



**Brand Guidelines**

v04 2022

# How to use these brand guidelines

These guidelines will give you all the information you need to manage our brand and bring iamproperty to life effectively and consistently across all communication channels.

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# values

# Mission statement

This is our why; what makes us different, distilled into one short sentence that's easy to understand and remember.

**We're here to improve the moving experience for everyone and accelerate agent success.**

## Vision statement

This is our concrete goal. It's where we're heading – the big stretch goal.

**Our vision is to lead the property market with Next Gen Agency Solutions. Providing an ecosystem of innovative products and services that make Estate Agents lives easier, save them time and let them focus on what they do best accelerate their own success.**

## Brand proposition

NEXT GEN AGENCY  
SOLUTIONS

## Brand promise

ACCELERATING  
AGENT SUCCESS

# Brand character

Quickly defining what we represent  
and what we don't.

**We promise to lead the way,  
with bold innovation that adds  
value to agents every day,  
and so our promise needs to  
shine in our personality and  
everything we say and do.**

# Brand principles

If there is one thing we have in common with our Partner Agents, it's that we're dedicated to helping others by making their lives easier. Buyers and sellers turn to agents for their knowledge and guidance, just as agents turn to us for the same. With this in mind, here are our brand principles, which we stick to no matter what.

**WE ARE  
ANYTHING BUT  
ORDINARY**



We go first.  
We go big.



We are ambitious  
for our agents



Their success is our success  
and we'll win together

# Brand archetype

The Sherpa

'A statement  
to our agents!'

You might be new to this but it's familiar territory to us. We know what agents want and what's important to them, so our products and services are built to help agents succeed. We create solutions, we involve agents in our innovation process, we empower them. We're not faceless tech, we bring the human touch and are committed to supporting our Partner Agents every step of the way – it's a partnership after all.

# The offering:

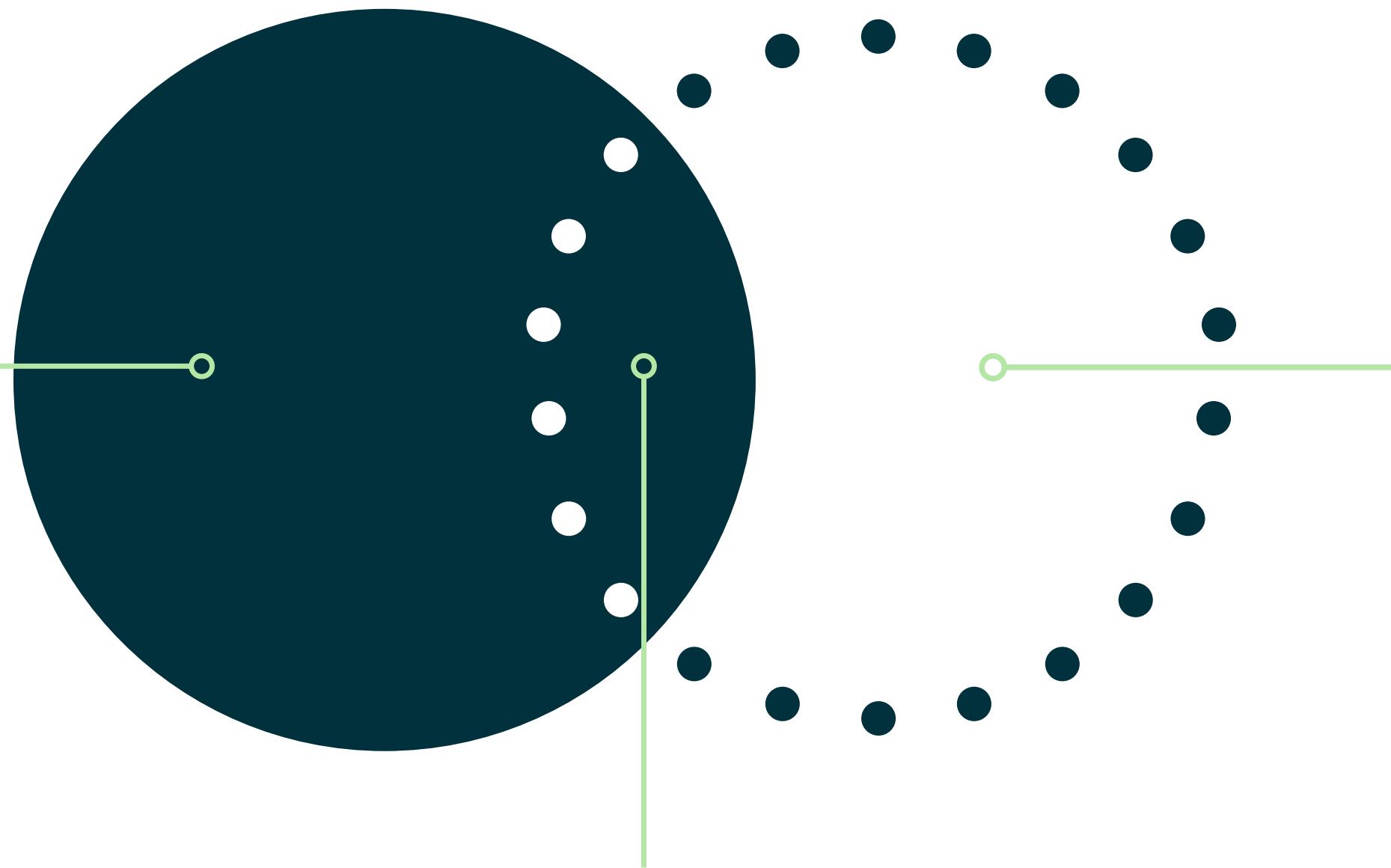
A statement to our Estate Agents.

**Our ecosystem of solutions works behind the scenes to save agents time, drive efficiencies and bring much needed speed and security to the UK property market. Each of our products and services, from compliance and moving services to auction and CRM are designed to help Estate Agents stay one step ahead and improve the entire home buying and selling process for everyone.**

# The iamproperty proposition

## ESTATE AGENTS

Your existing and established business and the changing marketplace.



## ACCELERATING AGENT SUCCESS

Partnering with iamproperty gives agents control over their own success with solutions that give them more time to focus on what they do best.



iamproperty partners with agents to provide an ecosystem of integrated, innovative solutions that save agents time, help them expand their offering and make more money.

# Tone of voice

# Tone of voice

**Our Tone of voice is the way we speak to our audiences. Consistency in our writing and the way we speak means we connect with our audiences and present an identity that makes us stand out from the competition.**

Though we help our Partner Agents' businesses to succeed, what we're really doing is helping people succeed; individuals who have a job to do, a business to run, a boss to satisfy, a life ambition to achieve or a competitor to beat.

**WE WILL ALWAYS BE OURSELVES.**

**WE'RE BIG, BOLD AND ENERGETIC**

We're here to do great things and we love it!

**WE'RE FIRST**

We're pioneers and we are confident to talk about the big stuff.

**WE'RE SUPPORTIVE**

We're here for our agents and our team in every situation.

If you're about to put pen to paper, remember these four things:

1 Talk one to one

3 Put the customer first

2 Believe in what you're saying

4 Put iamproperty front and centre

# Tone of voice examples

## INSTEAD OF

We have a proven track record, pioneering solutions that solve market problems and help over 5,000 Estate Agency branches to succeed and win in their market.

.....

We lead the market in providing an ecosystem of Next Gen Agency Solutions (that are created with agents, for agents), so agents can focus on what they do best and accelerate their success.

.....

We are the UK's largest property auctioneer, market leader in online auctions and pioneers of digital solutions that save agents time, help them to make more money and get their clients move ready, faster.

.....

We bring much needed speed, security and choice to the property market.

## TRY

We help agents succeed and our track record speaks for itself. Over 5,000 UK Estate Agency branches choose us. They trust us to make their lives easier and help them to accelerate their own success. Find out why agents choose us: e.g testimonial showcase.

If there is a better way to do things we will go first.

We lead the market with Next Gen Agency Solutions. Providing an ecosystem of products and services that make agents' lives easier and let them focus on what they do best.

We create solutions that accelerate agents' success. Solutions that save agents time, help them to make more money and get their clients moving faster.

We innovate to help agents succeed and get their clients moving, faster.

# Strap line

## Strap line

Our customer facing strap line sums up our offering right now.

It helps us to define our purpose in the market. It's simple but impactful and can grow with us.

**ACCELERATING  
AGENT  
SUCCESS**

# Logos

# Core logo

Our primary logo that would  
be used across all comms.



# Logo theory

The foundations of our logo stem from the desire to offer agents more, potential new markets and an ecosystem of solutions.



## Approachable

All lower-case logotype

## Custom “r”

Simple reference to a door handle and adds a unique feel to the logotype

# Clear space

**Clearspace, or the exclusion zone, is the area surrounding a logo that excludes other graphics and typography.**

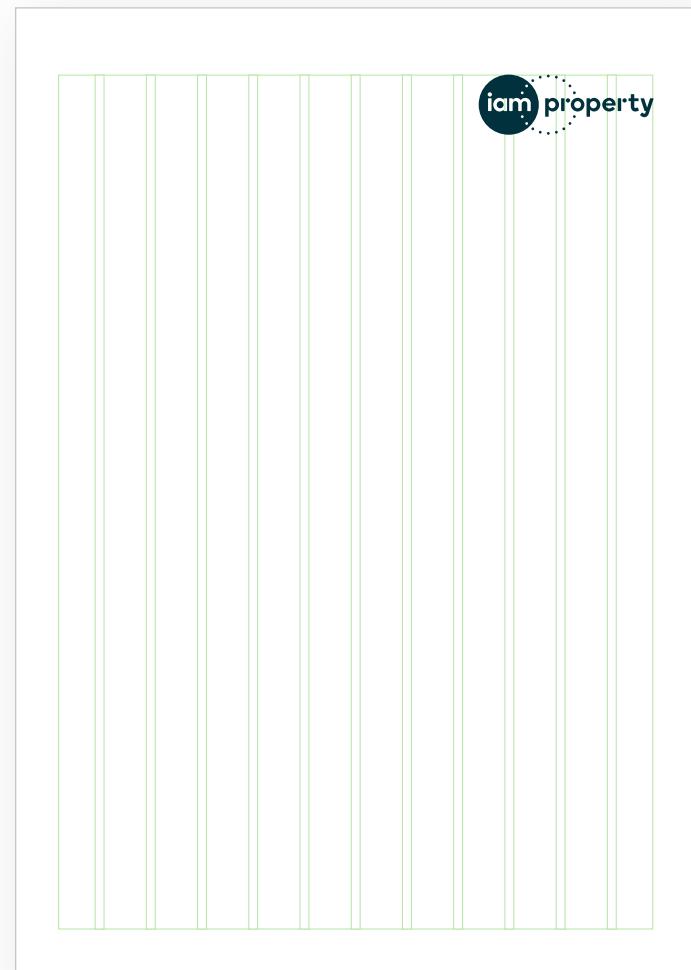
**This ensures the legibility and prominence of the logo by distancing it from competing elements.**

