



# Market Center Branding Planning Guide

# Market Center Planning Guide

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## 1.0 Market Center Branding Planning Guide

How do you tell the story of Keller Williams Realty in a way that helps a visitor or recruit see and experience how our company is different and unique?

You can transform your market center by installing selected pieces that help tell the Keller Williams story. Below are materials specifications, location recommendations and other installation details that you will need to “Kellerize” your market center.

When you're ready to order, visit [mykw.kw.com/mcbranding](http://mykw.kw.com/mcbranding).

### INSTALLATION

We highly recommend that you hire a professional installer for these items to ensure the highest possible quality and life of your product. If you currently have any decor in your office that will need to be removed, it is important that this and any wall or paint repairs be complete in advance of your installer arriving.

**1st Option: RECOMMENDED:** Our printing partner, CC West, can give you an estimate for your installation as well as find and schedule an installer for your new pieces. On average, your pieces will cost between \$20-\$40 per piece to install.

**2nd Option:** Not Recommended: Hiring your own installer or installing yourself.

**BUYER BEWARE!** If you hire your own installer, please note that it is your responsibility to obtain a cost estimate for the installation, and neither CC West nor KWRI can make any claim as to the quality of the installer's work.

If you or any installer you independently hire does damage to the market center walls or to the installation pieces, repair and replacement costs will be the sole responsibility of the market center.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.1 RECEPTION AREA: LOGO SIGNAGE

Directly behind your front desk/reception area, you should display a Keller Williams logo. This can be the parent logo or your market center-specific logo. We recommend one of three color schemes. If you need a market center-specific logo, please email us at [marketing@kw.com](mailto:marketing@kw.com).

Matte Black on a Light Wall



Matte White on a Red Wall



#### MATERIALS SPECIFICATIONS:

6-10 mm white or black Sintra or brushed aluminum Dibond.

Brushed Silver on a Red or Light Wall



#### INSTALLATION MEASUREMENTS:

The total height of your lobby logo should be no larger than approximately 2 ft. wide.

### 2.2 RECEPTION AREA: PLASMA SCREEN TV

We recommend that you have a plasma screen TV in your lobby area that either scrolls through active listings or displays a variety of recruiting videos or slide show within seeing and hearing distance from your guests.

You can download a current loop from KWConnect here: <http://kwconnect.kw.com/connect/user/GetCourse.do?memberId=2181&partId=8804>

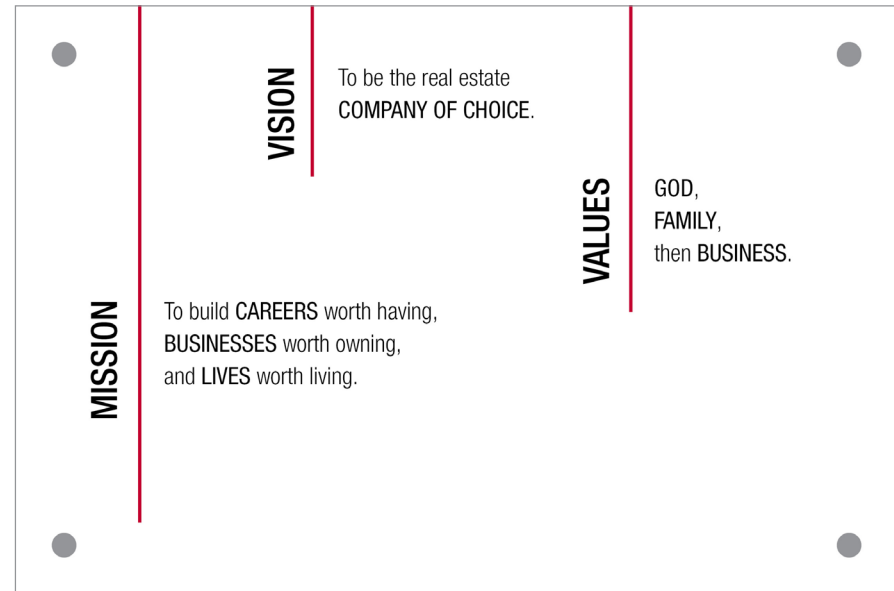
## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.3 MISSION, VISION, VALUES LETTERING

There are three options for displaying the Mission, Vision, Values in your space.

To the right describes option 1.

