



YOUR VISION.
YOUR DESIGN.

ONE DESIGN Family of Tools



branding.realtyonegroup.com



ONE Design Creative Studio

PRINTCENTER
ONEDESIGN

ONE Design Print Center

The collage includes several sections:

- LOGO usage**: A circular logo with the word "ONE" inside.
- INTERNATIONAL assets**: A globe graphic.
- STYLING resort**: A laptop displaying a website.
- AFFILIATES**: A graphic with the word "AFFILIATES".
- SOCIAL assets**: A smartphone displaying social media posts.
- VIDEO library**: A graphic showing hands holding a smartphone.
- RECRUITING campaigns**: A smartphone displaying recruitment ads.
- ADVERTISING assets**: A graphic with the text "ADVERTISING assets" and "REAL ESTATE".
- ONE partners**: A graphic with the text "ONE partners".
- ONE DESIGN CREATIVE STUDIO**: A screenshot of the user interface showing "MY DESIGNS", "TEMPLATES", and "REALTY ONE GROUP DIGITAL TEMPLATES".
- ONE DESIGN**: A header for a product catalog with navigation links: PRODUCTS, MY ORDERS, MY LISTINGS, PROGRAMS.
- Product Catalog**: A grid of marketing assets including:
 - AUTOMATED MARKETING**: A "Just Sold" real estate listing card.
 - BUSINESS CARDS**: A "Jane Agent" business card.
 - NAME BADGES**: Name badges for Kimberly Robertson, Nina Kahlhub, and John Paul Jones.
 - POSTCARDS**: A "PHOTO 1" postcard for a home listing.
 - STATIONERY**: A blank document template.
 - BUSINESS FLYERS**: A "HOMEBUYER LIST" flyer.
 - SEASONAL MARKETING**: A calendar icon.
 - UPLOAD YOUR OWN PDFS**: An upload icon.



WHAT IS BRANDING.REALTYONEGROUP.COM?

- A PUBLIC WEBSITE THAT HOUSES OUR IN-HOUSE MARKETING TEAM'S DESIGNS
- USERS CAN DOWNLOAD DESIGNS AND HTML FILES TO USE
- USERS CAN ACCESS DBA LOGOS AND BRAND AND STYLE GUIDELINES
- USERS CAN DOWNLOAD PARTNER MARKETING FLYERS

ASSET LIBRARY

- LOGOS
- MONTHLY RECRUITING CONTENT !!
- STATIC SOCIAL MEDIA ASSETS
- LISTING PRESENTATION
- STATIC FLYERS AND OFFICE ARTWORK



WHAT IS ONE DESIGN CREATIVE STUDIO?

- PARTNERSHIP WITH MAXA DESIGNS FOR A MODERN DESIGN EDITOR PLATFORM
- USERS CAN CUSTOMIZE TEMPLATES AND DESIGN THEIR OWN MARKETING
- ACCESSIBLE THRU ONELOGIN
- CONNECTED TO ZONE PROFILE INFO AND ROG LISTING FEED
- INTEGRATED TO XPRESSDOCS FOR PRINT ACCESS

ASSET LIBRARY

- BRANDED SOCIAL MEDIA POSTS, STORIES AND AD TEMPLATES
- PROPERTY MARKETING TEMPLATES FOR PRINT AND DIGITAL
- RECRUITING AND OFFICE MARKETING TEMPLATES
- BUSINESS CARD AND PERSONAL MARKETING TEMPLATES
- PARTNER AND TEAM TEMPLATES !!



WHAT IS ONE DESIGN PRINT CENTER?

- PARTNERSHIP WITH XPRESSDOCS FOR PRINT AND MAIL MARKETING
- ACCESSIBLE THRU ONELOGIN
- CONNECTED TO ZONE PROFILE INFO AND ROG LISTING FEED
- PLACE AN ORDER BY 3PM CT AND HAVE IT PRINTED AND IN THE POST OFFICE SAME DAY
- PRINT IN BULK, EDDM, UPLOAD A LIST, RADIUS SENDING OR UTILIZE USPS DEMOGRAPHICS

ASSET LIBRARY

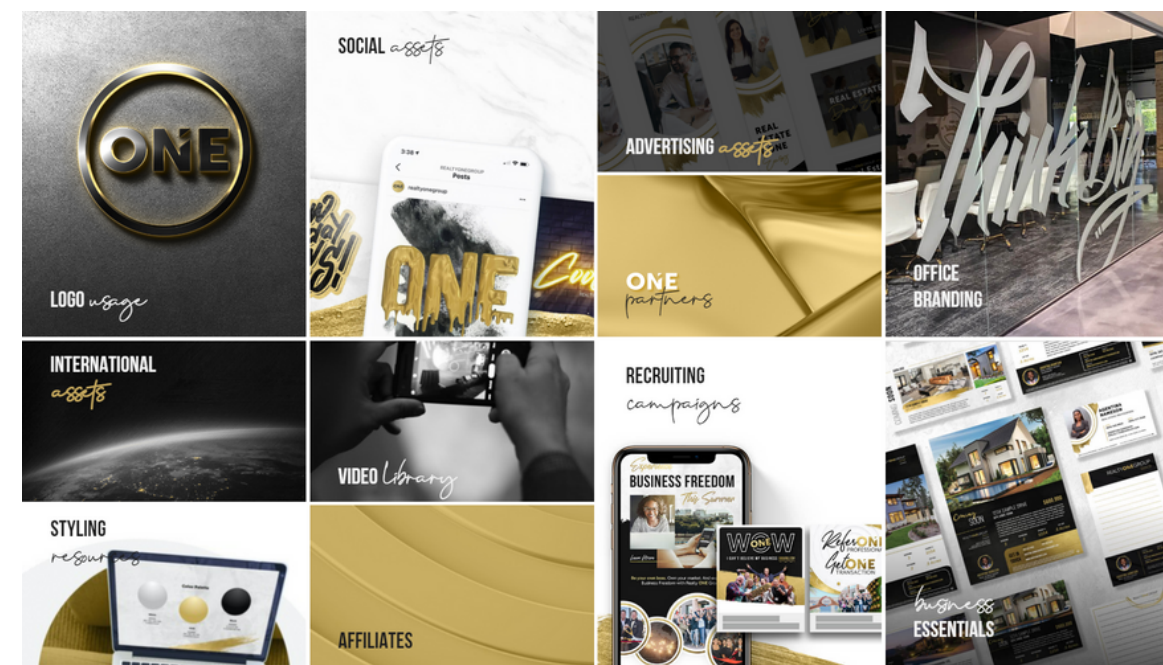
- BRANDED FOLDERS, LETTER HEADS, NOTECARDS
- RECRUITING PAMPHLETS
- PROPERTY FLYERS, POSTCARDS, DOORHANGERS
- BUSINESS CARDS
- AUTOMATED PROPERTY MARKETING (APM) PROGRAM !!