$\frac{1}{2} \times \text{height}$



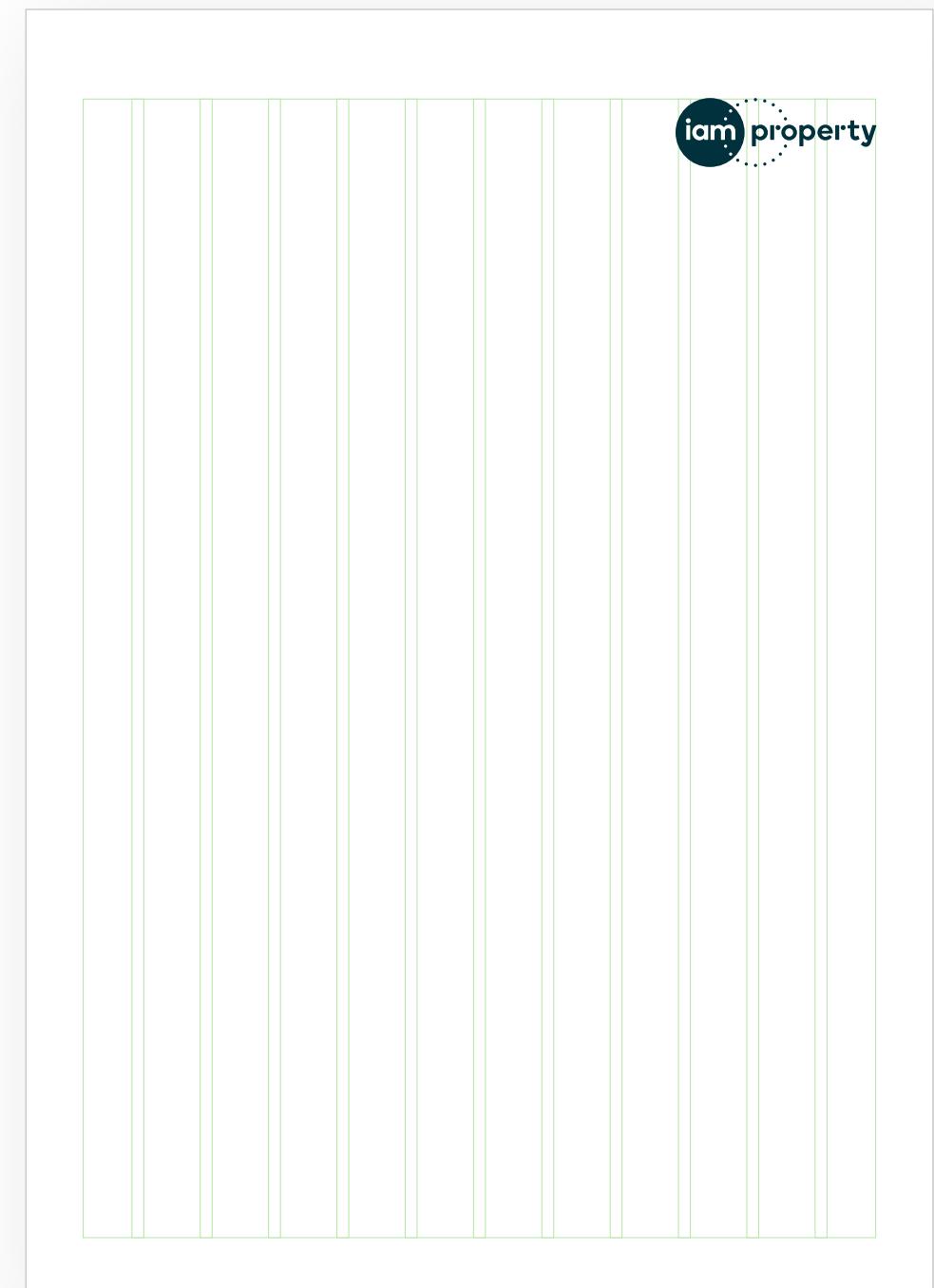
# Logo positioning

The preferred position of the logo should be top right on all documents.



**A5 Recommendation**

Width of 38mm



**A4 Recommendation**

Width of 46mm

✓ White out on any colour is fine



✓ Deep green over any colour is ok where legible



**Don't apply the logo in the soft green over secondary colours**



**Don't apply the logo in secondary colours**



# Over images

Ensure there is high contrast between the background elements in the shot and the logo when using any of the acceptable colour variants.



Avoid areas with low contrast

## Things to avoid

✖ Don't stretch or distort



✖ Don't colour individual elements



✖ Don't put in a container shape



✖ Don't alter the tracking



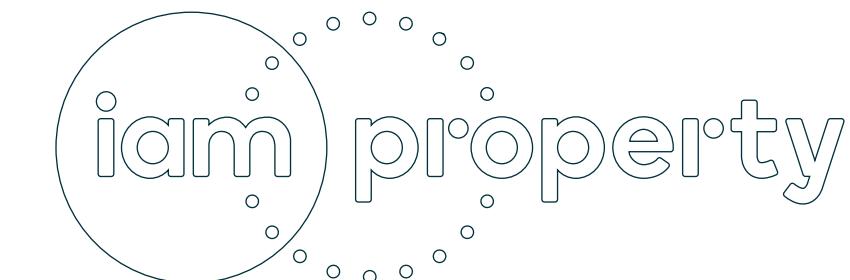
✖ Don't move or remove elements



✖ Don't apply a non brand colour



✖ Don't keyline



✖ Don't change the typography



# Logo sizing

**Logo sizing is defined by the height of the circle. In order to maintain legibility and consistency please follow these guides.**

**Minimum size 12mm or 120px**

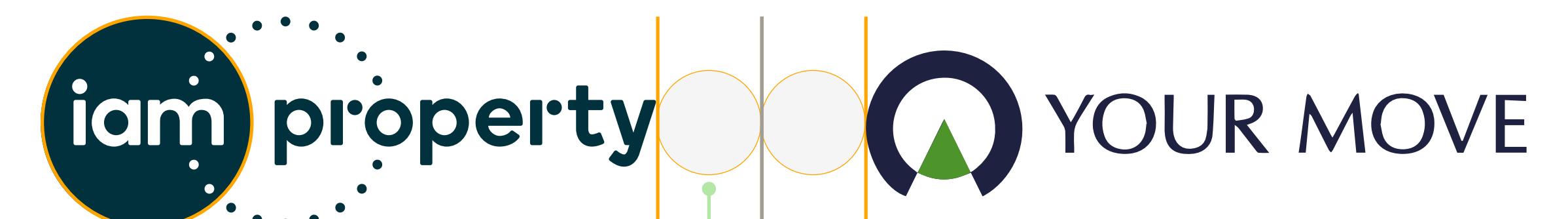


**A4 Scale 19mm**



# Partnerships

When partnering with an agent at, for example an event our logo should be locked up following this guide along with honouring the other brands guidelines.



$\frac{1}{2} \times$  height  
of our logo

Minimum 2px  
50% Grey keyline

# Brand architecture

# Brand architecture

As a Group we are moving towards an iamproperty master brand architecture. At this point on our journey we also have product and service logo's in our portfolio.

Consistency is key! We've popped some do's and don'ts to help you use the right company name format and logo's.



Product Brands



## Our company and product names

It's extremely important that we all use the correct company names consistently. For iamproperty, iamsold, movebutler and openview we use lower case, single words - anything else is incorrect.



iamproperty  
iamsold  
movebutler  
openview  
Medway Law



IAM Property  
I-AM-Sold  
Move Butler

## Company & product logos

As with the right names, please ensure you're using the correct logos too, as below: (there shouldn't be a gavel in sight!)



iamproperty  
iammedwaylaw  
iamsold  
iammovebutler  
iamproperty | openview



iamsold  
iamconveyancingpartnership  
iammovebutler  
iamproperty | compliance

# Business statements

Examples of how we describe each of our solutions.

## PRODUCT MESSAGE FRAMEWORKS



**The Power of Auction**



**Get your clients moving, faster**



**Make your own rules**

# Products

Products of the iamproperty brand are displayed in a similar way to partnership lock ups (see page 31) but the brand typography has been used for the product names and the gap either side of the dividing line has been tightened to make the logo more inclusive and whole.



$\frac{1}{4} \times$  height  
of our logo

# Colour

# Colour palette

Our colour palette will help us create a distinctive identity and plays an important part in building brand recognition. It should be used within all designs and communications.

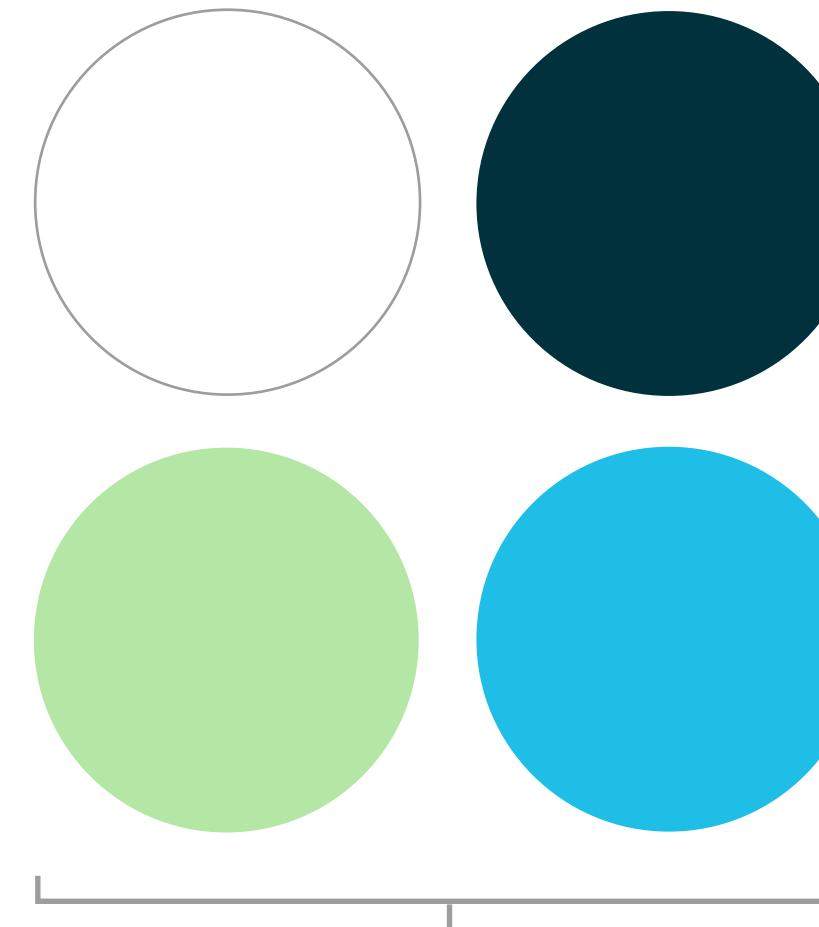
Gradients made up from the primary palette instantly convey the technological expertise, innovative products and cutting edge focus of the business. They represent movement, change and the fast paced nature of the business.

By using the gradients alongside the primary palette allows the iamproperty logo and brand to be front and centre, authoritative and instantly recognisable.

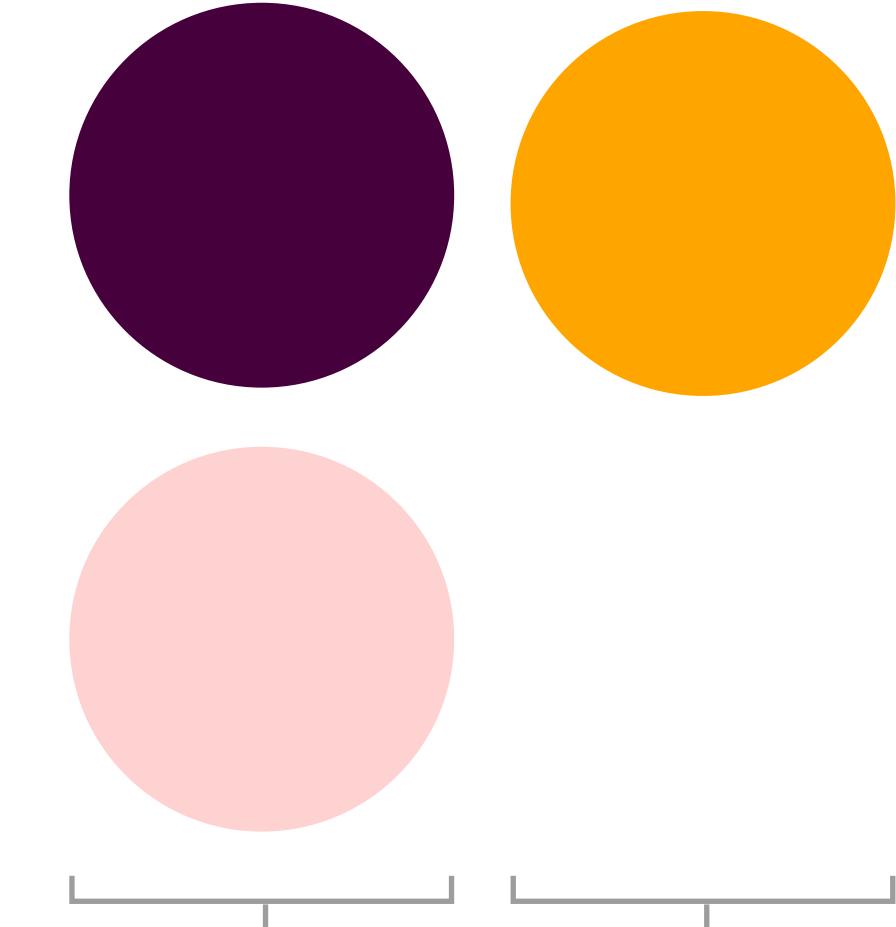
White is an important part of our palette too. It creates the space for our communications to breathe.

Mustard represents energy and should be used for call to actions. Aubergine and soft pink can be used within campaigns to bring warmth.