Option 1: Plexi Plaque



**SIZE:** 3 ft. x 2 ft.

**IDEAL LOCATION:** Place in the lobby/reception area, or as close to the main entrance of your market center as possible. It is recommended that the bottom of the plexi is about 53" from the floor.

If you're installing the vinyl lettering, you may choose one space where you will fit all three or three separate pieces to fit space requirements.

**WALL COLOR:** Light-colored wall(s)

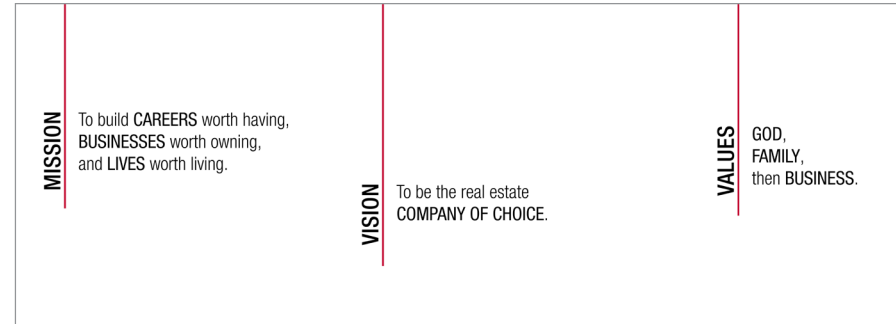
## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.3 MISSION, VISION, VALUES LETTERING

There are three options for displaying the Mission, Vision, Values in your space.

To the right describes options 2 and 3.

#### Option 2: One Large Vinyl Piece



**SIZE:** 9 ft. x 3 ft.

**IDEAL LOCATION:** Place in the lobby/reception area, or as close to the main entrance of your market center as possible. If you're installing the vinyl lettering, you may choose one space where you will fit all three or three separate pieces to fit space requirements.

The top of the red line should start where the ceiling meets the wall.

**WALL COLOR:** Light-colored wall(s)

#### Option 3: Three-Piece Vinyl Set (sizes are rough)



**SIZE:** Mission only 3 ft. x 2 ft.

Vision only 3 ft. x 2 ft.

Values only 3 ft. x 2 ft.

**IDEAL LOCATION:** Place in the lobby/reception area, or as close to the main entrance of your market center as possible. If you're installing the vinyl lettering, you may choose one space where you will fit all three or three separate pieces to fit space requirements.

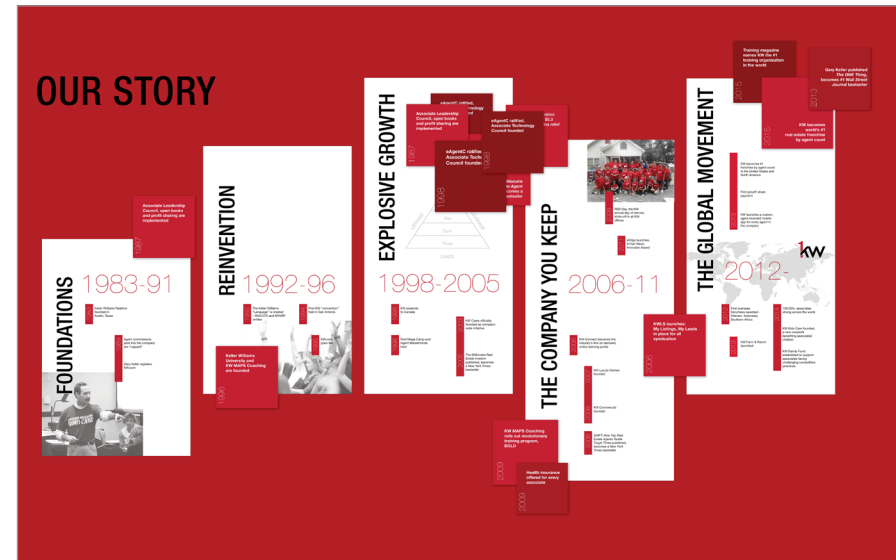
The top of the red line should start where the ceiling meets the wall.

**WALL COLOR:** Light-colored wall(s)

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.4 THE KELLER WILLIAMS TIMELINE

This timeline includes five panels that tell the growth story of the most dynamic real estate company in the world.



