

Major players get new makeovers.

2008 seemed to be the year for new company branding.

Many of the major players in the real estate industry have had significant design changes to their corporate look while others have updated their open, auction and sale signs to a more modern appearance.

The Endurosign design team has been very proactive in the design of many of these new layouts, offering everything from advice to the complete design and creation of a new brand or look.

While the cost of re-branding can be very expensive to many franchisees, it has been a much less expensive experience for owners of Endurosigns. Unlike many other sign systems on the market, the Endurosign can be quite easily refaced with the new designs saving agents and companies from the vast expense of purchasing new signs. Our production department reported a 70% increase in the number of agents purchasing replacement stickers over the last 8 months as many agents have decided to reface their existing signs.

Free Replacement Hinges

Endurosign hinges are specially designed to break in the event of a sign being run over. These hinges are available free of charge should you need any replacements. Over the past few years we have been developing and testing the material the hinges are made from and we believe we now have perfected the product using a special rubberised nylon. This makes the hinge more flexible and longer lasting. If you need any

replacement hinges call Emma or Danielle on 1800 809 646 and they will be happy to assist you with your request.

New Pinboard Is A Huge Success



Not only are these pinboards a great innovation to enable you to display the mandatory Auction, Open and Sale of Land conditions, you could also use them for many other displays.

Here are a few suggestions:

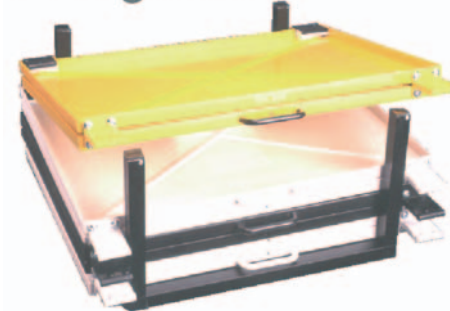
- **Property Management Services**
- **The Section 32 Statement**
- **Open for Inspections**
- **Privacy Notices**
- **Information about your Mortgage and Insurance specials**
- **Other properties available for lease**

The unique properties of the board that allow you to use both Velcro pads and pins mean that it is easy to swap these notices around any time.

Also ideal for the smaller office where you don't want to spend a lot on purchasing many different boards, yet still have a classic and elegant display board to promote your Agency's image.



Endurosign Car Boot Storage Rack



The Endurosign Car Boot Storage Rack is robust, lightweight & neatly stores up to five of your Endurosigns. Velcro corners firmly grip carpet & prevents movement. Keep your Endurosigns safely in your car boot.

Valuable car protection, no more trashed seats or boot dents.

Takes up no more space than the signs themselves.

Save time, leave your Endurosigns in your car, ready to go!



Personal Branding Comes To The Major Franchises

Personal branding of your signs has always been strict taboo for franchisees. Independent agents have been achieving greater conversion rates and higher percentages of new listings simply by branding themselves. Now the major franchises are waking up to the fact that personal branding can have a huge impact on sales and some are now allowing their franchisees to put their personal picture and contact details on their signs. *See over to for an in depth report on why personal branding will help you...*



Get a little bit famous – turn yourself into a brand

Ever wondered why advertising predominantly uses images of people, regardless of the product or service? It's because human images trigger a powerful range of emotional and psychological responses that products can never achieve on their own.

In this age of micro segmented marketing, building a personal brand is just as important as corporate brand building, and using your image on marketing communications such as signage, business cards, advertising and newsletters is a successful way to build your personal brand. Following are just a few reasons why a personal brand matters.

People do business with people

Modern consumers hate dealing with faceless corporations. They want to be valued and respected, which they only feel when they are dealing with real people who want to help them get what they want. Photographic images on signage and advertising play an important psychological role in humanising the corporate brand. It reinforces the message that the customer matters and you want to deal with them one-on-one.

Differentiate from your competitors

Using your image is a great way to differentiate yourself from your competitors. Just seeing a name and number on a sign or advertisement is not a big incentive for consumers to phone an agent who they have never met before. A photographic image immediately begins a connection. They know what you look like and who they are talking to, which turns their initial call from cold to warm. A great start in any business relationship.

People remember faces easier than a brand

The human brain has an incredible ability to remember faces. Hardly surprising when you consider that it's one of the first skills we learn in life. Even as tiny baby's, we begin to learn how to map faces and store those images in our brains. The brain is so good at recalling facial images that all we need to see is a key feature such as the eyes or mouth of someone we know to instantly recognise who it is. The psychological process of brand recognition, on the other hand, is very complex and is dependent on many things other than simply recognising the brand image. A consumer is much more likely to remember your face than your corporate brand. Your photographic image can become the trigger that helps consumers remember a whole range of information including listed properties they have seen and your corporate brand.

Improve brand association

Associating a face with a brand image actually makes it much easier to remember a corporate brand, which is why advertising strategies tend to get built around the image of an individual person.

Recognition creates trust

If people see an image of an individual enough times, even someone they have never met before, they begin to think they know that person. The more they think they know someone, the more they believe they can trust them, which is very important from a marketing perspective. One of the primary drivers of consumer behaviour is that people do business with people and businesses they trust.

Professionalism and stability

A photo sign sends a clear message to consumers that you are professional and stable. Their perception is that you would hardly go to the trouble of creating such a permanent sign if you weren't established as an agent and serious about what you do.

TESTIMONIAL

“Having my picture on my Ray White Open for Inspection Endurosign has proven itself to be a great listings aid. When I am at opens, people come up to me as they recognise my picture from my Endurosign. Often I will place my Endurosign's on street corners and I have found that this has helped build up my reputation in my local area as an agent who is active.” **Brent Compton, Ray White South Brisbane Ph 07 3010 2600**

Discover how we can help you grow your business at
www.endurosign.com.au or call **1800 809 646** now