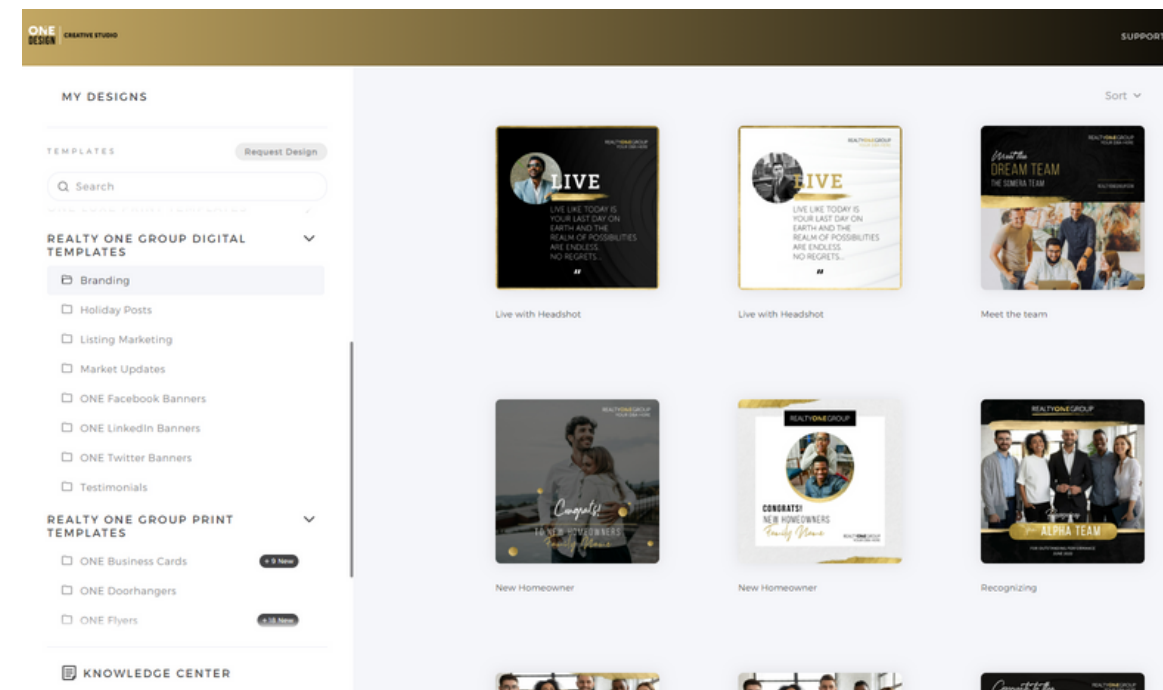
1. CHOOSE A DESIGN.