**IDEAL LOCATION:** Place these pieces on a wall near the front of the market center with heavy traffic or in a hallway leading to and from the market center lobby.

**WALL COLOR:** We recommend that these panels be on a KW Red wall, closely matched to Pantone 200.

**INSTALLATION MEASUREMENTS:** The total installation is roughly 11 ft. x 6 ft. Ideal placement has all five panels hung together on one wall 16 ft. x 8 ft. high or larger. Panels can be separated on different walls to accommodate space requirements, ideally 5 in. in between panels. Panel "2006-11" should be about 22 in. from the floor and the whole unit centered vertically on the wall. (See section 2.5a for detailed measurements).





## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.5 WI4C2TS INSTALLATION

This vinyl lettering puts the Keller Williams Realty Belief System on display.

Option 1: White Vinyl on a Red Wall



Option 2: Black and Red Vinyl on a Light-Colored Wall



**IDEAL LOCATION:** Place on a large wall in a space where your agents frequently gather or congregate, such as the training room.

**WALL COLOR:** We recommend that you paint the wall KW Red and install white vinyl lettering. If you're installing on a light-colored office wall, have your printer product the black and red vinyl version.

**INSTALLATION MEASUREMENTS:** The total installation is roughly 6 ft. x 6 ft. Ideally, you would have plenty of room around the lettering on all sides. The top of the red line should start where the ceiling meets the wall. The text starts 11.5 in. from the ceiling.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.6 EDUCATION BASED INSTALLATION

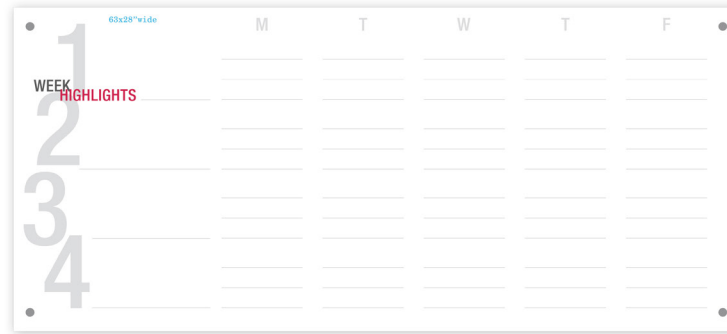
This area puts KW's training and coaching center stage! In addition to vinyl lettering, this area features a large, dry-erase monthly training calendar for your office to write in and promote upcoming training events. There are three magnetic 12"x12" frames included where you can highlight three upcoming training events from our Keller Williams University curriculum and KW's annual signature events.

**The posters feature:** Ignite, Lead Generation 36:12:3, Win with Buyers/Win with Sellers, RSTLM®, Family Reunion, and Mega Camp.

We also recommend that you display one of each of Gary Keller and KellerINK's globally published, bestselling books! You'll also need a shelf on which to stack the books.

## EDUCATION BASED

A training and coaching company that just happens to be in the **business of real estate.**