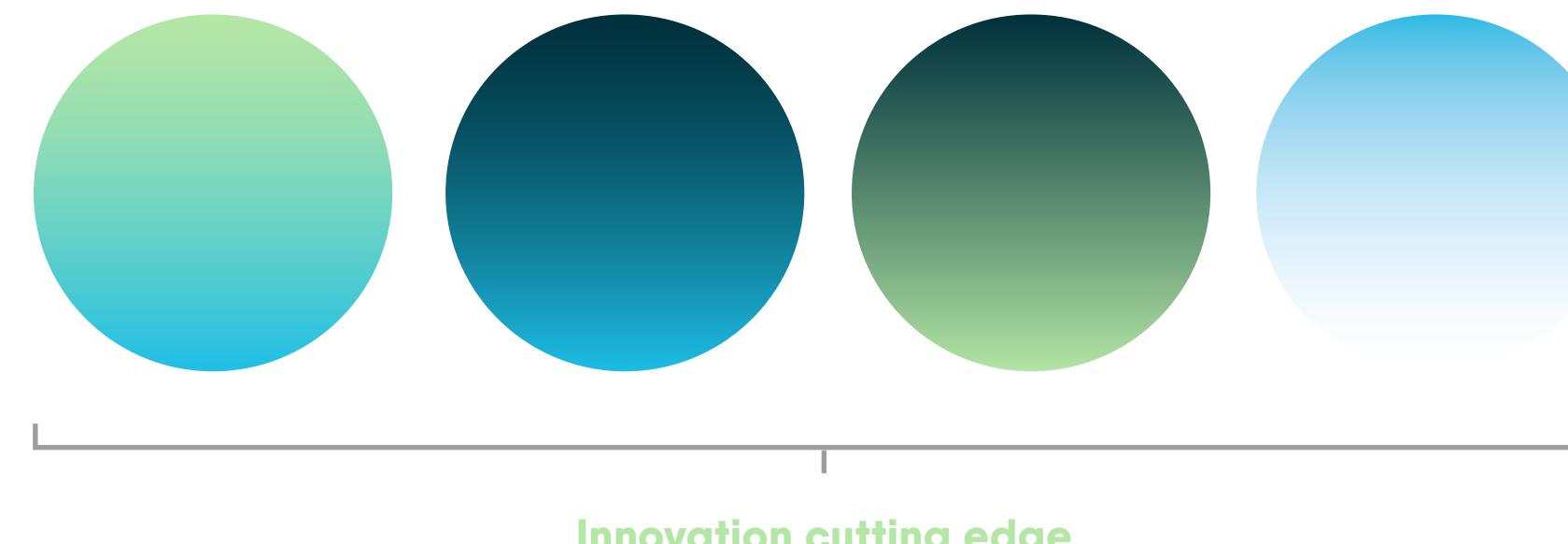
**Primary palette**



**Supporting palette**



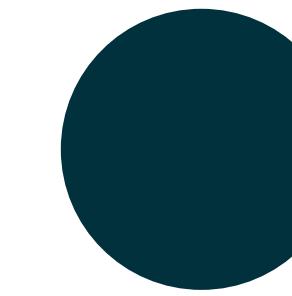
**Primary palette - gradients**



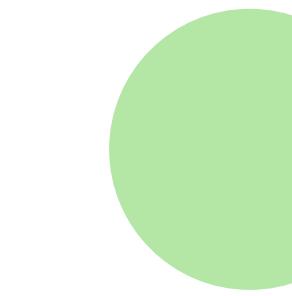
# Colour values

All of our colours can be used as tints especially in illustrations where it helps to add depth. However the 100% value should be used in the mainstay.

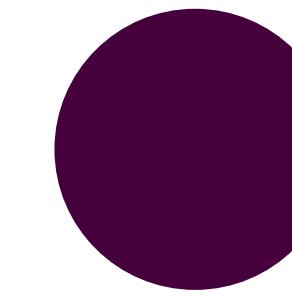
Gradients should only be used at 100%.



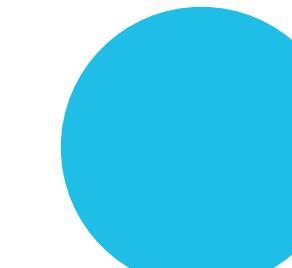
**Deep slate**  
C:100 M:35 Y32: K:82  
R:0 G:49 B:60  
#00313C  
Pantone: 547c



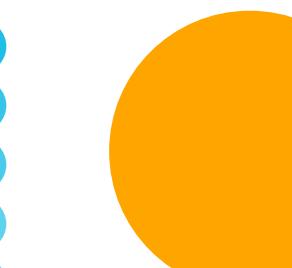
**Soft green**  
C:40 M:0 Y50: K:0  
R:180 G:230 B:165  
#b4e6a5  
Pantone: 359c



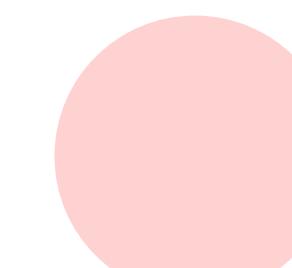
**Homely aubergine**  
C:50 M:99 Y9: K:59  
R:70 G:0 B:60  
#46003c  
Pantone: 511c



**Fresh blue**  
C:67 M:2 Y0: K:0  
R:30 G:190 B:230  
#1ebbee6  
Pantone: 298c



**Punchy mustard**  
C:0 M:41 Y100: K:0  
R:255 G:165 B:0  
#ffa500  
Pantone: 137c



**Soft pink**  
C:0 M:23 Y6: K:0  
R:255 G:210 B:210  
#ffd2d2  
Pantone: 196c



**Blue & green gradient**



**Blue & slate gradient**



**Slate & green gradient**

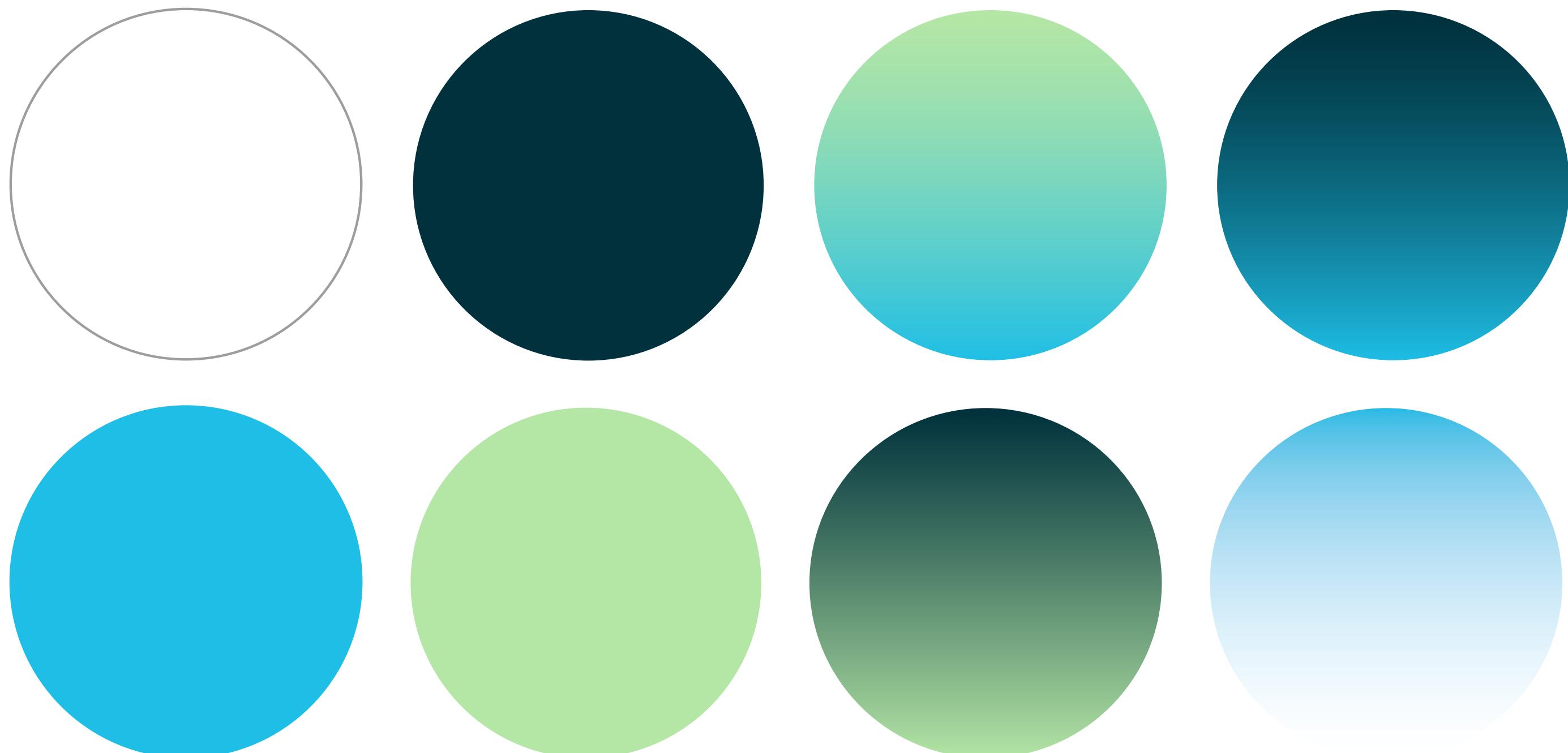


**Blue & white gradient**

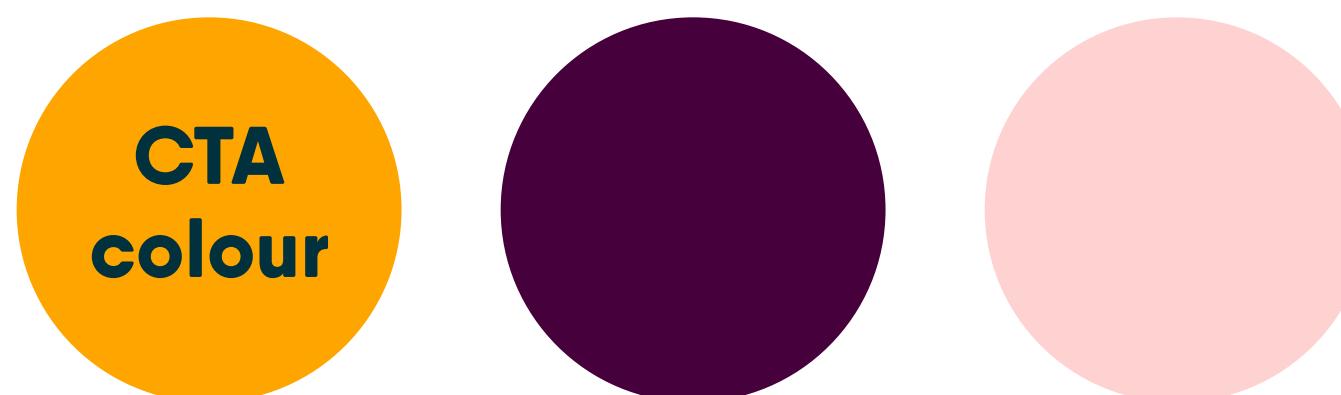
# Colour usage

The dominant colours of the iamproperty group are the two greens and white, with the supporting colours adding a different feel.

## Dominant colours



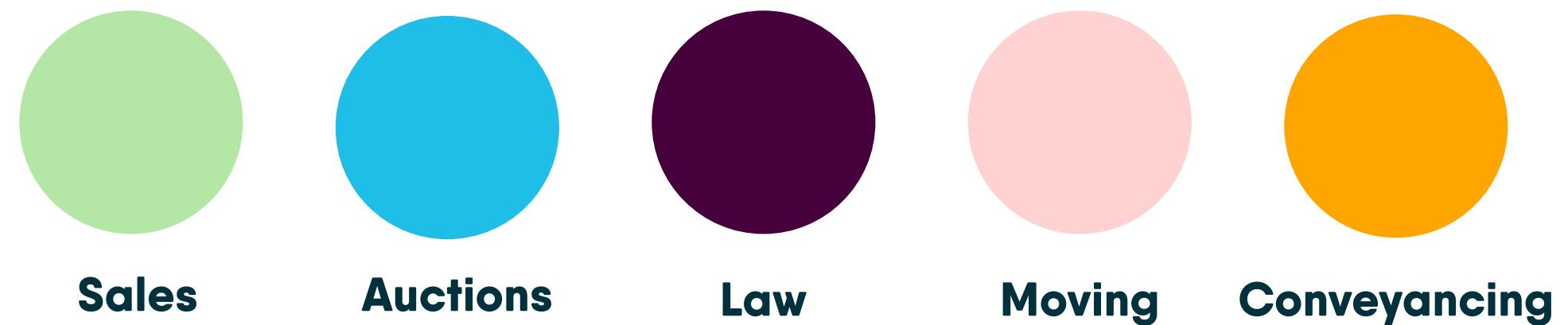
## Supporting colours



# Things to avoid

It's important that we maintain our one brand family feel and a key method to achieving this is to not split off business types/areas via specific colour usage.