2. MAKE IT YOURS.

3. PRINT & MAIL.



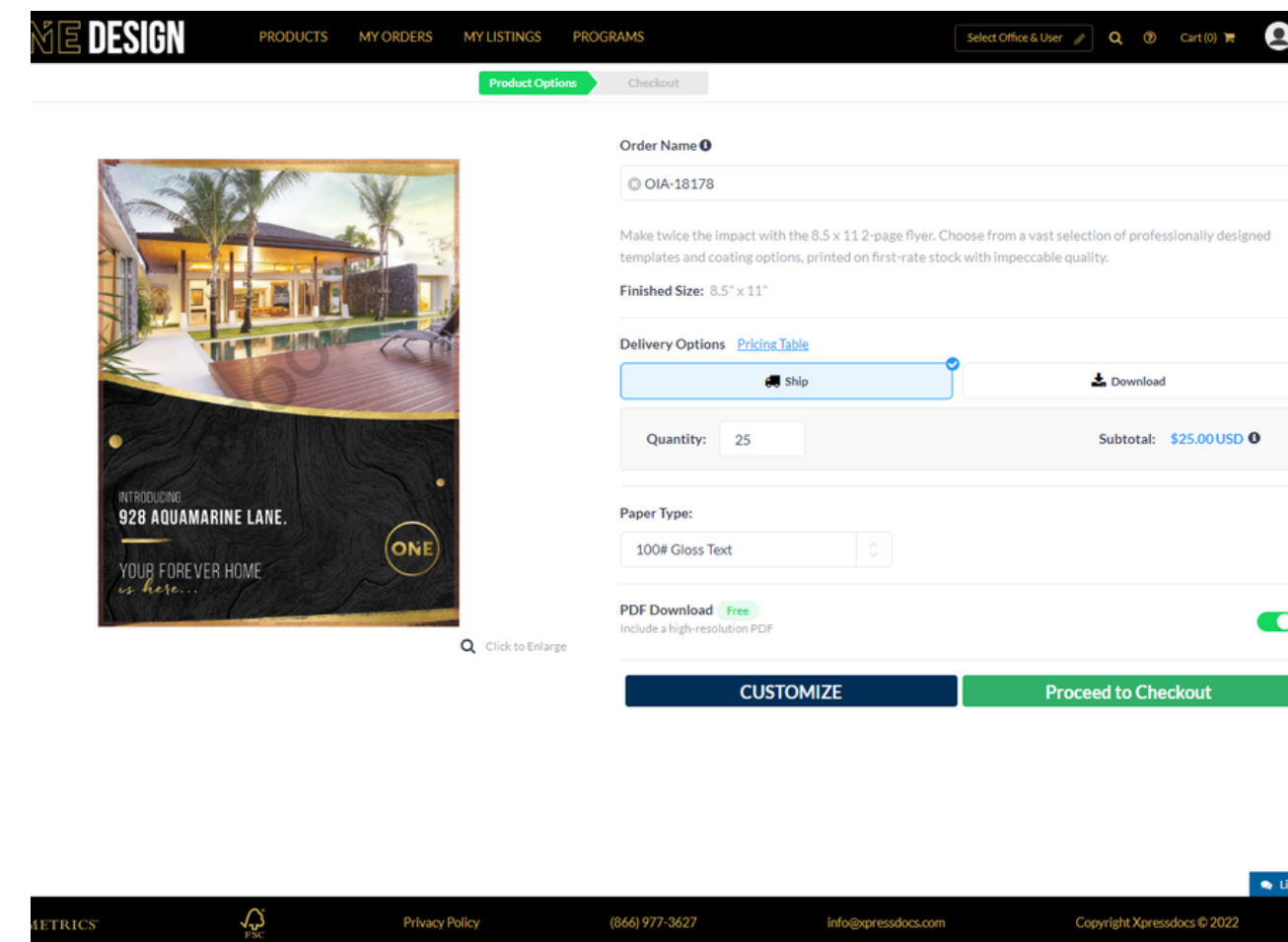
BRANDING.REALTYONEGROUP.COM



ONE DESIGN CREATIVE STUDIO



ONE DESIGN CREATIVE STUDIO



ONE DESIGN PRINT CENTER

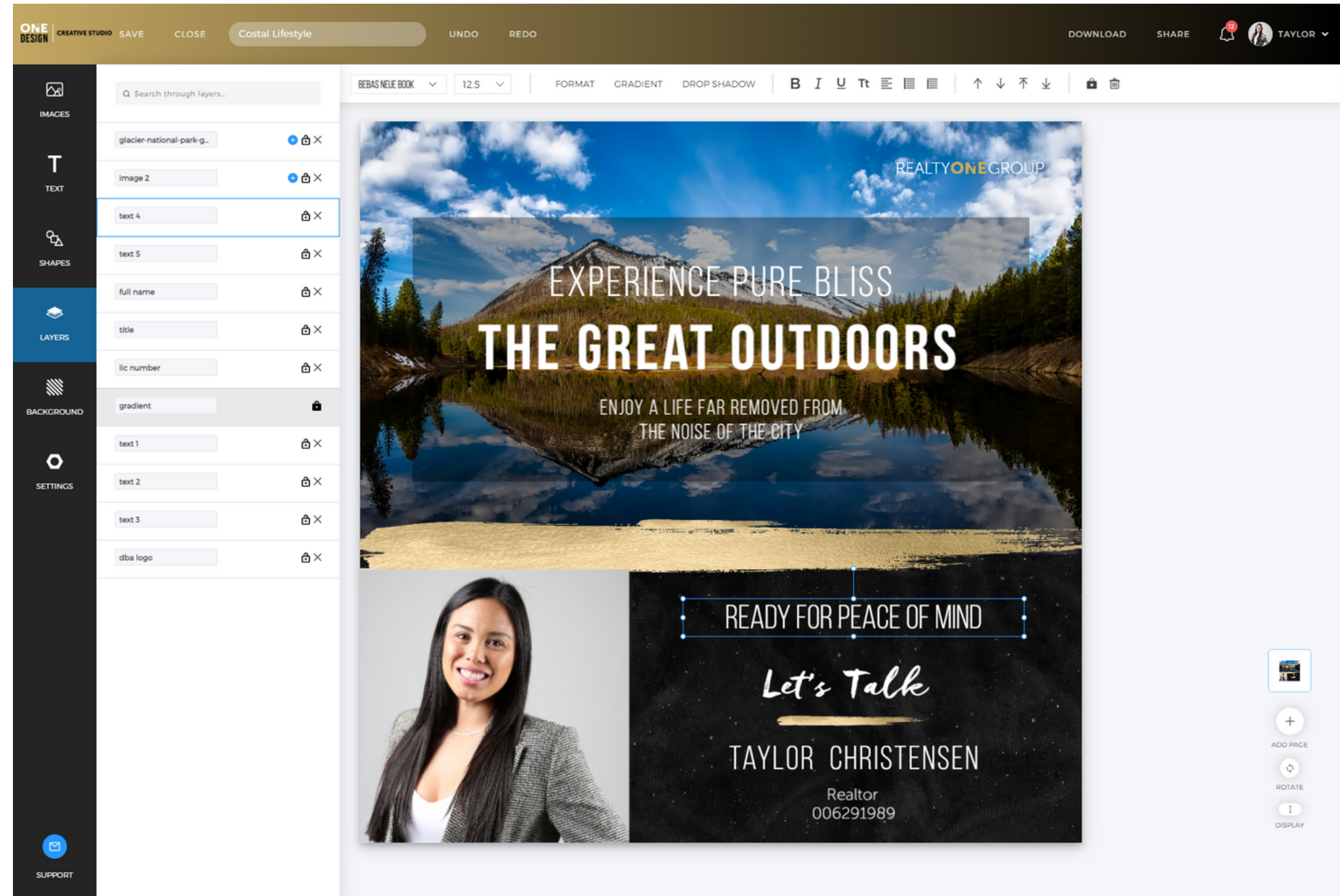
CREATIVE STUDIO EDITOR FEATURES

LEFT NAVIGATION

- REPLACE IMAGES
- ADD, EDIT AND REPLACE TEXT
- ADD SHAPES AND DESIGNS
- ACCESS, LOCK, UNLOCK AND DELETE LAYERS
- ENABLE SAFE ZONE