**IDEAL LOCATION:** Place on a wall located near the training room or near a similar high traffic area.

**WALL COLOR:** Light-colored wall

**INSTALLATION MEASUREMENTS:** The total installation is approx. 6 ft. x 5 ft.

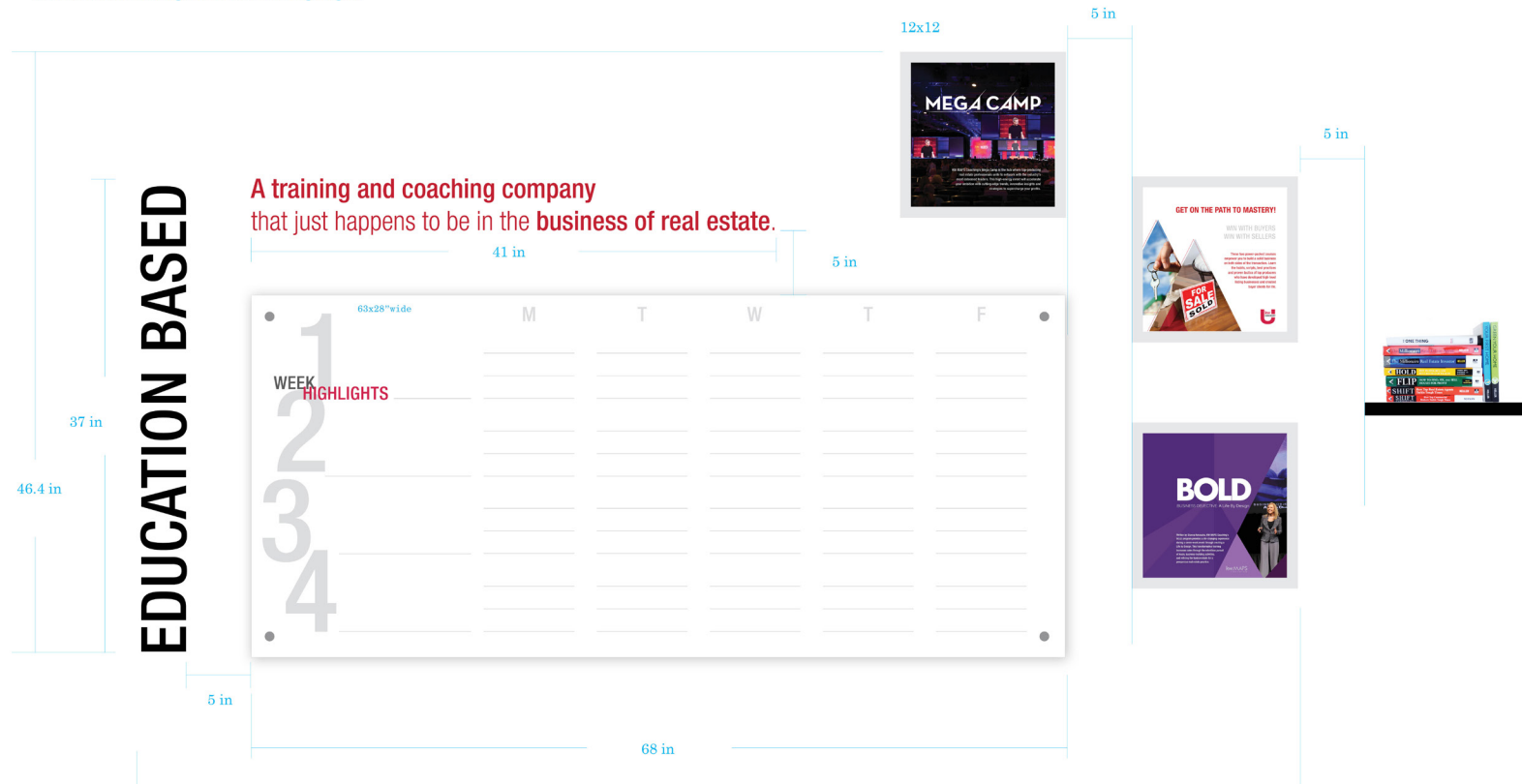
**NOTE:** This installation includes elements from outside vendors! Check the myKW ordering page for details.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.6a EDUCATION BASED INSTALLATION MEASUREMENTS

**INSTALLATION MEASUREMENTS:** The total installation is approx. 6 ft. x 5 ft. Ideally, the unit is centered vertically on the wall. At least 22 in. from the top of the frames to the ceiling (based on a 9 ft. ceiling height).

Centered vertically on the wall. At least 22 inches from the top of the frames to the ceiling (based on 9 ft ceiling height).



## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.7 TECHNOLOGY DRIVEN INSTALLATION

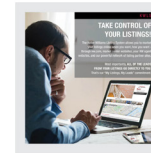
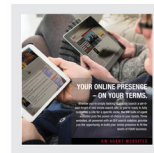
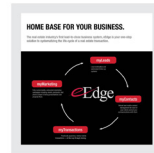
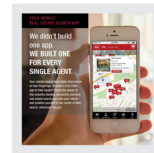
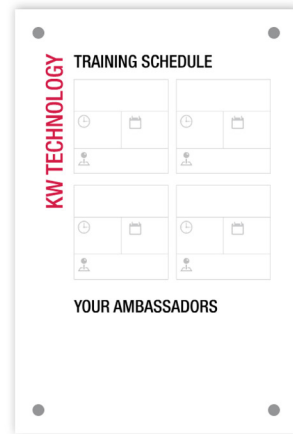
Technology is a critical tool for any real estate office or agent who wants to compete in today's marketplace. This installation features KW's technology and explains how we are on the cutting edge.

