

REALTY AND PROPERTY MANAGEMENT LABELS

AS LICENSING LEGISLATION & REGULATIONS BECOME MORE COMPLEX DON'T TAKE YOUR EYE OFF OF BRANDING. HELP RETAIN & ATTRACT TENANTS & BUYERS.



Types of Labels:

- Mailing Labels
- Advertising & Promotion Labels
- Window Decals
- Water Bottle Labels
- Parking Permits
- File Labels

Great For:

- Improving image & effectiveness
- Parades: Lip Balm labels, Water Bottle labels
- Open Houses: Water Bottle labels
- Personalized Materials: Folders, Welcome Gift/Kits, Thank You Cards
- Communicating after hour contact information: Repositionable Decals that stick to almost every surface (phones, refrigerators, walls)
- Advertising accreditations, achievements & association memberships

Available Options:

- Full Color Printing including photos
- Variable Content: Place one order for multiple brokers with individual information
- Foil & embossed processes: For a distinguished look
- Consecutive Numbering: Parking Permits

SUCCESS STORY

CHALLENGE

A realtor needed a unique branded leave-behind marketing piece that could be used in a wide variety of different settings: at showings, at open houses, at sales meetings, and in the office.

SOLUTION

For these versatile product uses, a versatile label was needed. Using a general purpose adhesive that could be applied to almost anything, the label was created as a short run product so it could be changed if the needs of the market changed. The full-color label featured the agent's contact information and a picture of the agent for a personal touch. Because the label was produced in short run quantities, the realtor didn't need to keep a wide variety of labels on hand.

The label's versatility also allowed the realtor to use their label in a variety of ways. They not only used it as a marketing leave-behind, but they applied it to plain folders to create an additional bit of branded style.

BENEFITS

The realtor not only created a versatile label, but they saw these benefits alongside their order:

- No need for a large inventory
- Cost-effective
- Worked in conjunction with additional marketing pieces
- Laser cutting allows for versatile shapes and sizes
- Full color photo for a personal touch