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PURPOSE

# HOW TO REBRAND TO AN INDEPENDENT REAL ESTATE AGENCY

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**6 FREE Letter  
Templates Included**

**+ FREE Business  
Consultation**

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For many real estate agency owners, the thought of leaving their franchise or marketing group and becoming an independent agency can be overwhelming.

There are several reasons for this:

- The cost of rebranding
- Fear of losing the company's phone number because of a franchise agreement
- Resistance by the team
- Feeling that independent agencies too often lose out to perceived 'big brands'
- Perceived loss of clients when changing brands
- Losing software and systems provided by the franchise or marketing group
- Perceived loss of training and mentorship from the franchise
- Potential loss of referrals from the network
- The thought of leaving a group where many close friendships have developed

Perhaps you can think of more.

## Cost Versus Benefit

Many of the benefits of belonging to a group may not be worth the cost. **In fact, the cost of rebranding could be a bargain compared to the cost of staying in a group.**

Marketing groups represent better value than franchises, but the loss of individual identity is arguably a reason for not staying. Have you ever had a client list with a network office in an adjoining area, thinking that they were listing with you? This is common in many areas.

Franchises usually charge 8% (sometimes more) of the gross sales income. Some even charge a percentage of rent roll income. While 8% might not sound like much, this is a percentage of *GROSS INCOME, AND NOT PROFIT*. Paying 8% of your gross income could mean that the franchise earns more from your business than you do.

Here is an exercise worth doing: examine last year's trading figures. Compare the profit you made from your sales department with the fees you paid your franchise. **Who earned the most from YOUR business?**

**You may find that the cost of rebranding, even if it means sacrificing a telephone number, is worth the investment.**



Changing software can be likened to changing banks. It's a hassle while you are going through the change, but the long-term benefits can be worth the effort.

There are many good CRMs (Customer Relationship Management – databases) on the market and most of these will be a more than adequate replacement for the one supplied by your group.

As for the loss of referrals, agency consulting companies such as Pittard have built large agent-to-agent referral networks that can be accessed for a fraction of the cost of remaining in a franchise.

Likewise with systems – Pittard is the only company that offers a complete business system for creating a profitable agency, and is certainly a viable option to franchises and marketing groups, with the added benefit that you remain independent.

We do not intend this to be an advertisement for Pittard; the purpose of sharing this information is to demonstrate how you can become an independent agency without losing the benefits of remaining in a branding group. **The open market has a lot to offer your business.**

## How to Rebrand

### Name and Logo

As soon as you make the decision to rebrand, you should arrange a new phone number if necessary, decide upon a business name, and then a corporate image – your logo.

**We recommend expert advice in deciding on your name and corporate look.**

Think about engaging the services of a marketing company. Michael Field Strategic Marketing Consultants in Sydney is a good place to start – [michaelfield.com](http://michaelfield.com), telephone +61 2 9299 8883. Professional advice covers naming your company, the right colours, logo design and if required taglines. If you want to make a good first impression with clients and potential clients, don't leave this to a graphic artist and opinions from friends.

A specialist brand or marketing consultancy can also provide you with the necessary advice on business name, brand and domain name availability. It is an expensive mistake to create signage or print stationery, only to discover the business name or domain is not available – or worse, is protected by Trade Mark, preventing you from using it at all.

Once you have your new corporate look, you can begin printing stationery, ordering signs, scheduling a repaint of the office, signage; etc.

**Be sure to arrange your new web address as soon as you have decided on your new name!**



## Data

Even if you will lose your telephone number when you rebrand, if you intensely and regularly market to your service area, you will soon become a known brand within your service area.

Back up this marketing with competent salespeople who give good service and your brand will develop an enviable reputation.

Please note: the quantity and quality of your data is crucial to your success. You should ensure that you have a good CRM and have records of all, or nearly all, home owners in your service area. The best results from direct mail come from personally addressed correspondence, and not 'Dear Homeowner' or 'Dear Neighbour'.

You will also need a team of walkers to regularly deliver your printed material to your service area.

**Be sure of your office's capacity to market for listings.**

## Types of Marketing

Your marketing must cover the following:

- Personal
- Digital
- Print

### Personal

Salespeople must prospect the area. Getting out and meeting people is an underrated strategy, but essential to rebranding. Relationship building and developing trust around your new brand is a crucial element of real estate sales.

