# Real Property Management

### Communication Brief v.1

## Project Overview

Real Property Management will redesign their corporate website with a fresh look to last several years. In addition a second franchisees website will be created for all franchisees to adopt. It will have customization options. The goal with both websites is to increase leads on new residential properties to the franchises for them to manage. This will be completed through content that informs and convinces target visitors of the need to use Real Property Management.

### Overall Goal:

The goal with both websites is to increase leads on new residential properties to the franchises for them to manage.

## Target Audience

### The Already Managed Investor

The Investor is a male, ages 30-54 that is well educated in a professional or technical occupation. They have an above average income, typically own a home, are married and have children. They are more tech oriented and are interested in growing their assets through real estate.

This individual already has a company managing their property. For them price is important but not as important as communication and quality of service from a property management provider. They are looking for trust and reliability in a property management company. They want a provider that has experience and expertise and will protect their interest

## Perception/Tone/Guidelines

Real Property Management wants to maintain a tone of high values, trust, and professionalism. Visitors should feel the integrity of the company reflected throughout the whole site.

## Communication Strategy

The overall message Real Property Management would like to convey is that of national expertise with the attention and feel of a local company. Messaging will be clear throughout the site through the use of effective copy and architecting the appropriate user paths. Calls to action will primarily guide users to find a Franchise or find property to rent.

## Single-Minded Message: Trustworthy

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I have read and approved this document:

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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