In addition to the vinyl lettering, this installation includes a dry-erase technology training calendar for your office to write in and promote upcoming tech trainings as well as write in the names and contact information for your market center's Technology Ambassadors.

The area also features four magnetic 12"x12" frames and starter kit product posters featuring: the KW Mobile App, eEdge, our Agent Websites and Lead Network, as well as our *My Listings, My Leads* philosophy.

## TECHNOLOGY DRIVEN

Innovation with purpose,  
technology with an edge.



**IDEAL LOCATION:** Place on a wall located in your technology area or near a similar high traffic area.

**WALL COLOR:** Light-colored wall

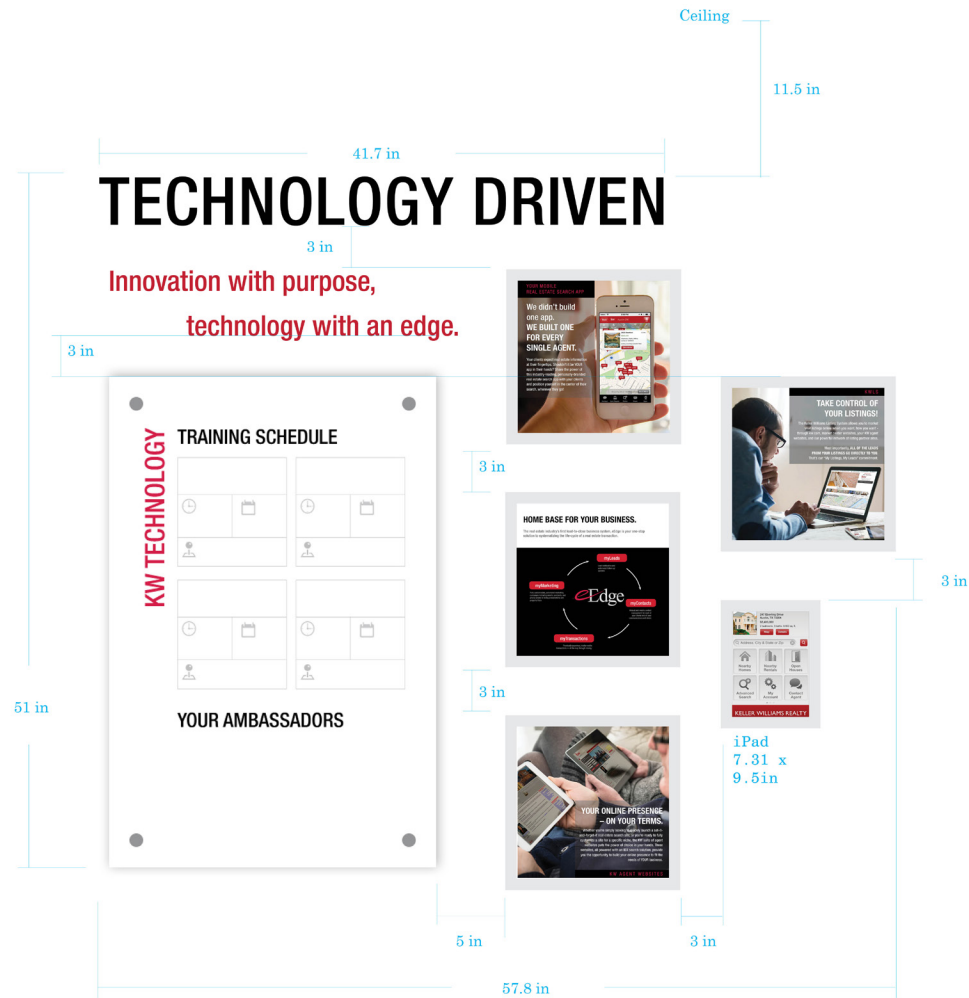
**INSTALLATION MEASUREMENTS:** The total installation is roughly 5 ft. x 4 ft. Ideally, you will have plenty of surrounding space.

**NOTE:** This installation includes elements from outside vendors! Check the myKW ordering page for details.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.7a TECHNOLOGY DRIVEN INSTALLATION MEASUREMENTS

**INSTALLATION MEASUREMENTS:** The total installation is roughly 5 ft. x 4 ft. Ideally, the unit is centered vertically on the wall. At least 22 in. from the top of the frames to the ceiling (based on a 9 ft. ceiling height).



## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.8 AGENT-CENTRIC INSTALLATION

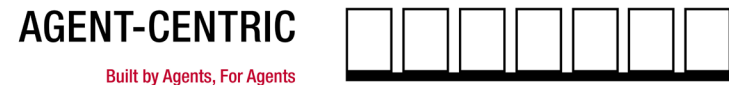
This installation features associates currently serving on the Associate Leadership Council in your market center! In addition to the vinyl lettering for this area, you will want to purchase frames or frames and shelves for your display.

Choose a nice, modern black frame with a white matte for your ALC pictures. You may choose to hang the frames directly on the wall or to use shelves and frames to display the photos.

#### Possible Vertical Arrangement



#### Possible Horizontal Arrangement



**IDEAL LOCATION:** Place on a visible wall area of the market center.

**WALL COLOR:** Light-colored wall

**INSTALLATION MEASUREMENTS:** The vinyl portion of the display is 86 in. x 63 in. Note that the space needed for the frames and shelves will vary depending on how many ALC members you have.

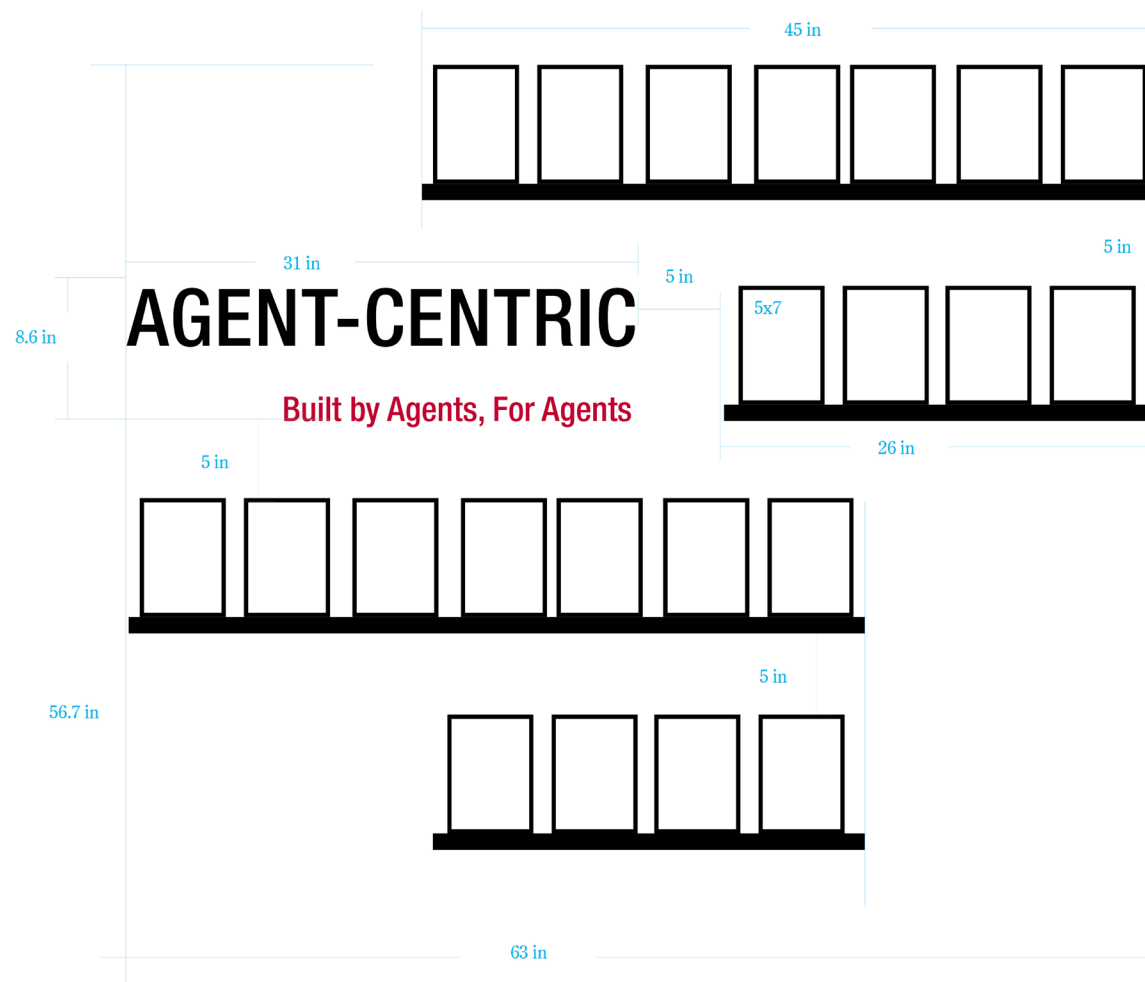
**NOTE:** This installation includes elements from outside vendors! Check the myKW ordering page for details.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.8a AGENT-CENTRIC INSTALLATION MEASUREMENTS