### Digital

This includes your website, social media strategy, email campaigns, etc. Hard copy leaflets can be converted to digital format and emailed to your database. Home Alerts to advertise your new listings can now be delivered online.

A coordinated digital marketing campaign is a worthwhile investment however can be complex to set up. Again, we recommend you seek expert advice to get this working effectively. A marketing company such as Michael Field Strategic Marketing Consultants can be a profitable partner.





Social media should not be given to an office junior simply because *“he or she grew up with this technology”*. To quote digital marketing expert, Jay Baer, *“It is easier to teach somebody who knows a lot about the business how to tweet than it is to teach somebody who knows how to tweet everything they need to know about the business”*.

Get digital marketing working properly so it can generate leads 24/7. Don't do it and you will need to rely on Print and Personal marketing.

**Please contact Pittard if you would like us to help you get started with your digital marketing campaign.**

 [www.pittard.com.au](http://www.pittard.com.au)  [info@pittard.com.au](mailto:info@pittard.com.au)  +61 2 8217 8500

## Print

If you are changing from a network agent to an independent agent, or if you are launching a new brand or image, you will need to create brand awareness in your service area.

Print marketing is mostly in the form of personally-addressed letters and hard copy printed leaflets, including signs. Newspapers will be of little value in the majority of areas and for the most part are not worth the cost.

If you do not have a good CRM with a large number of local home owners' names and contact details, it is even more important that you have a team of walkers to deliver leaflets into every letterbox in your service area at least once per month.

When you launch your new brand, blanket your entire service area with leaflets announcing your change of brand.

Please contact [Pittard](#) if you would like advice on your first leaflet.

Letters, even when personally addressed, should not be posted as this is too expensive. Print your letters, sort them, and have them delivered to each street by walkers. It will save you a lot of money.



## Example: Letter Campaign

When using the recommended letter templates, please ensure that the information is accurate and truthful in your situation. You will need to customise the letters to suit your specific circumstances.

Remember to divide the people in your service area into segments and deliver an appropriate letter to each resident in each group.

## We suggest the following segments:

1

### Personal Clients

These are clients who are personally known to the leader of the agency. They are the people who can almost be classified as friends.

2

### Current Sellers

These are all your current unsold listings.

3

### Warm Clients

These are people who bought or sold with your agency and are still living in your service area. These people are reasonably familiar with you and your agency.

4

### Past Clients

These are people who bought or sold with your agency, perhaps many years ago. You have had little contact with them lately. They are not well known to you.

5

### General Letter

This is a general letter that goes to all other residents in your service area.

6

### Follow-up Correspondence

Four weeks after each group has received a letter, follow up with another. This one letter can be sent to all groups.



## 1 Personal Clients

Dear Mr and Mrs **[Name]**,

I am writing to you personally to announce exciting news. **[Old Agency Name]** has changed its name to **[NEW Agency Name]**. The new name reflects our commitment to personalised service and our connection to our local community.

*So what's changed?*

### Our Name

We used to be part of a franchise group called **[Old Agency Name]**. We changed our name to **[NEW Agency Name]** to identify ourselves as truly independent local agents here to serve your real estate needs.

### Our Logo

The new look logo is a symbol of our commitment to you and the local community to serve you in a timely, professional and helpful manner. When you see the logo you can be assured you are dealing with trusted real estate professionals who are committed to serving the local community.

### Our People

Our people are our greatest asset so you will continue to be served by our trusted team of professionals. With our current growth we expect to be recruiting new professional real estate sales agents soon, so please contact us if you or a suitably qualified person you know is seeking a rewarding career change.

The formal changeover date for the name change is **[Date]**. You will notice the **[Old Agency Name]** signs being replaced with **[New Agency Name]** signs, signalling the transition from franchisee to independent local agent. See additional information enclosed.

As a valued client, we would welcome the opportunity to work together again and invite you to contact one of our agents for a free appraisal or initial discussion regarding your current and future real estate requirements.

Please call me directly on **[Telephone Number]** with any questions or if you need additional information.

I thank you very much for your ongoing support and look forward to be of service in the future.

Best wishes,  
**[Your Name]**



## 2 Current Sellers

[Name]

[Address]

[Suburb State Postcode]

[Date]

Dear Mr & Mrs [Name],

I am writing to you personally to announce exciting news. [Old Agency Name] has changed its name to [NEW Agency Name]. The new name reflects our commitment to personalised service and our connection to our local community.