✖ **Don't assign a colour to a specific area**



✖ **Don't assign a colour or gradient to a specific business**



## Brochures – Colour application



# Typography

# Typography

Setting a tone through our typographic styling. The form of our letters says a lot about who we are.

Qanelas Soft

a b c d e f g h i j k l m

Qanelas Medium

a b c d e f g h i j k l m

Arial Regular

a b c d e f g h i j k l m

# Headlines

A confident but welcoming typeface with subtle rounded corners making it more approachable.

We have introduced the use of capitalised headers to build on our brand authority.

**Qanelas Soft**

**A B C D E**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a**



Please ensure all comms feature the alternate lower case 'a' as the form is more open and welcoming than the default character.

## Body copy

A slimmer highly legible typeface for the body copy. It has a graphical tie back to the headline display face creating cohesion on the page.

Qanelas Medium

a b c d e

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a

# System font

When brand fonts cannot be used Arial is our fall back.

Arial

a b c d e

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a

---

**Primary palette**

# Headline colours

To create variety headlines and other key text blocks can be used as a solid colour or as a linear gradient.

**ACCELERATING AGENT SUCCESS**  
**ACCELERATING AGENT SUCCESS**

**ACCELERATING AGENT SUCCESS**  
**ACCELERATING AGENT SUCCESS**

**Gradients**

**ACCELERATING AGENT SUCCESS**  
**ACCELERATING AGENT SUCCESS**

**ACCELERATING AGENT SUCCESS**  
**ACCELERATING AGENT SUCCESS**

TT Type size    LH Line height    AV Tracking

# Digital type ramp

## H1-QANELAS SOFT EXTRA BOLD

TT 100    LH 100    AV 0

## H2-QANELAS SOFT EXTRA BOLD

TT 60    LH 60    AV 10

### H3-QANELAS SOFT EXTRA BOLD

TT 42    LH 48    AV 10

### H4-QANELAS SOFT EXTRA BOLD

TT 28    LH 34    AV 10

### H5-QANELAS SOFT EXTRA BOLD

TT 18    LH 24    AV 10

Intro copy-Qanelas  
Medium

TT 32    LH 38    AV 10

Body copy-Qanelas  
Medium

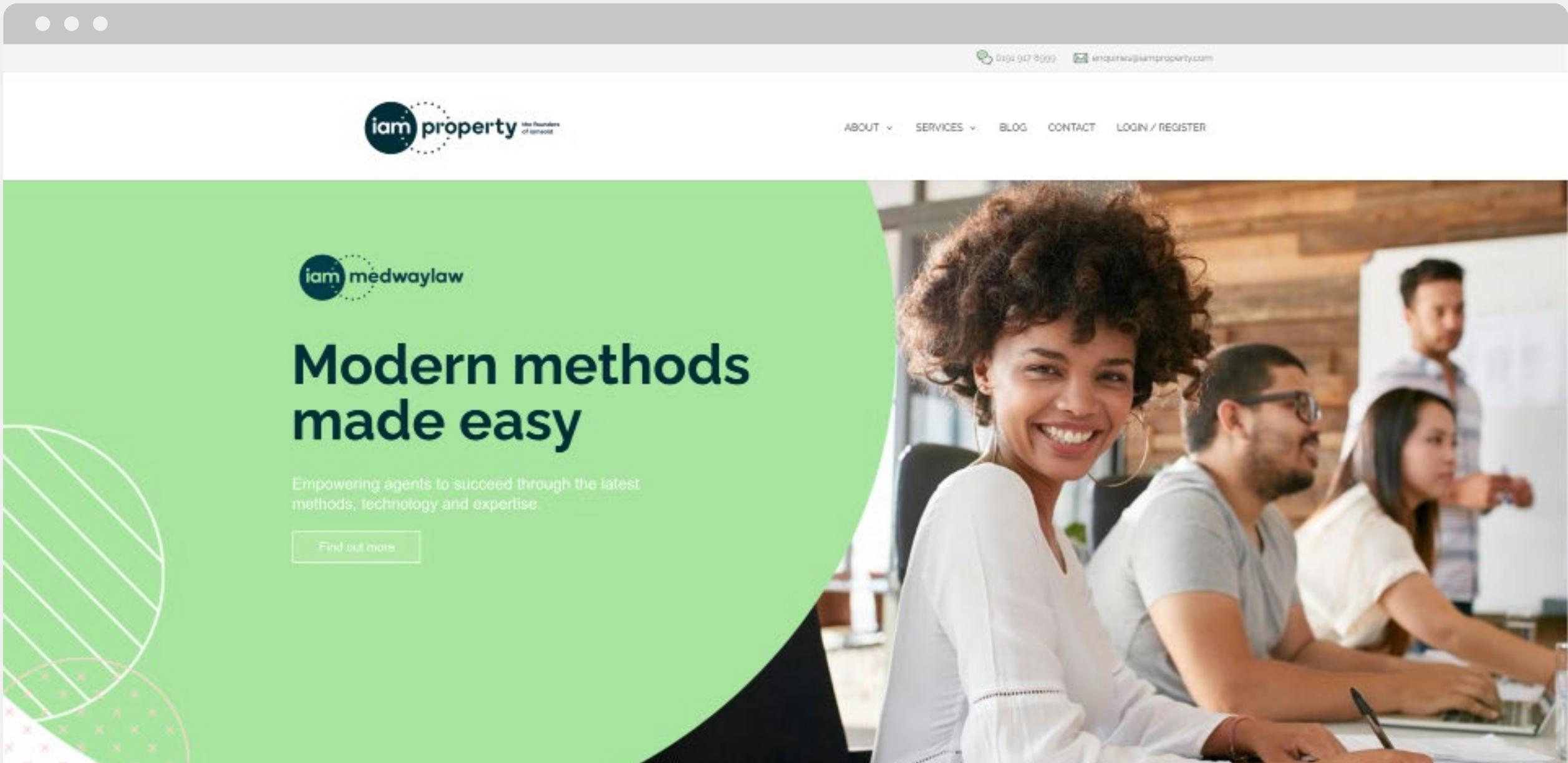
TT 18    LH 24    AV 10

Body copy small-Qanelas  
Medium

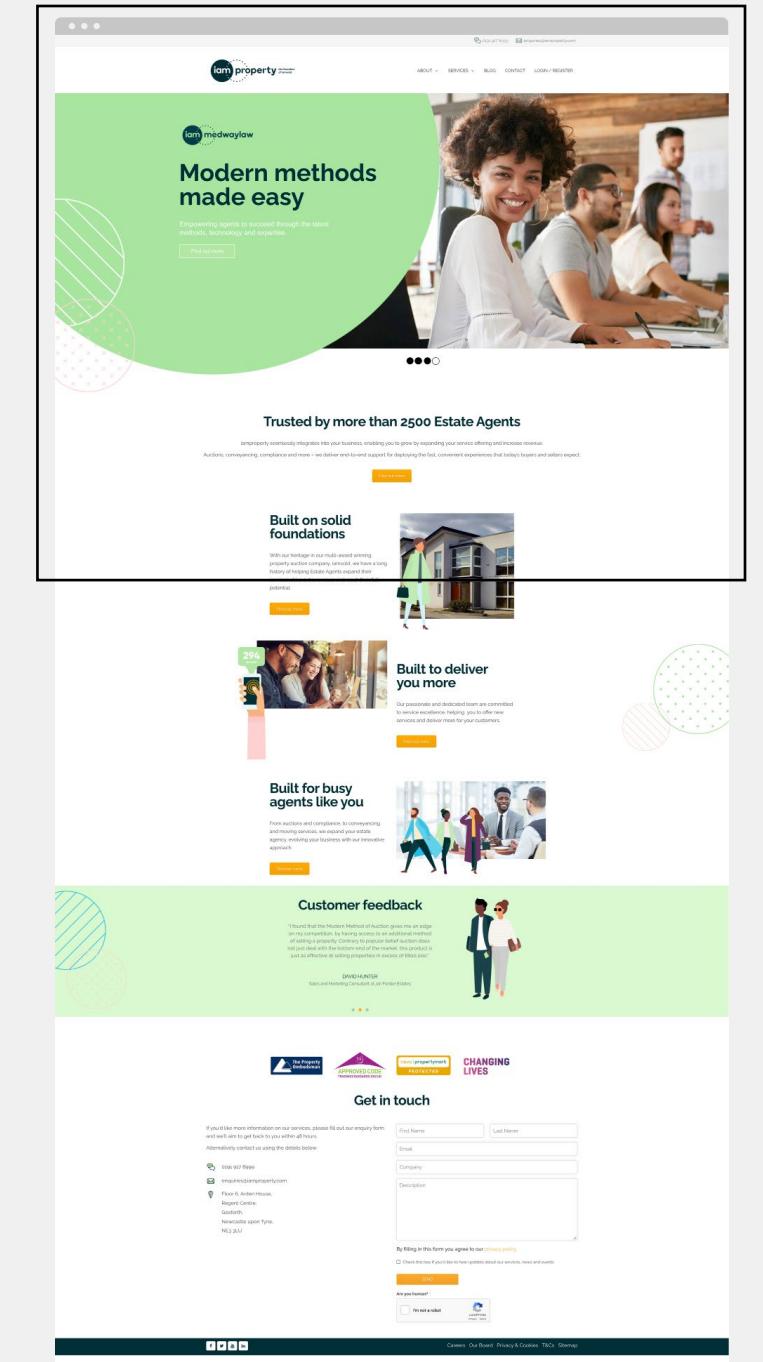
TT 14    LH 18    AV 10

## Website homepage

Update once site  
is complete



The screenshot shows the homepage of the iamproperty website. At the top, there's a navigation bar with links for ABOUT, SERVICES, BLOG, CONTACT, and LOGIN / REGISTER. The main content area features a large green graphic on the left with the iam medwaylaw logo and the headline "Modern methods made easy". Below this, there's a photo of several people working at desks in an office environment. A call-to-action button labeled "Find out more" is visible. The bottom section of the page includes a testimonial about being trusted by over 2500 estate agents, followed by a "Find out more" button and a "Built on solid foundations" section with a photo of a modern house.



This screenshot shows a different view of the iamproperty website homepage. It features a green header with the iam property logo and a main section with the iam medwaylaw logo, the headline "Modern methods made easy", and a photo of people working at desks. The page also includes sections for "Trusted by more than 2500 Estate Agents", "Built on solid foundations", "Built to deliver you more", and "Customer feedback". A "Get in touch" form is at the bottom.

TT Type size    LH Line height    AV Tracking

# Print type ramp

## H1-QANELAS SOFT EXTRA BOLD

TT 54    LH 60    AV 0

## H2-QANELAS SOFT EXTRA BOLD

TT 36    LH 42    AV 10

### H3-QANELAS SOFT EXTRA BOLD

TT 30    LH 36    AV 10

### H4-QANELAS SOFT EXTRA BOLD

TT 24    LH 28    AV 10

### H5-QANELAS SOFT EXTRA BOLD

TT 14    LH 18    AV 10

### H6-QANELAS SOFT EXTRA BOLD

TT 9    LH 12    AV 10

Intro copy-Qanelas  
Medium

TT 14    LH 18    AV 10

Intro copy 2-Qanelas  
Medium

TT 12    LH 16    AV 10

Body copy-Qanelas  
Medium

TT 9    LH 12    AV 10

Body copy small-Qanelas  
Medium

TT 6    LH 9    AV 10

## Brochure spread example



# Illustration

# Tech illustrations

Illustrations create an approachable and engaging visual element on comms, allowing us to present complex services in a simplified and understandable way.

The illustrations can be used as the main element to display and better explain your proposition. They work well overlaid on a gradient background using the same colours. Illustrations can be used alongside photography.

Isometric illustration is preferred.