**INSTALLATION MEASUREMENTS:** The vinyl portion of the display is 86 in. x 63 in. Note that the space needed for the frames and shelves will vary depending on how many ALC members you have.

Centered vertically on the wall. At least 22 inches from the top of the frames to the ceiling (based on 9 ft ceiling height).



## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.9 CULTURALLY DIFFERENT INSTALLATION

There is a unique culture to every Keller Williams office across the world, and this area is where you can show yours off! In addition to the vinyl lettering, this area includes a dry-erase profit share/growth share check that you can use to display the amount of money that your office is giving back to associates as they help the company grow.

In addition, there is a magnetic bulletin board where we hope you will post pictures of market center team-building events, community service, RED Day, event announcements, etc.

## CULTURALLY DIFFERENT



### Sharing Profits, Changing Lives



**IDEAL LOCATION:** Place on a wall located near a coffee break area or near a similar high traffic area.

**WALL COLOR:** Light-colored wall

**INSTALLATION MEASUREMENTS:** 3.5 ft. x 5.5 ft. Ideally, you will have plenty of surrounding space. Centered vertically on the wall. The bottom of the check should be about 53" from the floor.

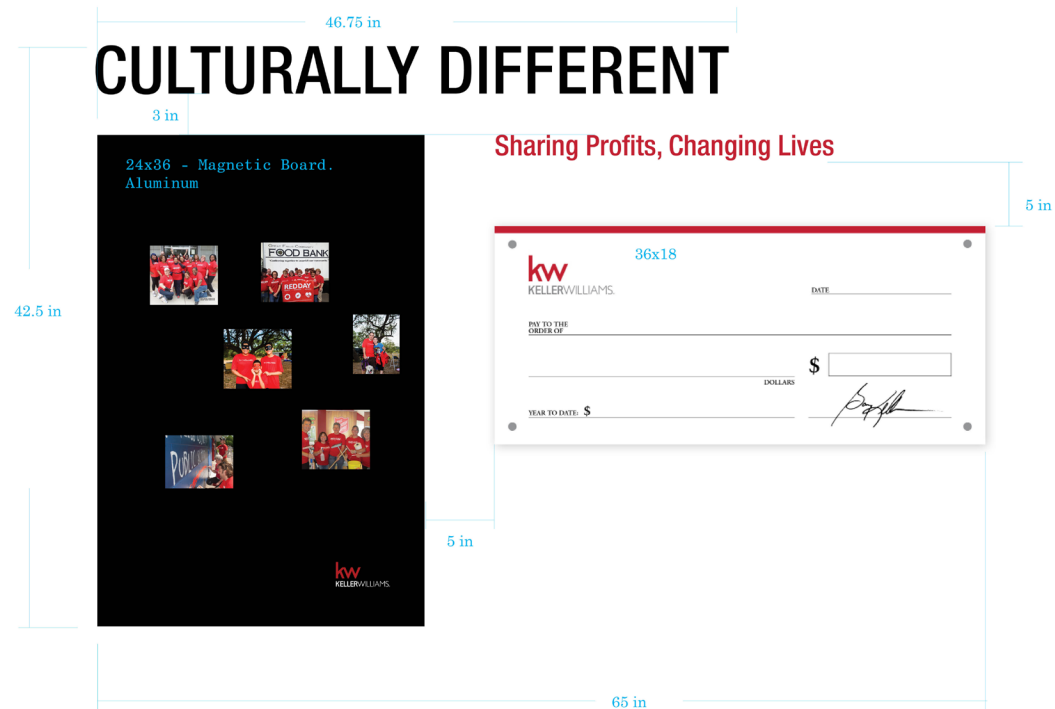
**NOTE:** This installation includes elements from outside vendors! Check the myKW ordering page for details.



## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.9a CULTURALLY DIFFERENT INSTALLATION MEASUREMENTS

**INSTALLATION MEASUREMENTS:** 3.5 ft. x 5.5 ft. Ideally, you will have plenty of surrounding space. Centered vertically on the wall. The bottom of the check should be about 53" from the floor.





## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.10a CLIENT FOCUSED INSTALLATION MEASUREMENTS

**INSTALLATION MEASUREMENTS:** The total installation is roughly 4.5 ft. x 3 ft. Ideally, you will have plenty of surrounding space. Centered vertically on the wall. The bottom of the board should be about 53" from the floor.



## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.11 LARGE MAGNETIC FEATURE BOARD

This large magnetic surface will serve as the landing pad for promotional materials that lead up to big events – Family Reunion, Mega Camp, RED Day, etc. You may also consider getting additional magnetic boards for market center top producers, to welcome new agents, the capper club, etc.



**IDEAL LOCATION:** Place at least one in a high traffic area where most associates will go – close to their mail box, or similar.

**WALL COLOR:** No preference

**INSTALLATION MEASUREMENTS:**  
42 in. x 33 in.

### 2.12 SMALL MAGNETIC FEATURE BOARD

This smaller magnetic surface will fit the smaller posters or fliers for local training events, meetings, announcements, so you may want to consider purchasing multiple boards to place throughout your office.



**IDEAL LOCATION:** Throughout the market center in visible areas.

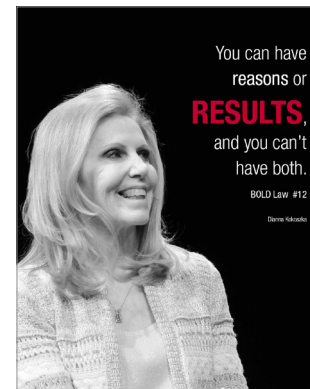
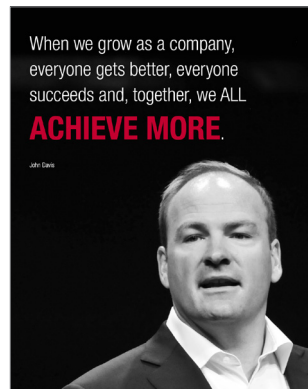
**WALL COLOR:** No preference

**INSTALLATION MEASUREMENTS:**  
24 in. x 36 in.

## 2.0 MARKET CENTER DESIGN ELEMENTS

### 2.13 KW LEADERSHIP PORTRAIT SET

One distinction between many other real estate companies and KW is that our leadership team have all been top-producing real estate agents, brokers and office owners. Collectively, your leadership team has more than 100-plus years of real estate experience! These pieces feature their powerful quotes and give you talking points about different aspects of the KW value proposition.



**IDEAL LOCATION:** Grouped together in a visible area of the market center.

**WALL COLOR:** No preference

**INSTALLATION MEASUREMENTS:** Each portrait is 16" x 20". These can be displayed together or separately, so space requirements may vary. Ideally, if space is available, line portraits in one horizontal line with 5 in. between photos. The bottom of the portraits should be about 53" from the floor.

### 3.0 Warranty and Other Information

#### WARRANTY

Your market center branding materials (posters, vinyl, plexi pieces, etc.) have a one-year workmanship warranty from date of arrival. This includes any peeling, discoloration or functional failure of the materials.

#### DAMAGED MATERIALS

If your materials arrive and are damaged after shipping to your market center, shipping insurance is provided. We ask that as soon as you receive your crate, you check the materials for damage. Please contact us at [kwuhelp@kw.com](mailto:kwuhelp@kw.com) if you discover any damage.

#### INSTALLATION

**Professional installation (available for an additional cost) is recommended for your materials.** Neither Keller Williams Realty nor CC West is responsible for damage done to your materials if you choose to install them yourself, and if damage occurs to the materials or your walls, you will be responsible for any replacement costs, including printing, shipping and handling.

If you choose to go through our approved vendor CC West to schedule your installer and the installer damages any piece during the installation, it will be replaced at no cost to you. Contact [kw@ccwest.com](mailto:kw@ccwest.com) to get a quote and learn more about our network of installers.

Still have questions? Email us at [kwuhelp@kw.com](mailto:kwuhelp@kw.com).