technology behind us, we'll continue to serve this community and our Oregon region. Count on us.

The more you know when buying or selling a home, the better

The housing market can be intimidating. That's why it's good to know Berkshire Hathaway HomeServices | Real Estate Professionals, the most respected name in business. As leaders in the Oregon real estate industry, we have built a network of seven offices from Salem to Roseburg. That experience serves you well, whether you're buying or selling. Our knowledgeable agents and brokers will help you navigate pricing, financing, home inspections, moving decisions, curb appeal, relocating to a new area and so much more. Just ask.

real time real estate

Text BHSREP to 87778 to get your free smartphone app

Same trusted professionals. Even better resources.

BERKSHIRE HATHAWAY HomeServices Real Estate Professionals

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BUSINESS MARKET A regional real estate brokerage with 7 offices from Silverton to Roseburg
Communities served in the mid-Willamette Valley of Oregon

The story of “even better now”

CHALLENGE

Salem-based Real Estate Professionals transitioned to the Berkshire Hathaway HomeServices brand on January 13, 2015. To fully support the transition in regions served, Creative Company designed a multi-media ad campaign to get the word out, reinforce the strength of the new brand and support a smooth transition from Prudential. The campaign built on Berkshire Hathaway HomeServices brand standards.

STRATEGY

Three key messages drove the campaign, beginning with “even better now,” and followed by “real time real estate” to introduce the new smartphone app. Third was “same exceptional people” to emphasize how the name changed, but not the staff, agents and brokers. From full page newspaper ads, to web banners, a landing page and PowerPoint presentation, the ads saturated the media and built excitement in markets from Salem to Roseburg.



^ Facebook cover photo

RESULTS

The campaign unified the 7 offices around the brand's power and created enthusiasm and excitement amongst brokers and their clients.

“[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!”

—Byron Hendricks,
President and Principal Broker Berkshire Hathaway
HomeServices Real Estate Professionals

^ PowerPoint slides

< Full page newspaper ad

^ Full page newspaper ads and listing toppers covered the region. The PowerPoint was used in individual offices and for group presentations.