*What does this mean for you?*

**Signage**

On [Date] you will see the newly branded [NEW Agency Name] 'For Sale' sign on your property.

**People**

Our people are our greatest asset so you will continue to be served by your existing agent and our trusted team of professional support staff.

**Marketing**

Launching a new brand means that we are investing in marketing to ensure the local community and prospective buyers are aware of the changes and understand the benefits of dealing with a trusted, local independent agency.

As such, we anticipate a significant increase in sales and enquiries in the first stage of the changeover from [Old Agency Name] to [New Agency Name]. Although we are the same company with the same great team, the excitement of a new brand in the market is expected to capture the interest of prospective buyers and drive sales activity – meaning greater opportunities for you!

I wish to thank you for your ongoing support and trust in our company and people. We remain committed to you and your sales objectives and look forward to the shared benefit of increased marketing driving sales activity.

*Our objective is that by [Date] we won't just be putting a different sign on your property; we'll also be putting a SOLD sign on it.*

If you wish to speak with me about your sale, please contact me anytime on [Telephone Number].

Best wishes,

[Your Name]





### 3 Warm Clients

Dear **[Mr and Mrs Client]**,

I am writing to you personally to announce exciting news. **[Old Agency Name]** has changed its name to **[NEW Agency Name]**. The new name reflects our commitment to personalised service and our connection to the local community.

As a local team of real estate professionals, we are committed to serving our local community as a truly independent agency. Our name has changed, but our people, passion and commitment to our clients continues to grow!

We want to thank you for your support during this exciting new phase of our business. Although you may not require a real estate agent today, having a local, trusted and professional agent at your service is a huge asset when it comes time to consider buying or selling.

Please stay in touch with us and feel free to ask any questions you may have about the name change, your property, the market or properties that interest you. We are here to serve you and the local community as the most trusted and professional local independent real estate agents in **[suburb]**.

Best wishes,  
**[Your Name]**

P.S. I enclosed a copy of our new sign, which you will notice as you drive around town.



## 4 Past Clients

[Date]

[Name]

[Address]

[Suburb State Postcode]

Dear **[Mr and Mrs Client]**,

As a previous client of our agency, I am delighted to write to you and announce some very exciting news. **[Old Agency Name]** has changed its name to **[NEW Agency Name]**. The new name reflects our new independence and our ongoing commitment to personalised service and connection to the local community.

Firstly, thank you for choosing our agency in the past to represent you and your real estate requirements. As a locally owned and operated **[family]** business, you have helped us grow into a stronger independent agency. We are a part of the local community because locals like you have chosen us when buying, selling or renting their most important financial investment – their home.

*Why are we changing our name?*

From **[Date]** we will change our name from **[Old Agency Name]** to **[New Agency Name]**. The change of name is significant for our business and our clients as it means you still have access to the most trusted and professional local real estate team without the constraints of the 'big chain'.

*What does it mean in practical terms for me?*

After long consultation with our clients, we identified the main reasons people choose to do business with us is because of the quality of our people, expert local knowledge and personalised service – not the big brand name on the wall. So we decided to go back to basics and operate as a truly local, independent agency. Instead of spending money on franchise fees, we can now invest further into marketing, training our people and improving the already high standards of service our clients experience every day.

We are proud to be independent and local, however we still have a fantastic **[local/national/global]** network of agents we have developed over many years. If you would like to discuss the name change, your individual property requirements or the market – we would love to speak with you.

Thank you again for your continuous support and we look forward to being of service in the future. If you have any questions or would like further information, please feel free to contact me any time on **[Telephone Number]**.

Yours sincerely,  
**[Your Name]**

P.S. I enclosed a copy of our new sign, which you will notice as you drive around town.



## 5 General Letter

Dear **[Resident]** (*use their correct name!*)

I am writing to you to make an announcement and to ask for your support.

I am a local real estate agent who has lived in **[Suburb]** all my life. For the past **[Number of years]** years my wife and I have operated a real estate agency under a franchise with **[Franchise Name]**.

From **[Date]**, we will operate as an independent agency, launching as **[New Agency Name]**.

An overwhelming majority of our business comes from the local community. The residents of this area prefer to deal with a local, trusted agent who is independent from 'big chain' agencies.

*What does this mean for you?*

When you see the old **[Old Agency Name]** signs come down and the new **[New Agency Name]** signs go up, it's a signal to the market that a truly independent, professional and trusted real estate agent is now ready to serve the local community.