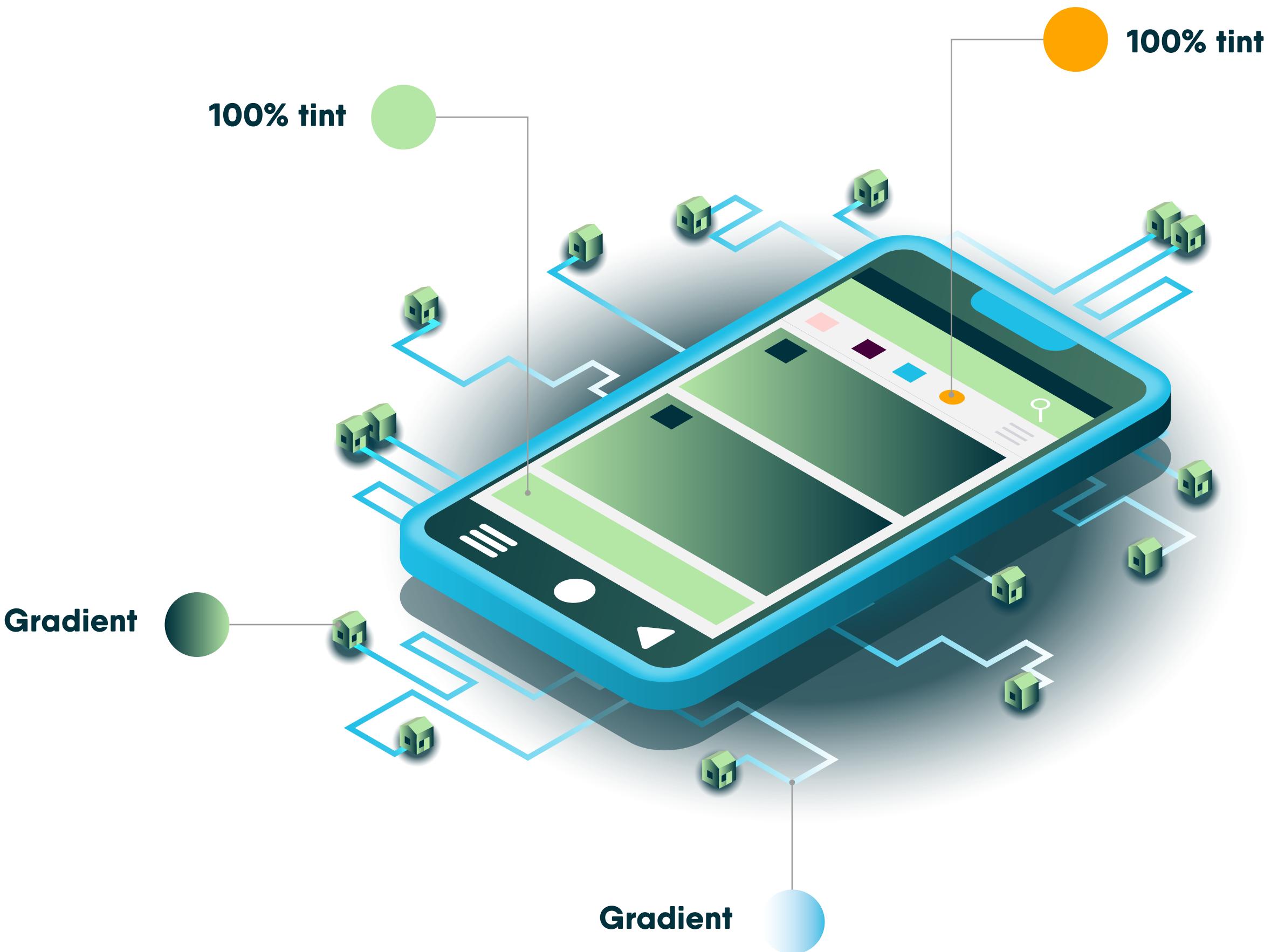


# Creating illustrations

You may use all colours and gradients in a tasteful balanced way.

Tints may be used to create depth between different elements.

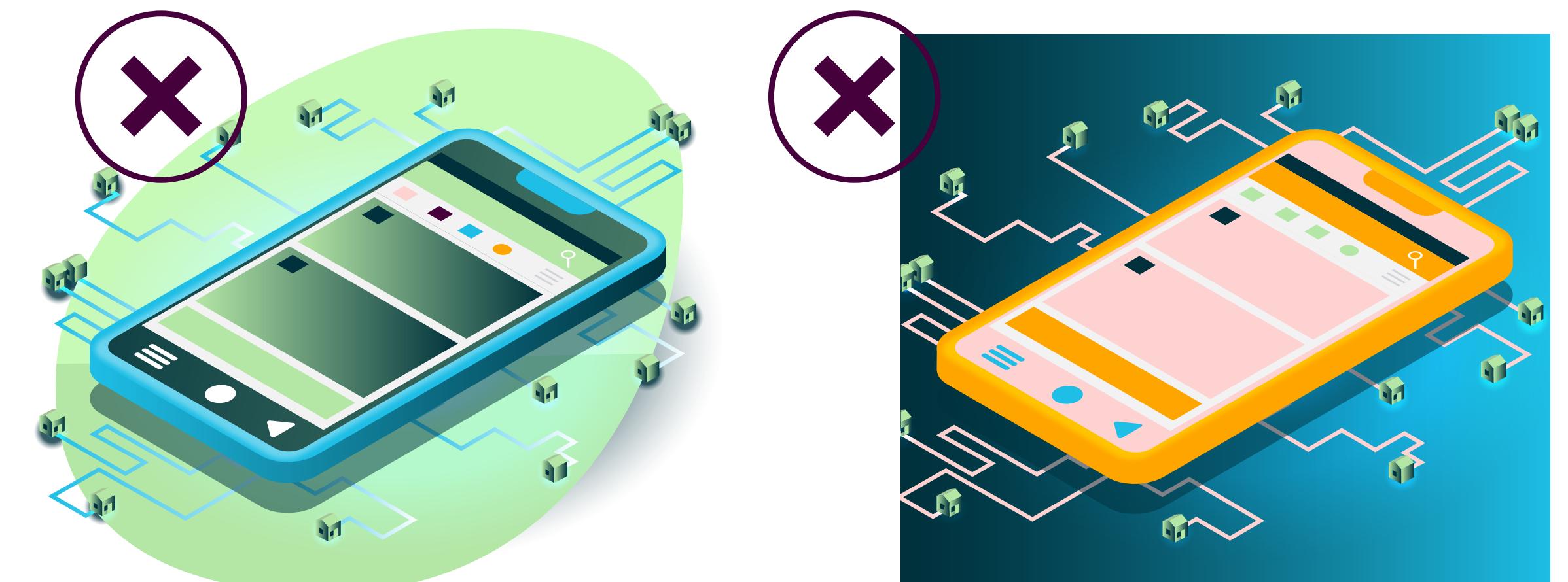
Illustrations work well when placed on a complementary gradient background.



# Incorrect use

Ensure all the colours used complement the background gradient.

Illustrations should not feature a complex background scene or be housed within a shape.





# Graphical assets

# Tech panels

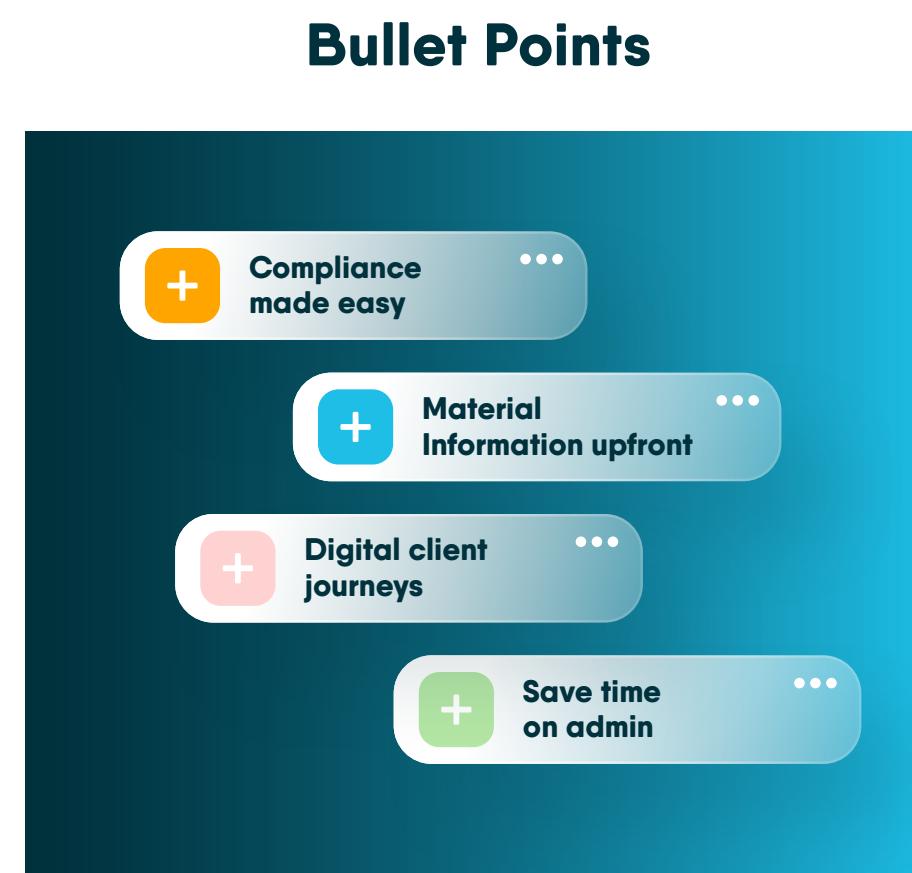
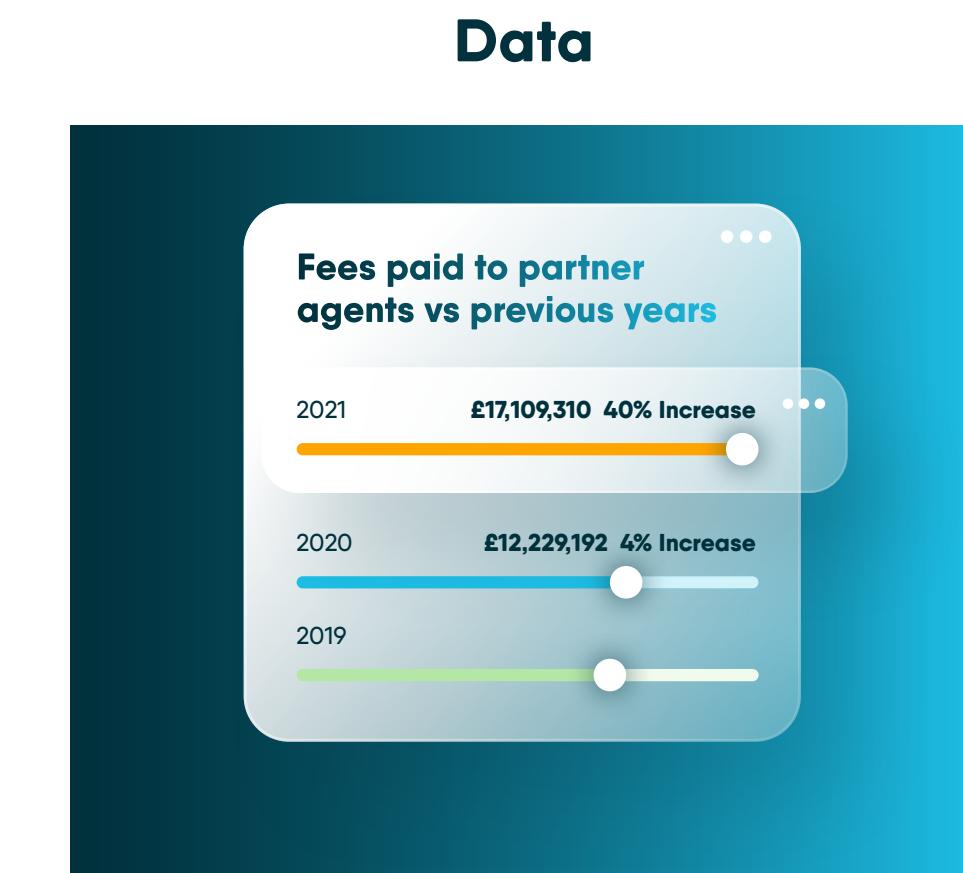
**When communications need visual elements or when we want to add depth to communications these graphical devices can be used.**

They represent the potential that iamproperty brings and are a graphical nod to how potential is shown diagrammatically.

The panels can hold statements, number crunches, reviews, charts, graphs. You may overlap them.