TOP NAVIGATION

- SAVE & CLOSE
- UNDO & REDO
- DOWNLOAD AS PNG, JPG
- SHARE AS LINK, EMAIL, TO USER ACCOUNT WITH EMAIL



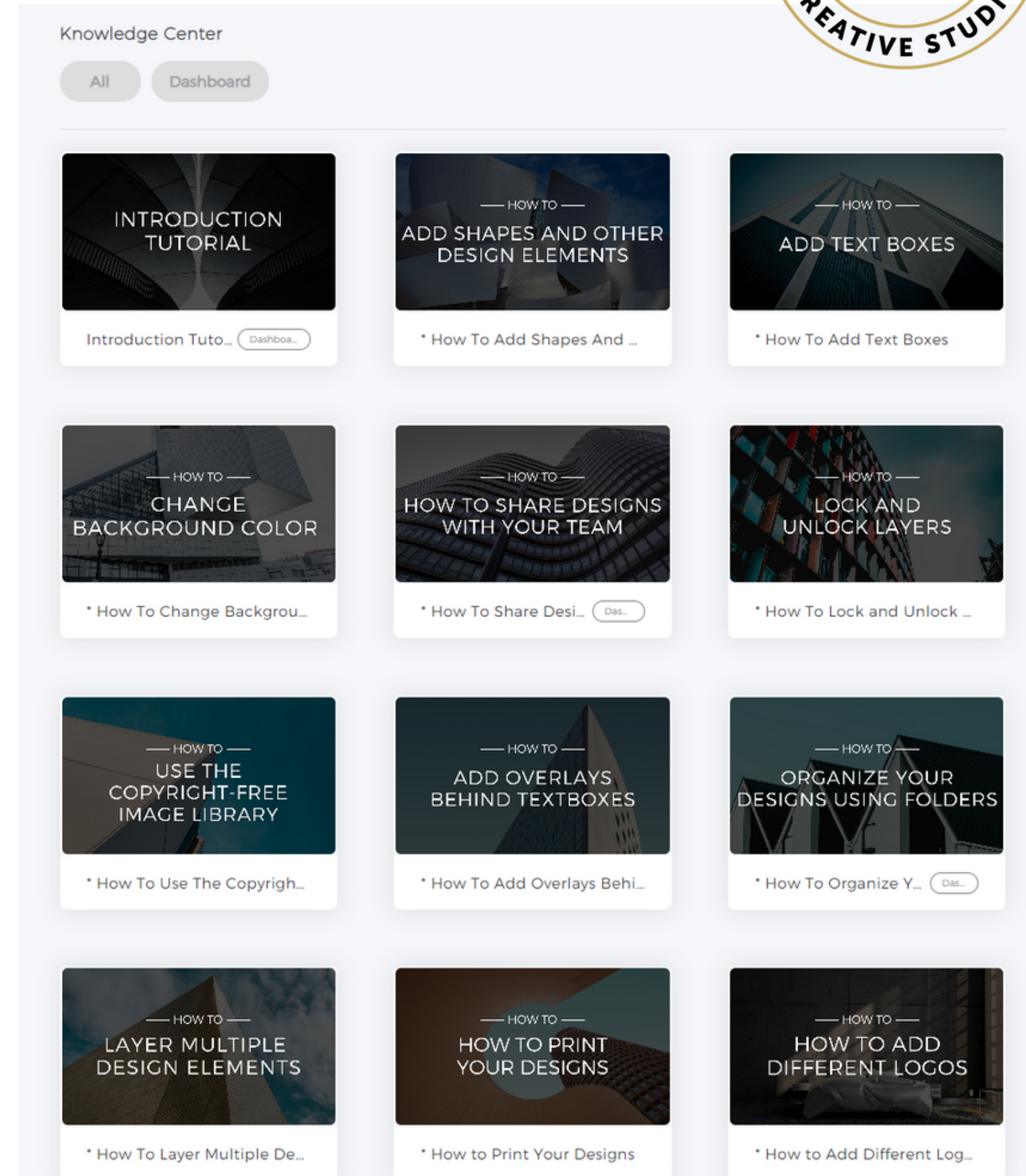


CREATIVE STUDIO KNOWLEDGE CENTER

BUILT IN TO THE PLATFORM IS A KNOWLEDGE CENTER WITH SHORT VIDEO CLIPS.

