



A Great Slogan is...

Simple & Concise

Say it in less than five words or you've lost your target audience.

Descriptive

A great slogan describes not just a company, but the consumers interaction with the company.

Plays Well with the Company Identity

A great slogan responds to the company's identity. Who is with you every step of the way? Prudential Real Estate Professionals!

A Changing Consumer

The world is changing, and so is how consumers operate within it. Consumers are not simply looking for more information, but more relevant access to the information they are looking for. The consumer finds value in efficiency and expertise in the use of information. Therefore, the value of a Realtor lies in their guidance through the entire transaction, leaning on their expertise and knowledge. Realtors must shift toward the modern consumer and meet their demand for knowledgeable and efficient guidance "every step of the way."

Every Step of the Way

Prudential Real Estate Professionals' new slogan, "Every Step of the Way," reflects the PREP Associate's contribution to the transaction as multifaceted in the buying and selling process. We know that you, the PREP Associate, are uniquely qualified to help clients navigate the steps to a successful transaction, and thereby create a lasting partnership. Our slogan, "Every Step of the Way," contrasts the competition whose pitch either touts the self-importance of Realtors or promotes that the Realtor's sole purpose is in *locating* the home or the buyer.

Also, Prudential Real Estate Professionals ensures our commitment to you as you walk in the steps of your business. We will be there with you providing excellent service, outstanding resources, and amazing depth, "every step of the way."

More than "Holders of the Keys"

The home buying process is more complex than simply finding the right property. It involves limiting liability, negotiating, advocacy, locating appropriate financing, and myriad other "steps" to ensure a successful transaction. A Prudential Real Estate Professional brings value, service and expertise not just in the home finding step, but every step of the process.



Prudential
Real Estate Professionals



Here to Help...

This sheet provides some brief talking points for you as you share the new slogan with your Associates.



Slogans should be Simple & Concise

A slogan cannot be too long, nor too complex. If it becomes so it runs the risk of: (1) overshadowing the actual visual identity of the brand, or (2) becoming white noise, and, thus lost in space. Generally a slogan should be five one-syllable words or less.

Slogans must be Descriptive

A slogan should not just describe the product or company that it represents, but the unique proposition of benefit it has for the consumer. It is most effective when it describes the consumer's interaction with the company's associates.

Slogans should Point Back to the Company Identity

Good slogans work hand-in-hand with the company name. Like jazz, there is a call and response. The slogan may call, while the company name and logo respond, or vice versa.

Slogans must be Evocative and in Tune with Social Psychology

A slogan invites the consumer into participation with the company identification. In other words, it is a bridge between the consumer and the company. This brings up a very important point: slogans must take into account the demographic they are intending to reach.

"Every Step of the Way" is five simple words that suggest action. The message is straightforward, yet contains room to be applied to different types of "ways" in which a Realtor might bring value (buyers, sellers, new construction, etc.).

"Every Step of the Way" works because it speaks to the Real Estate transaction as a multifaceted process. The value-added benefit to the consumer is more than finding a buyer and seller, but professional help through a complicated financial experience.

When you put "Every Step of the Way" with "Prudential Real Estate Professionals" they provide cohesiveness and unity to each other. The slogan calls to the company name, which answers with the security and confidence that only the Prudential Rock of Gibraltar can provide.

With the advent of the internet and a more engaged consumer, the Realtor's role cannot simply be as the "holder of the keys." Just as the Real Estate transaction is multifaceted, so is the Realtor's place in the transaction. Today's consumer is highly engaged, wary of the expert leading them blindly, and looking for a "partner" in the Real Estate transaction.