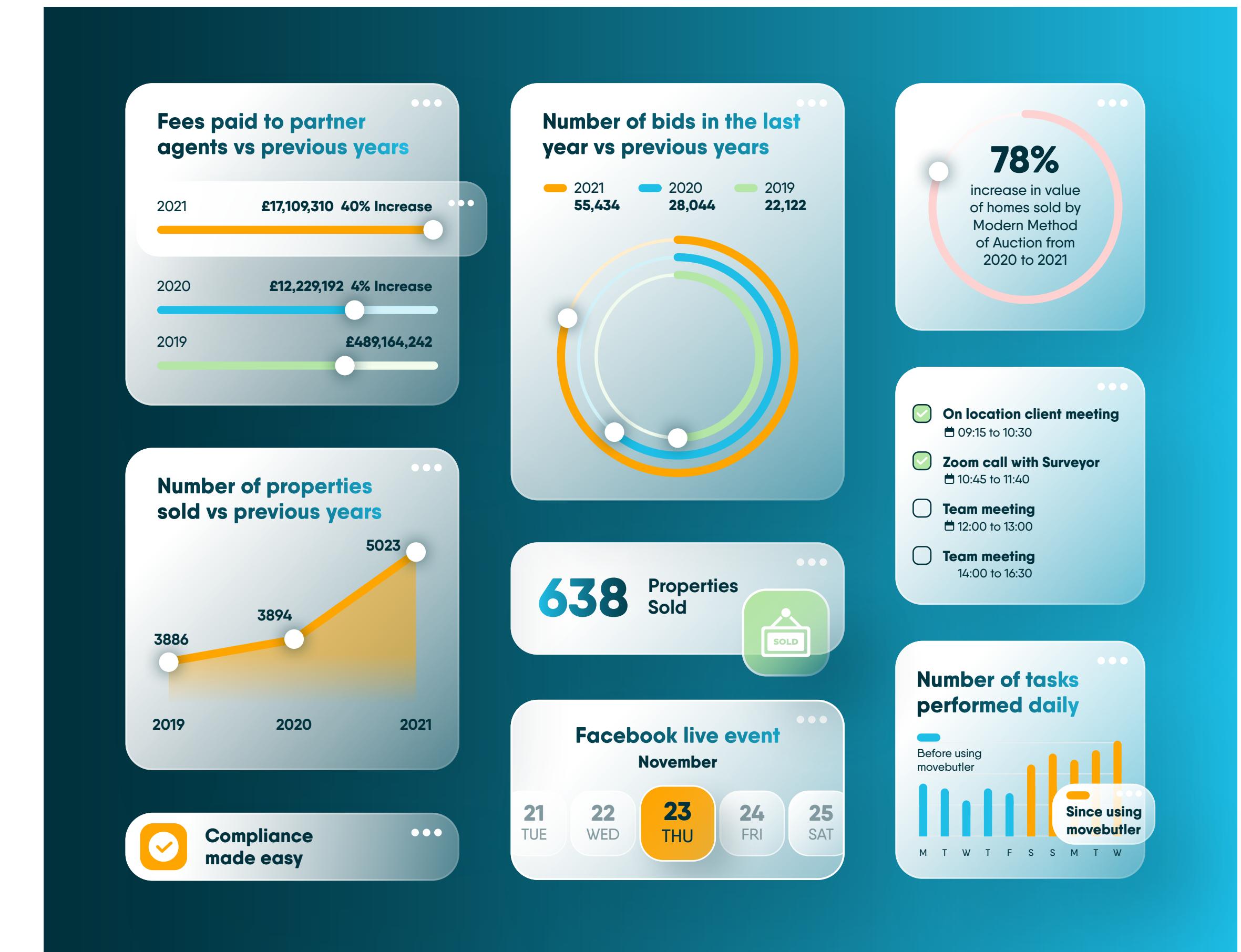
Use the panels sparingly to display important information relevant to the article or post (especially when overlaid on imagery or alongside illustrations).

Circle panels are only to be used on rare occasions where the image or graphic requires it.



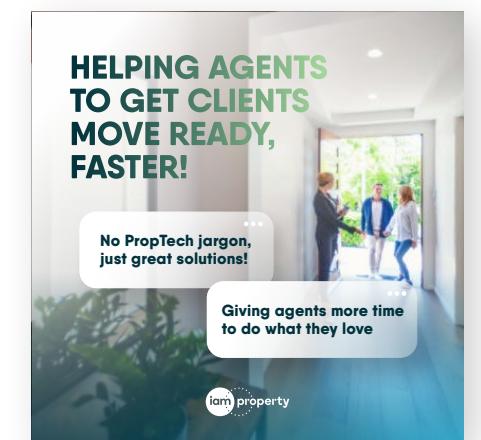
# Tech panels

When displaying data the elements must remain the same creating a consistent look and feel across all materials and campaigns.



# Tech panels

Use the panels sparingly to display important information relevant to the article or post (especially when overlaid on imagery or alongside illustrations).



# Creating tech panels

Made up of 3 panels, each with a gradient feather.

Depending on the image or background you may select the 3 panels to strengthen or weaken the gradient feather (always drag from the top left at a 45° angle by holding down shift - see green arrow).

There is the option to add an arm, this can point to a person or object.

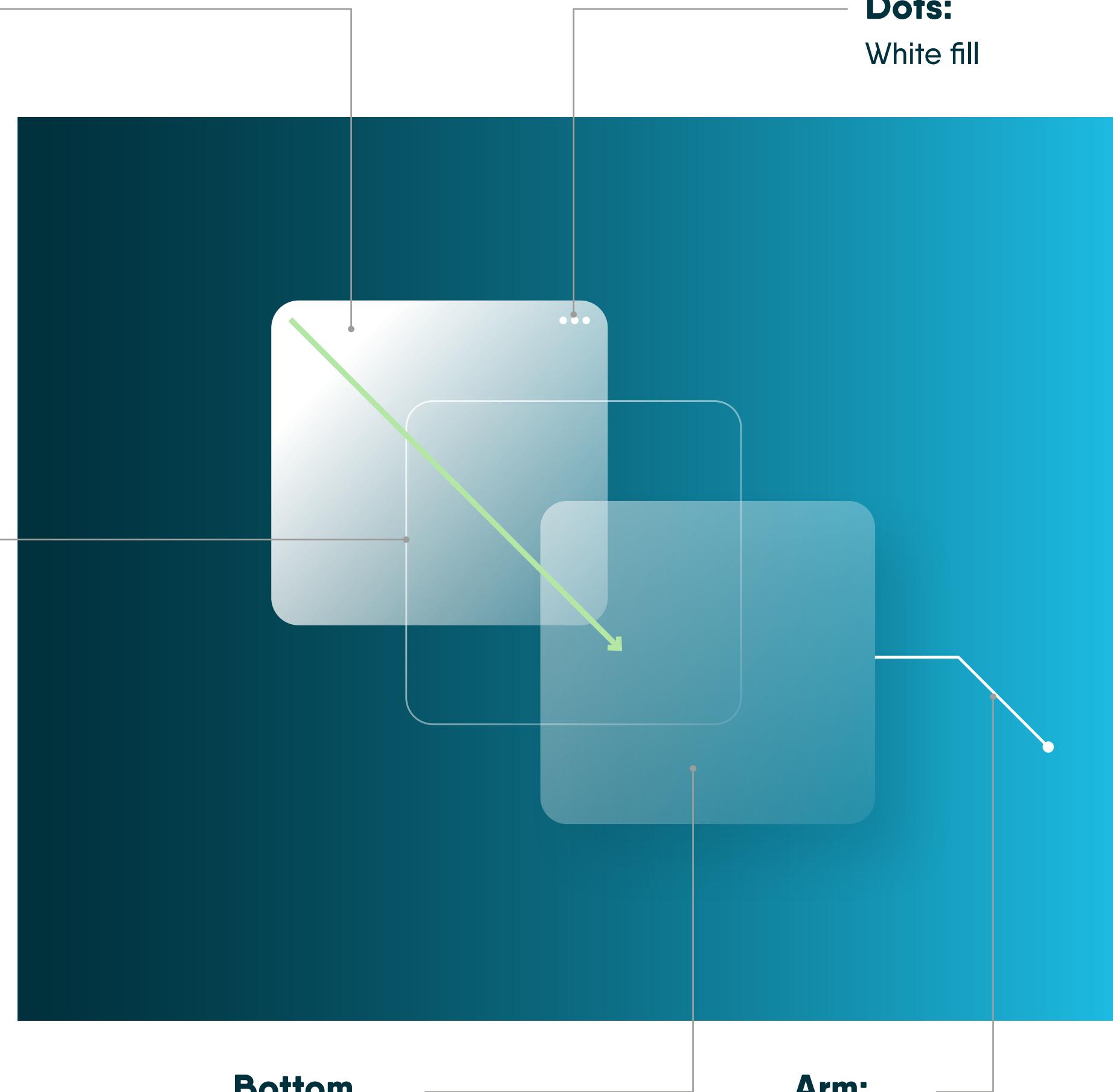
**Top panel:**  
White fill  
White stroke  
Gradient feather

**Middle panel:**  
White stroke  
Gradient feather  
80% opacity

**Bottom panel:**  
White fill  
50% opacity

**Dots:**  
White fill

**Arm:**  
White stroke  
CircleSolid end  
45° bend

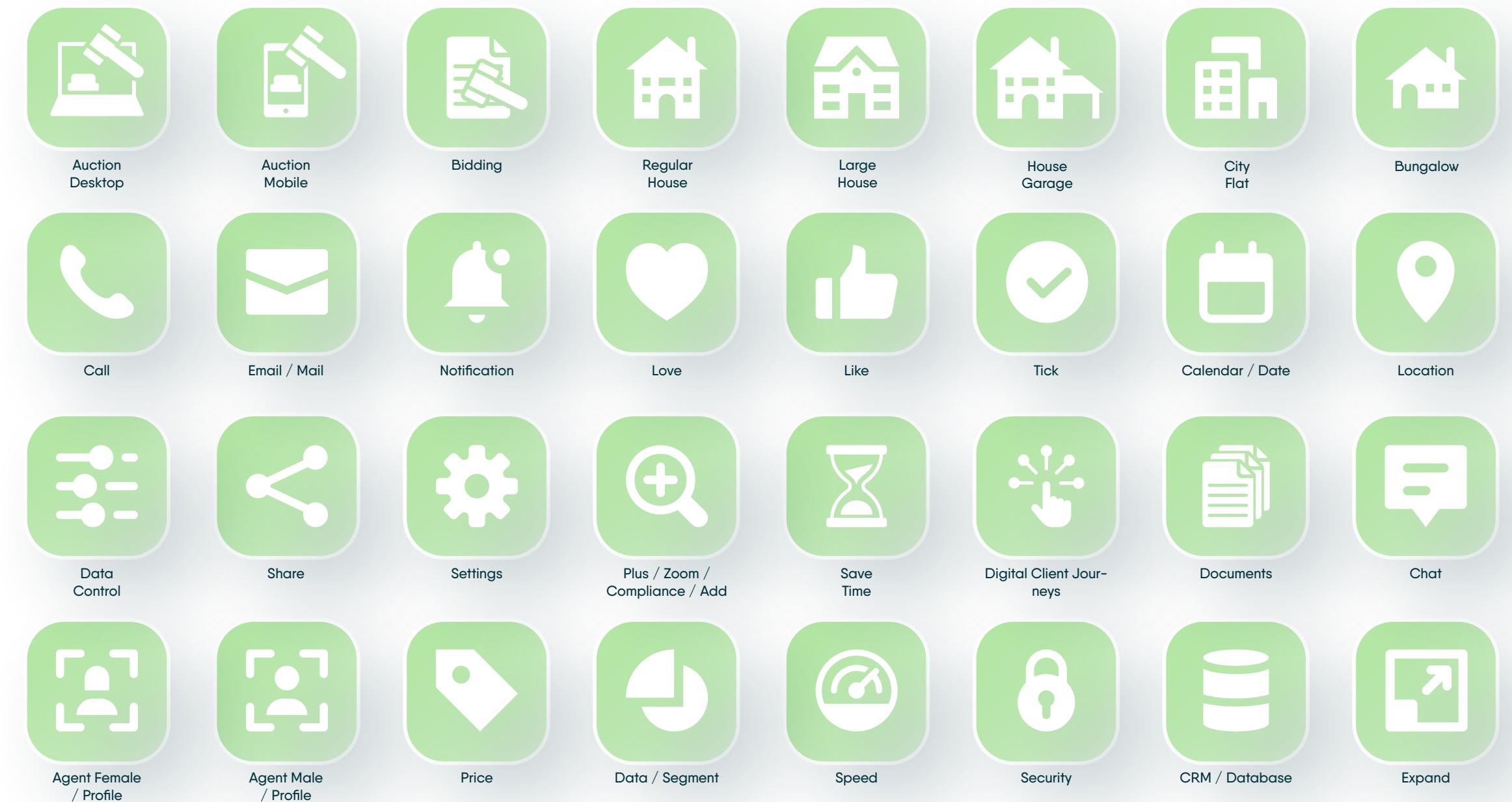


# Icons

Simple icons can be used to help quickly and simply illustrate processes or key points.

They tech panels can be displayed in any of the primary colour palette (see examples).

You may create additional icons that match the suite.