LEARN HOW TO:

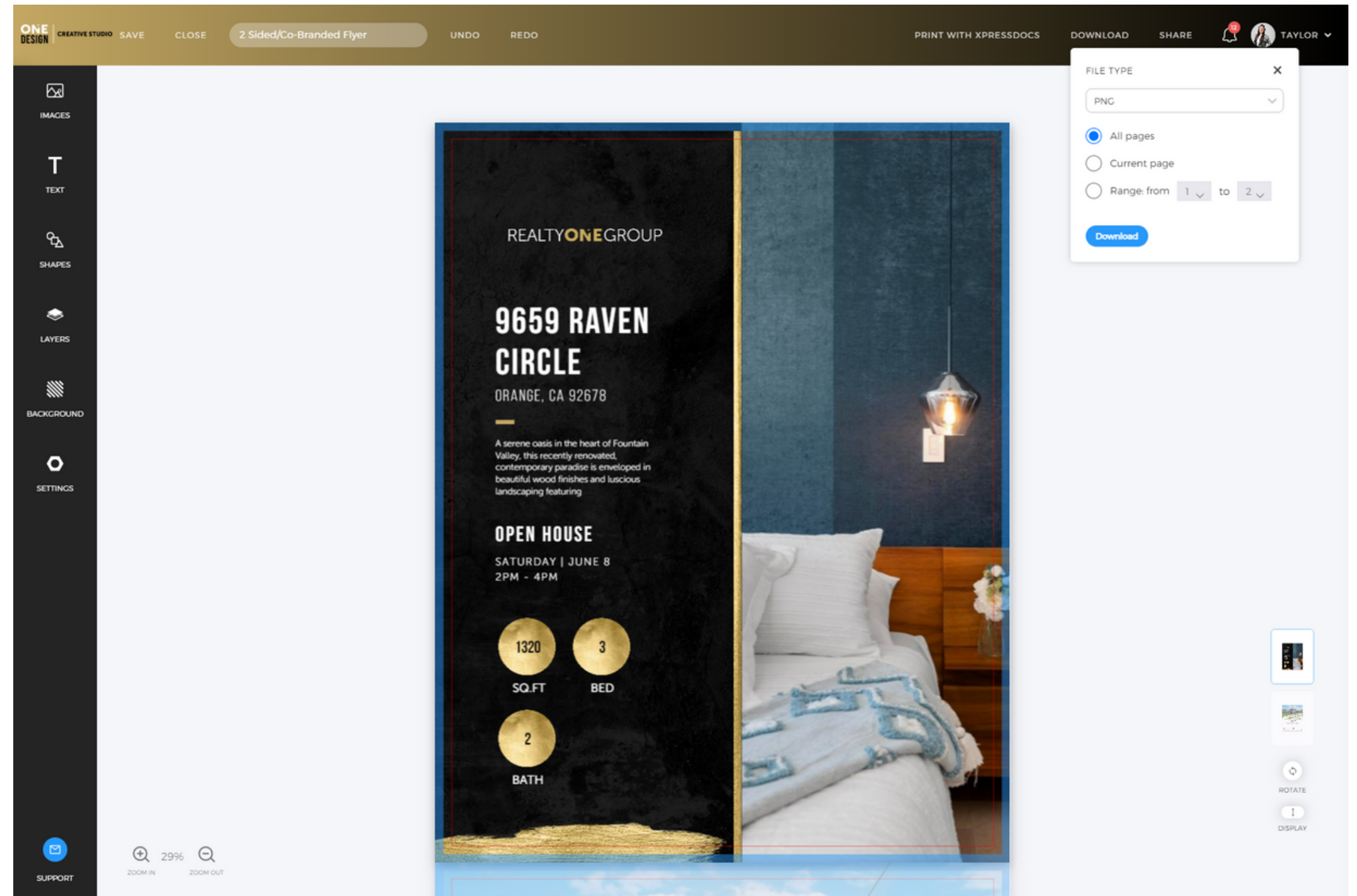
- IMPORT A LISTING
- ADD DESIGN ELEMENTS
- EDIT TEXT
- EDIT LAYERS
- SHARE DESIGNS
- ACCESS LICENSE FREE IMAGERY





CREATIVE STUDIO DOWNLOADS

- 100% FREE DOWNLOADS
- DIGITAL ASSETS: PNG, JPEG
- PRINT ASSETS: PNG, JPEG, PDF, PDF PROOF, PDF PRINT
- PNG/JPEG IS BEST FOR SOCIAL MEDIA, EMAILS AND WEBSITES
- PDF PROOF IS BEST FOR SENDING TO A LOCAL PRINTER