We have been incredibly lucky in **[Suburb]** and have been able to build a strong business through the support of local residents choosing our company to represent them when it comes time to sell or buy what is for many their single largest financial investment – their home.

We are confident in our skills and the quality of our reputation, however we know that our business success is entirely dependent upon the support we receive from our local community. As a small, local and independent business owner, all I ask is that you consider our team when you are thinking about buying or selling property. We ask for your trust and we promise to repay that trust in professionalism, timeliness, personalised service and an unwavering commitment to building **[Suburb]** into an economically strong, healthy and safe environment for everybody.

Although you may not require a real estate agent today, having a local, trusted and professional agent at your service is a huge asset when it comes time to consider buying or selling. Please stay in touch and feel free to ask any questions you may have about the name change, your property, the market or properties that interest you. We are here to serve you and the local community as the most trusted and professional local independent real estate agents in **[Suburb]**.

The big difference with **[New Agency Name]** is that we do not charge residents prior to selling their properties. Our advice is free, totally confidential and without any obligation.

If you have any friends or colleagues who need real estate advice, we would be grateful for your recommendation. I can be contacted at any time on **[Telephone Number]**.

Yours sincerely,  
**[Your Name]**

P.S. Next week, **[New Agency Name]** is providing FREE Market Opinions for all local residents.

If you know of anyone wanting to buy or sell real estate, please give me a call on **[Telephone Number]**. We are open 7 days a week until **[Close Time]**.



## 6 Follow-up Correspondence

Dear **[Mr and Mrs Client]**,

**[Number of weeks]** weeks ago, I wrote informing you that our agency has rebranded. We are no longer **[Old Agency Name]**. Our new agency name is **[New Agency Name]**.

Residents of **[Suburb]** have been supportive of our transition to an independent **[family]** real estate agency and already we are helping many new clients to sell their properties or with purchasing homes.

Perhaps you might be thinking of selling and are wondering what your property may be worth, or perhaps you may be interested in purchasing a home or an investment property. If we can help you in any way, please do let us know.

Thank you for your support of **[New Agency Name]** and I look forward to serving you at some time in the future.

Yours sincerely  
**[Your Name]**

Rebranding is never easy and if you have time I would value your opinion on our new corporate look.



## Ongoing Marketing

Every property owner in your service area should hear from you every month, through Personal, Digital and Print. Actively market through all three marketing avenues.

You will brand your agency through constant contact with your target market. This includes a high level of personal prospecting by each of your salespeople.

**It is estimated that it requires ELEVEN touchpoints before a brand receives top-of-mind awareness with a consumer.**

The lesson here is that we should be constantly marketing our agencies within our service areas. Your agency should be like a 'marketing factory', with something going out, and being posted online, every day.

**The best marketers are relentless marketers!**

## Agency Profit System

Pittard's Agency Profit System is a real estate profit improvement program designed to increase agency performance, improve your quality of life and reward your effort.

The four-day program will reengineer every aspect of your agency and deliver:

- Financial Foundations
- Smart Marketing
- Listing Flow
- Results Control

## Team Development and Training

Pittard offers real estate management and sales training for their members. The new Winning Ways Interactive seminar is a two-day seminar where you will work collaboratively with your team, experienced Pittard real estate sales and profit consultants and other agencies to workshop key sales strategies that are proven to boost performance and achieve results that are up to **FIVE** times higher than the industry average.





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## Limited Time Only - Free Business Analysis Consultation\*

Pittard consults with hugely profitable independent agencies. Some of the agencies we work with are in franchises and marketing groups – these agents want to boost their profits too – but most of our clients are agents who believe that a profitable agency does not need to be part of a ‘big chain’ brand.

It is not a franchise or marketing group that will be responsible for your agency becoming known in its service area – YOU ARE RESPONSIBLE FOR THAT. You can brand your own agency, and you can become a profitable independent agent.

To arrange your complimentary 90 minute Present Condition Analysis, including rebranding advice, visit our [website](#), or contact us by email [management@pittard.com.au](mailto:management@pittard.com.au), or by telephone **+61 2 8217 8500**. Within Australia toll free: **1800 663 600**. New Zealand Free Call: **0800 448 065**.

**Good luck with rebranding!**

\*Conditions apply. Speak to your Pittard consultant for details.



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