## Colour Examples



## Stationary





# Photography

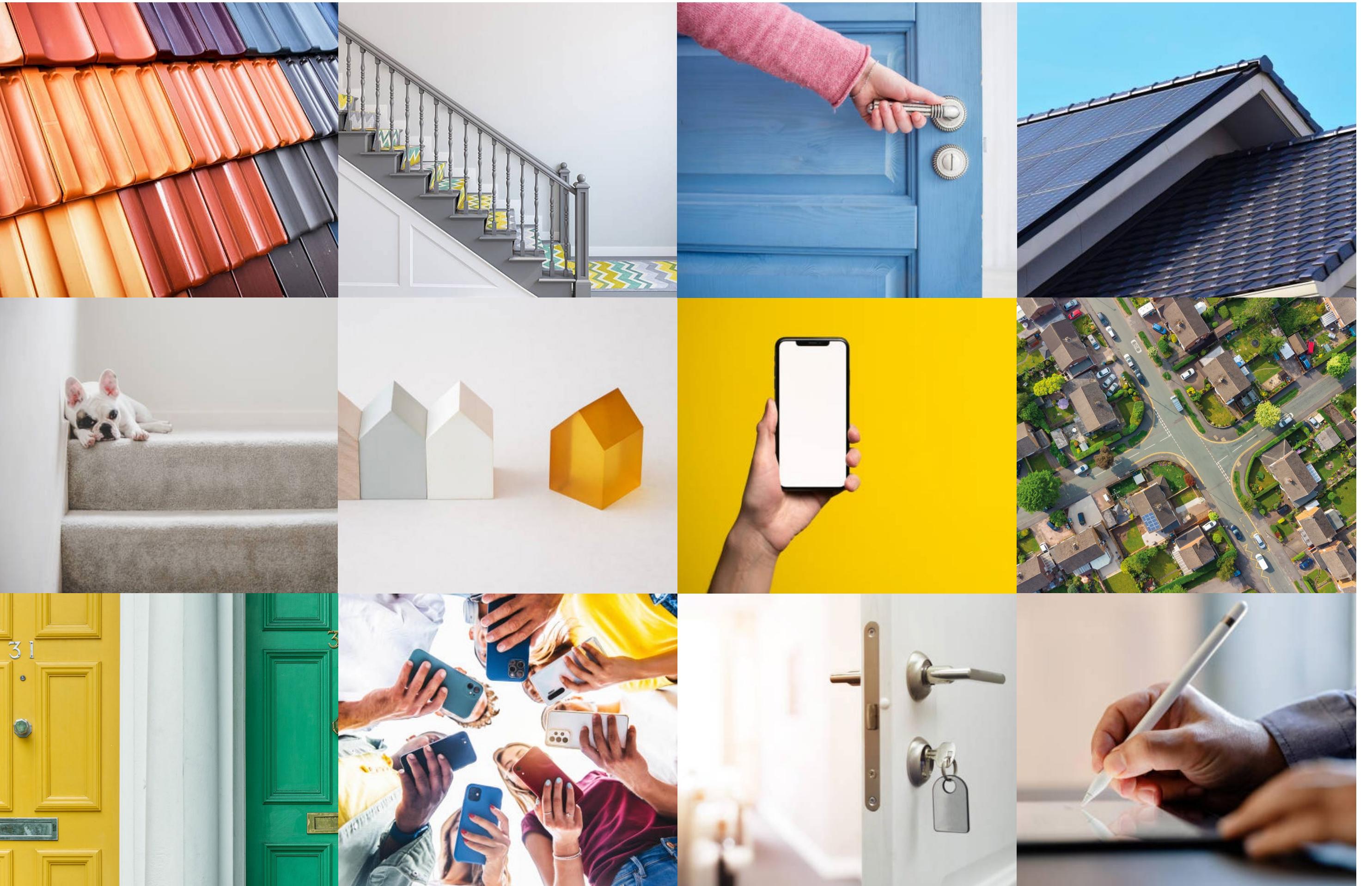
# People

Digitally, tech savvy staff members demonstrate personality and passion.



# Abstract

Conceptual, close up shots that reflect the key USPs and values of the business in an interesting and engaging way.



# Meet the team

Relaxed, confident imagery  
that captures the teams  
personality (shot against  
backdrops that use the  
colour palette).



# Agents

Driven and instilled with confidence thanks to the iamproperty platform.



# Tech

A technology focused range of imagery that provides next gen solutions.



# Devices

Display information or screenshots to better explain your proposition.



# Tech of a Life

Abstract imagery to imagine the future of the industry.



# Consumer

Authenticity, humour  
and message depth.





**UI**

## CTA styles: Primary Button



### Normal

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #ffa500  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffa500



### Roll over

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #ffa500  
Fill Colour: #ffa500  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffffff



### Active

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #b4e6a5  
Fill Colour: #b4e6a5  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffffff



### Disabled

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #9d9d9c 50% tint  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #9d9d9c 50% tint



## CTA styles: Inline text link

Find out more >

Find out more >

Find out more >

Find out more >

### Normal

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #ffa500

Graphical indicator: >

### Role over

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #ffa500

Graphical indicator: >

Role over state: Underline

### Active

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #b4e6a5

Graphical indicator: >

### Disabled

Text: Same as copy px size, Qanelas  
Medium in sentence case

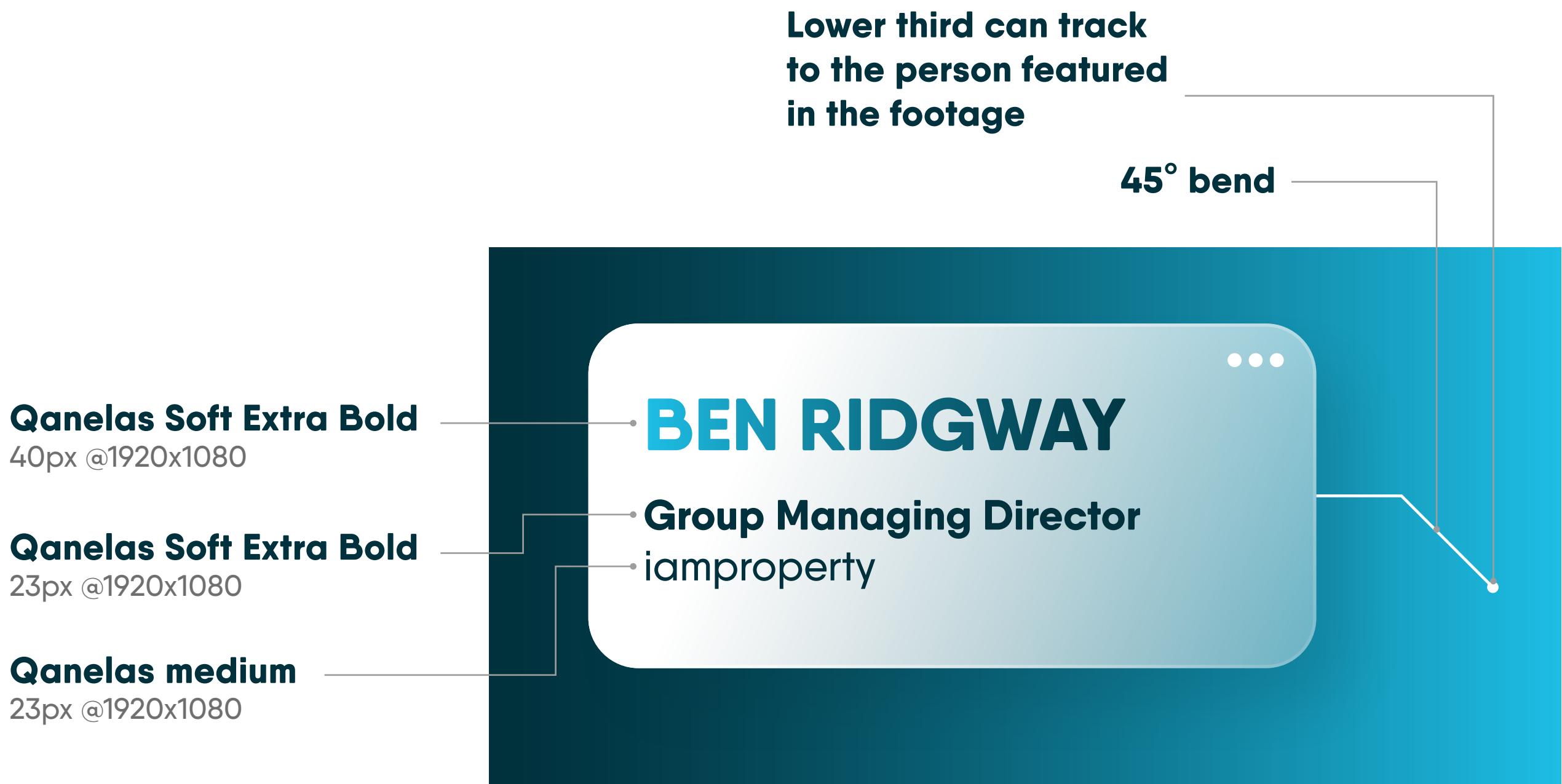
Text Colour: #9d9d9c 50% tint

Graphical indicator: >

# Animation

# Lower thirds

Options on presenting people using tech panels to build a solid area. Name colour variations are fine.



Example alternate colour combinations



# Safe zone

To ensure a good read keep graphics and text within the recommended areas.

**Title Safe**  
80% height and width  
All copy should remain within this area.



**Action Safe**  
90% height and width  
All key graphics should remain within this area.



# Application

# Layout

Tech panels can be used to hold headlines, copy, number crunches, reviews, charts, graphs. You don't always have to use the panels.

Use the panels sparingly to display important information relevant to the article or post (especially when overlaid on imagery or alongside illustrations).

You may overlap the panels and use the arm to connect to objects or a person.

A subtle gradient is added to the bottom of all imagery to compliment the overall design.



# Layout

**A simpler layout system can be achieved by using large images with clear space for a headline and copy. Straight panels house the copy creating a more grown up feel to the brand.**

Choose a gradient based on what would compliment the image used.

A subtle gradient is added to the bottom of all imagery to compliment the overall design.





# Tech of a Life Layout

To maintain a look of its own we the curved layout remains however by retaining a few key elements you can create synergy with the master iamproperty brand:

Curves and circles create a fluid, flexible composition to house imagery and text.

Choose gradients, solid colours, imagery and tech panels to complement the overall design.

**DISRUPTION: A HUGE OPPORTUNITY**

Simon Whale, MD & Founder at Kerfuffle, a PropTech marketplace and review platform connecting Estate Agents with suppliers, talks all things disruption and grabbing the right opportunities.

**Tech as a disruptor**

Technology is a positive disruptor, whether you're using it to drive efficiencies or keep up with legislation, it can play a great part in helping agents to deliver a more personal service. The efficiencies new technology brings into play mean agents don't have to spend as much time on admin tasks and can spend more time where they add real value. Whether that's prospecting new business or on customer service, technology solutions ultimately help agents do more of the parts of their job they love.

Despite the never-ending change of the last few years, with limited time to take a more helicopter view of their business practices, the demands of a busy market made it even more important for agents to look at what tools they've got in their agency to help them do their job effectively. When it's come to purchasing technology to simplify parts of the job, it's likely (and understandable) that some investment decisions could have been made in haste to digitise processes, without a cohesive strategy behind them.

The shifting market situation now brings with it an opportunity for agents to take a step back to lift their heads and really think about what technology is going to help them achieve their goals over the next 2-3 years.

To drive the most efficiency, the goal should be to have a 'tech stack' of PropTech solutions all working together, but what a lot of agents are working with resembles more of a Jenga pile. When new solutions are added into the mix which don't work well with existing processes, you take one piece out and it can all collapse.

The truth is, there's no one size fits all approach, so the challenge suppliers face is adopting their products and solutions to different set-ups for different business types, like smaller operators, to ensure they add real value in the right places for all agents.

I can't remember a time when the industry has faced so much disruption. The storm of the last couple of years has flown in one black swan event after another, and we are seeing many Estate Agents saying they haven't had time to take a breath.

We've all gone through the introduction of GDPR, which added another process in to the mix, the obvious external factors that Covid-19 and Brexit brought, the lettings fee ban affecting revenue streams and the increased compliance demands which are always lurking, agents are rightly wondering when things are going to level off.

Despite what's been thrown at them, we must give credit to agents coming from the back of one of the strongest markets we've seen in a long time. Agents are incredibly nimble and pivot to survive better than any other industry I've seen.

With disruption comes opportunity, and while there'll always be industry changes to areas like policy or consumer behaviour that agents need to evolve with, there are ways in which they can grab the right opportunities to thrive too. Here are some of the main disruptors I can see are headed our industry's way...

**Get on board with AI**

Artificial Intelligence (AI), coupled with automation, is really gathering pace in the sector and will be transformational for our industry in picking up some of the heavy lifting when it comes to maximising opportunities for agents and their businesses. This is especially true within large databases where adding segmentation into the marketing mix to deliver the right messages to the right people at the right time is critical. With low stock, it's getting harder and harder for agents to stand out in the crowd, so it's important that agents explore everything that could help market a property well and prevent their emails from being unsubscribed.