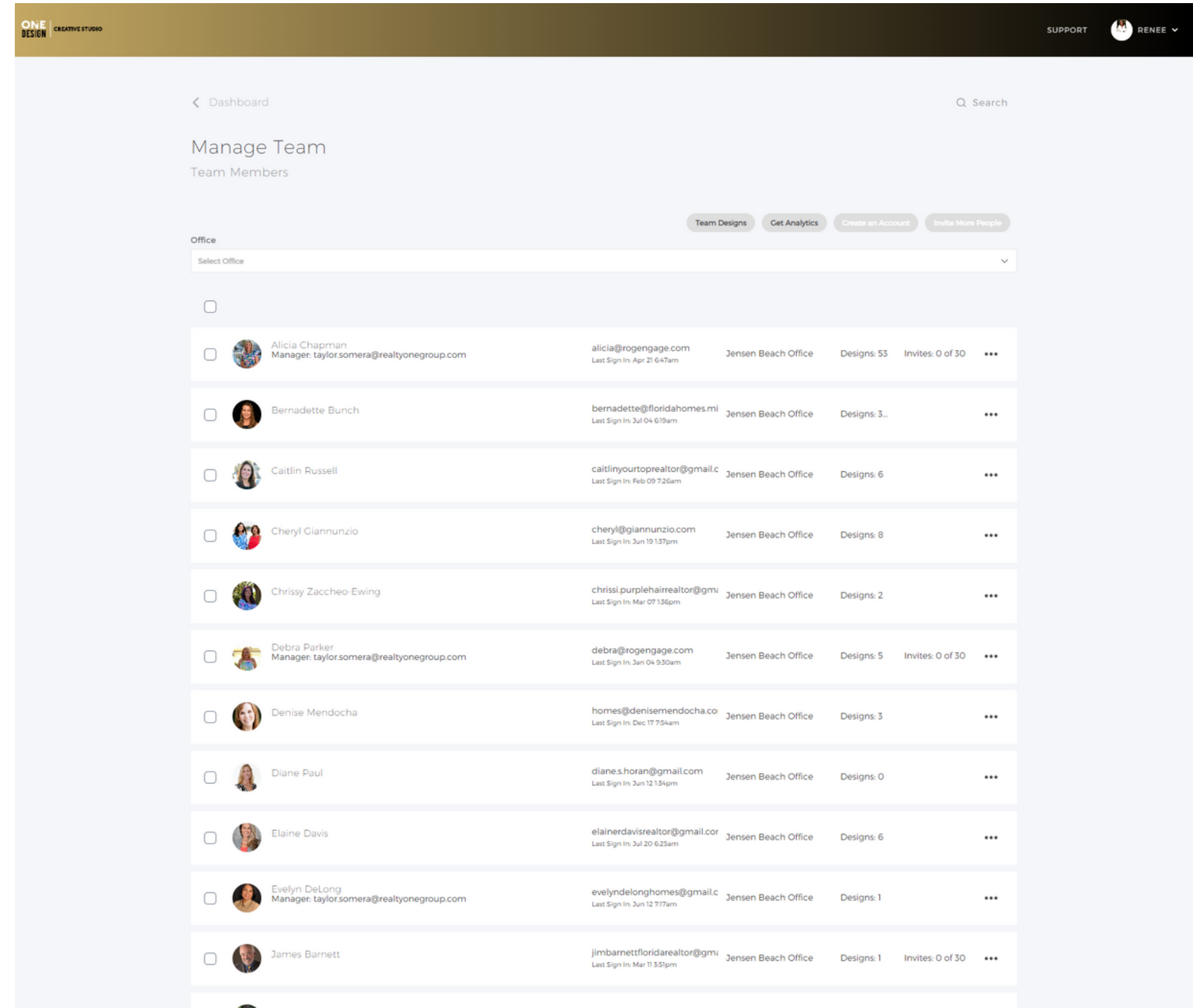




CREATIVE STUDIO FOR ADMIN

MANAGER YOUR TEAM

- SELECT OUR OFFICE
- VIEW ALL USERS
- BECOME ANY USER
- VIEW/ EDIT USER DESIGNS
- SUPPORT USERS
- SHARE DESIGN DIRECTLY TO USER ACCOUNTS





CREATIVE STUDIO FOR RECRUITING

1. RECRUITING CATEGORY IN CREATIVE STUDIO

I. FLYERS

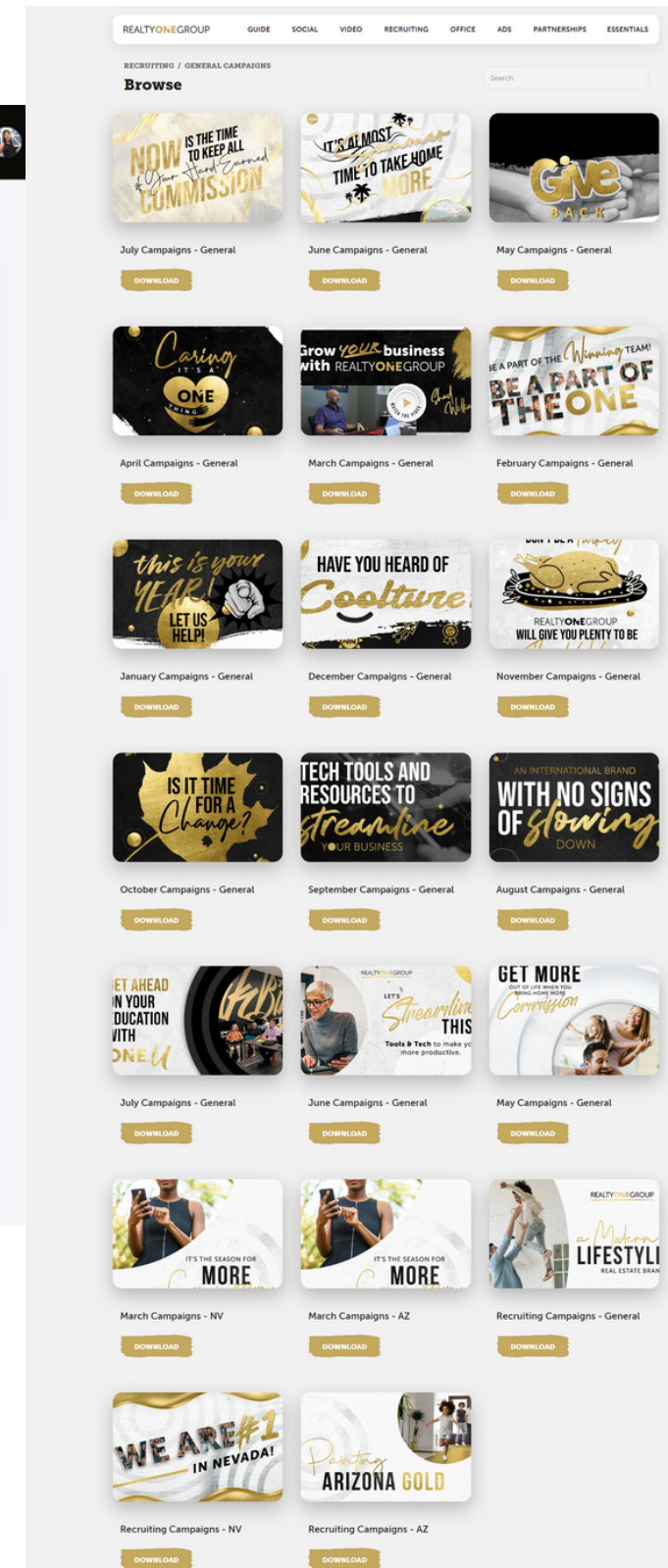
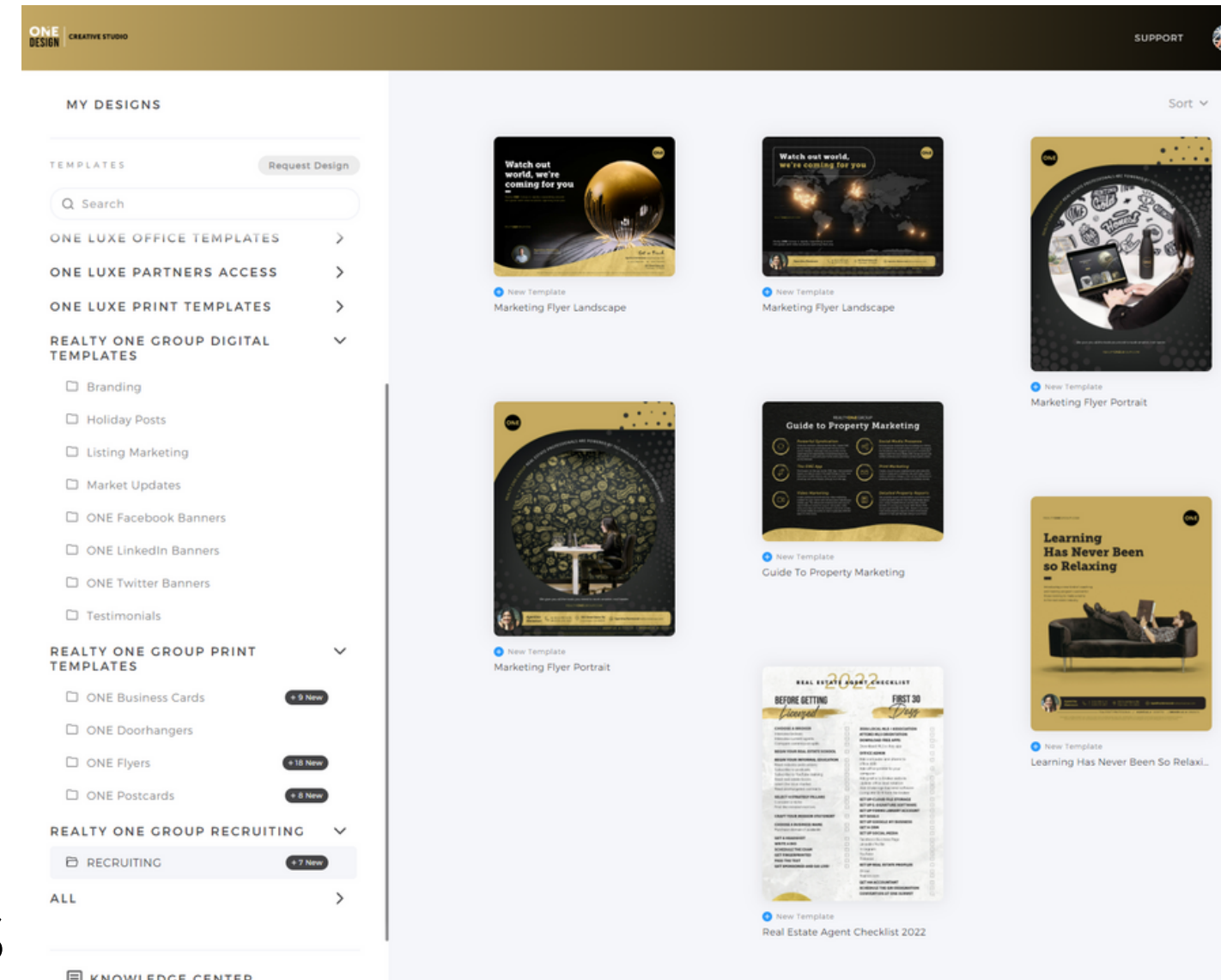
II. SOCIAL (COMING SOON)