Automation tools that can relieve some of the many jobs that are repetitive, will start to really make an impact for those agents who embrace it.

Automation also gives agents the tools to keep them compliant without affecting their day job. AML fines are a problem and they're not going anywhere. The nature of agents' businesses often don't allow for roles like IT directors and CIOs who in other industries would lead on compliance responsibilities. That means agency owners are wearing multiple hats and often carrying the compliance load themselves or passing the baton onto a member of the team with other responsibilities, so processes can slip and lose consistency. It's not surprising that things do get missed so automated processes and integrated digital solutions have to be the ticket to assuring compliance.

**Increasing demand for self-service**

The desire for self-service is something the industry needs to embrace and enjoy. Consumers want 24/7 access to key information - they're used to it in every other industry (take banking for example), but property has been slow to adopt.

Getting people engaging with this in the right way is easier with lettings, as landlords have relationships with tenants for a longer period but seems trickier with ad-hoc property sales and purchases, as timeframes are less frequent.

**DISRUPTION: A HUGE OPPORTUNITY**

PropTech solutions are packaging this up nicely, like movebutler, which enables agents to give clients their own login details where they can self-submit the necessary information when it suits them and see where things are at any time. It also lightens the load for agents, not having to submit this information manually and spend less time giving status updates.

Agents offering tools like this to incorporate self-service into customer journeys will likely become more memorable and favourable with consumers as the market develops and as more consumers demand convenience. In 5-15 years when the same sellers come to transact again, those agents who've delighted their customers with a robust customer journey are certainly more likely to be front of mind.

**How we feel about disruption at Kerfuffle**

When it comes to Kerfuffle dealing with disruption, we love it and we wouldn't be here without it!

Our slogan is 'making sense of the noise'. We live, sleep and breathe disruption and have to be like trainspotters looking ahead at what's coming the industry's way.

When we consult with agents we can see how they are struggling to keep up with everything coming their way and how much more competitive the landscape is looking. Whether that's people breaking into the industry from other verticals or international businesses entering the UK market - some amazing businesses are popping up what seems like overnight that could change the market forever and in a big way.

We're the canary in the cage - we have over 3,000 agents who interact with us and tell us about their suppliers, so we can share that anonymised information from their experiences. It's fantastic for us so we can see what's hot, what's not, industry trends and what's on the horizon in real time.

It's time to accept disruption for what it is - a huge opportunity!

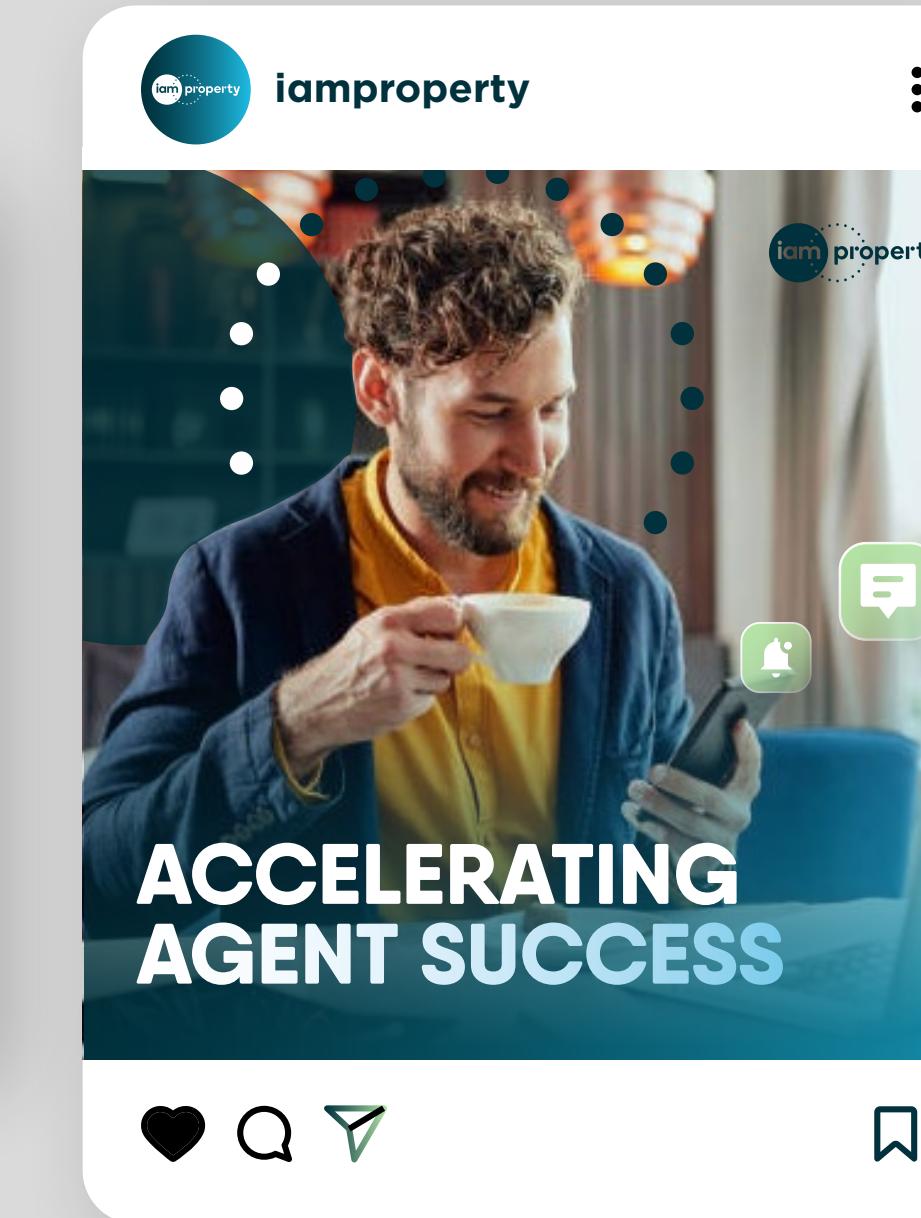
[www.kerfuffle.com](http://www.kerfuffle.com)

TECH OF A LIFE | 7

# iam campaign

The brand has flexibility within campaign material however by retaining a few key elements you can create synergy with the master iamproperty brand:

- The circles that make up the iamproperty logo are used behind the agents head to show the potential that an agent could open their business up to.
- Tech panels are used to add depth and display important information.
- Gradient added to the bottom of all imagery to create alignment with the master brand.



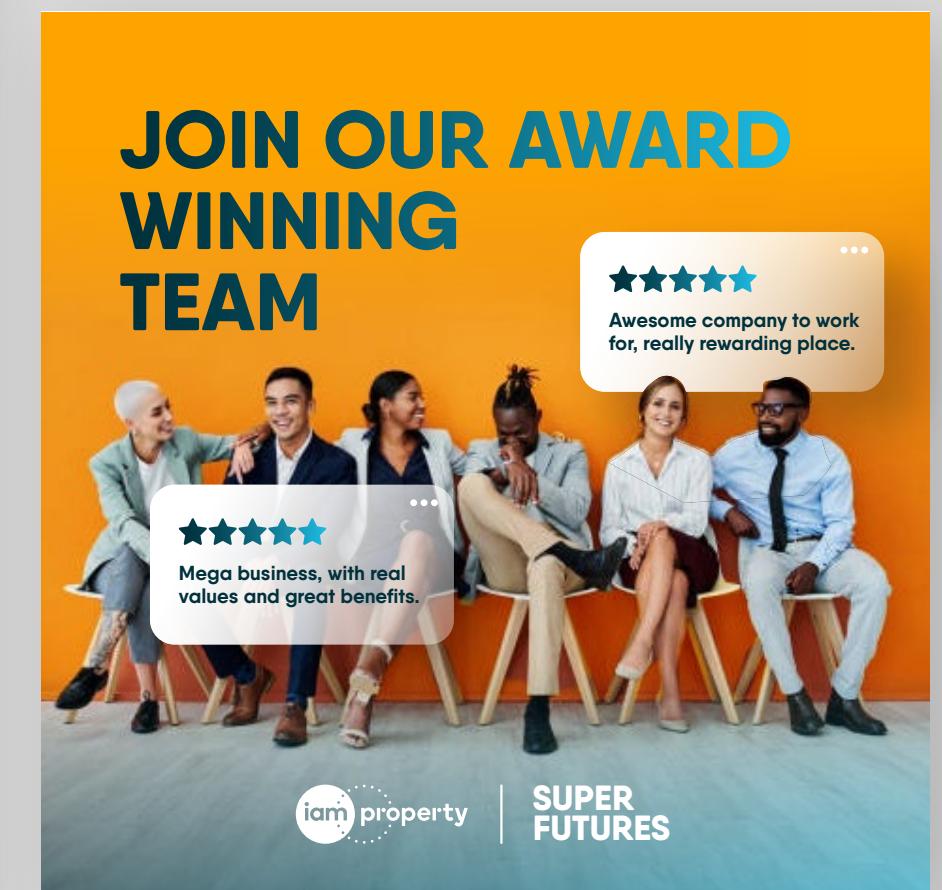
# Recruitment

**Relaxed, confident imagery that captures the team's personality with a splash of colour and humour.**

Use the panels sparingly to display important information relevant to the article or post (especially when overlaid on imagery or alongside illustrations).

You may overlap the panels and use the arm to connect to objects or a person.

A subtle gradient is added to the bottom of all imagery to complement the overall design.



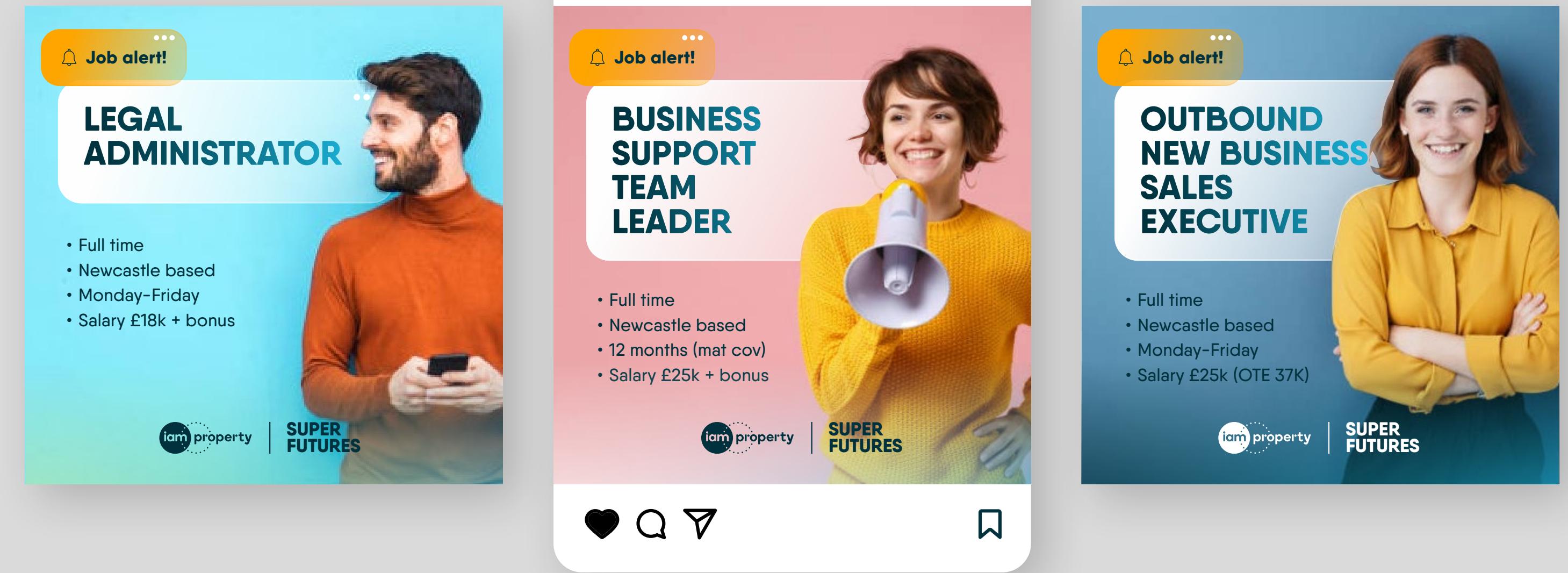
# Job posts

**Imagery shot against backdrops that use the brand colour palette.**

Creating a clear consistent job post helps the job seeker focus in on the role that appeals to them most.

The backdrop colour should differ from one post to the next.

Gradient should remain subtle and compliment the image.





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