III. TOOLCHEST BOOKLET (COMING SOON)

2. BRANDING WEBSITE

I. DOWNLOAD AND UPLOAD TO CREATIVE STUDIO

II. DOWNLOAD RECRUITING EMAILS AND USE HTML IN YOUR EMAIL SENDER (NO CREATIVE STUDIO NEEDED)



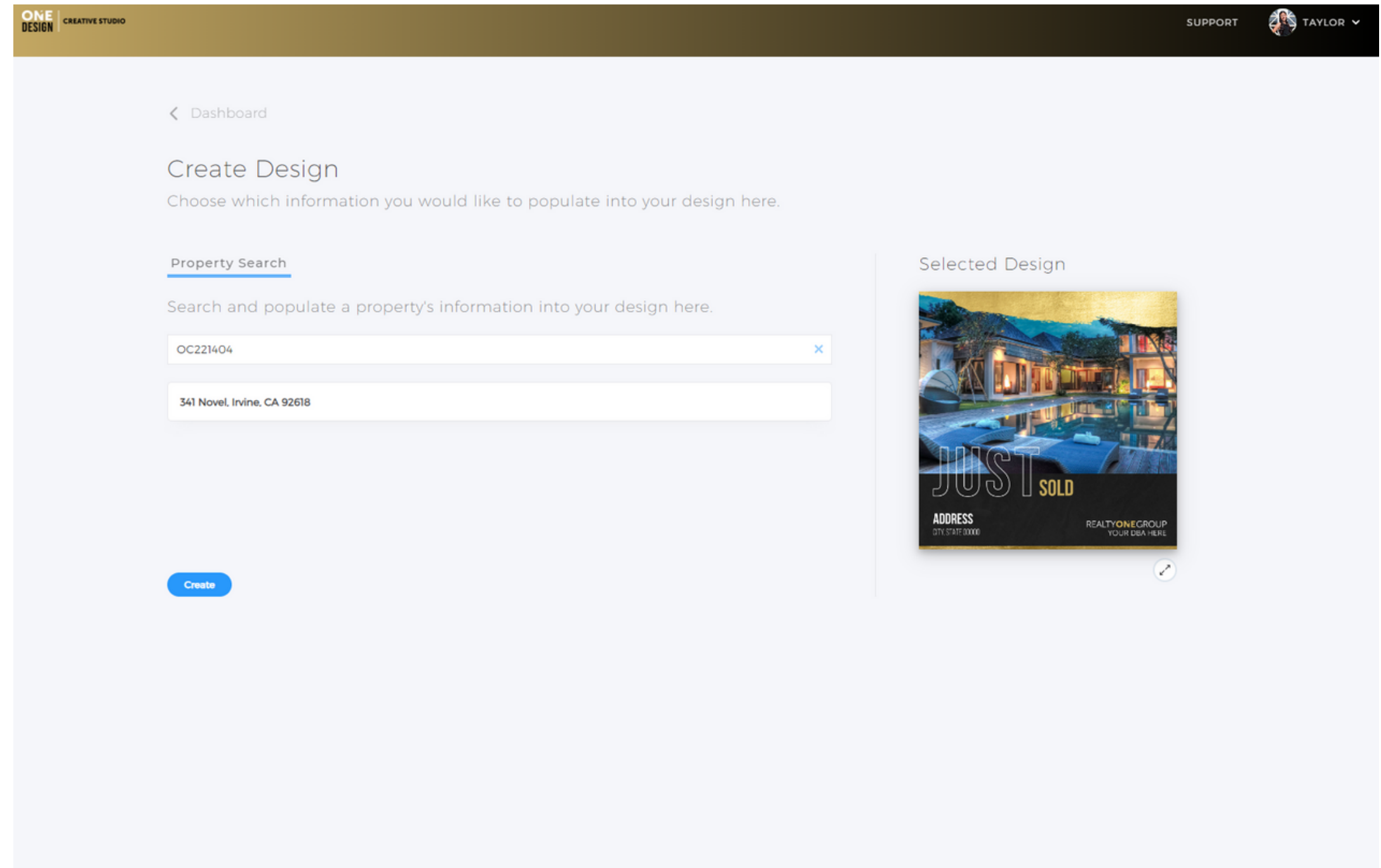


CREATIVE STUDIO LISTINGS

REALTY ONE GROUP LISTING FEED IS UPDATED 5 HOURS.

YOU CAN ACCESS A REALTY ONE GROUP LISTING BY TYPING IN THE MLS NUMBER OR THE START TO THE ADDRESS FOR THE LISTING.

IF THE LISTING DOES NOT POPULATE MOVE FORWARD BY CLICKING THE CREATE BLUE BUTTON.





INTRODUCING... DESIGN MADE Accessible

A large central logo with a gold border. The text "REALTY ONE GROUP" is at the top, "ONE DESIGN" is in the center, and "CREATIVE STUDIO" is at the bottom. The background features architectural blueprints and a 3x3 grid of gold dots.

YOUR VISION. YOUR DESIGN.

A collage of real estate marketing materials including brochures, open house signs, and photos of modern homes. A small version of the "ONE DESIGN" logo is in the bottom right corner.

FOR THE designer in every ONE

A large central logo with a gold border. The text "REALTY ONE GROUP" is at the top, "ONE DESIGN" is in the center, and "CREATIVE STUDIO" is at the bottom. The background features architectural blueprints and a 3x3 grid of gold dots.

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CAPTION COPY:

OPTION 1:

INTRODUCING: ONE DESIGN STUDIO. THIS CUTTING-EDGE PLATFORM OFFERS OUR REAL ESTATE PROFESSIONALS AN UNPARALLELED LEVEL OF MARKETING CUSTOMIZATION. OUR INTUITIVE DESIGN STUDIO EMPOWERS REAL ESTATE PROS TO GROW THEIR PERSONAL BRAND WITH EASE.

OPTION 2:

YOUR VISION. YOUR DESIGN. EXPERIENCE COMPLETE OWNERSHIP OF YOUR CREATIVE VISION WITH THE BRAND NEW ONE DESIGN STUDIO. OUR CUTTING EDGE PLATFORM EMPOWERS REAL ESTATE PROS TO GROW THEIR PERSONAL BRAND WITH EASE.

OPTION 3:

DESIGN HAS NEVER BEEN MORE PERSONAL - THIS WEEK, REALTY ONE GROUP LAUNCHES ITS MUCH ANTICIPATED ONE DESIGN STUDIO. WITH THIS MOVE REALTY ONE GROUP OFFERS ITS PROFESSIONALS AN UNPARALLELED LEVEL OF MARKETING CUSTOMIZATION.



ONE DESIGN

Creative Studio Launches This Month!

Join the official launch of our newest addition to ONE Design, the Creative Studio by MAXA Designs. On July 27th, during the weekly ONE Coaching session; marketing and Creative Studio experts will provide a complete walkthrough of the new platform. Learn how the design studio allows for 100% customization of print and social collateral. During the coaching call, the Realty ONE Group marketing team will provide branding best practices and lead generation tips too!

[REGISTER FOR EVENT](#)