

SWVL

BKAYE
REALTY

THE MISSION:

High-performing roster of real estate agents need help growing revenue and increasing engagement to continue to crush quotas in a time of uncertainty. That's what Bryan Kaye and his trusty team of realty advisors at Bkaye Realty set out to do when they enlisted the help of local brand specialists. Our mission was to help them communicate more effectively with potential buyers the full scope of services offered by their team.

THE OUTCOME:

We redesigned the Bkaye visual identity from the ground up to capture not only the fun, but a more polished and refined sense that the team had grown into, in a new logo and brand style guide. We then used those materials to build highly effective brand collateral to help educate leads and convert customers. This information was also handed off to a web developer to completely overhaul the Bkaye team's web presence as well.

THE IMPACT:

Since the launch of the new look and refreshed website, Bkaye has improved lead qualifications and approval rates for mortgages for potential buyers, tripled conversion rates and produced a higher caliber of educated leads resulting in happier clients in new homes.

**RENOVATIONS,
REMODELS, & A REBRAND
FOR BKAYE REALTY**

AGENCY

Darby O'Brien Advertising

SERVICES

Branding
Identity Design
Signage
Stationary

Social Media Templates
Promotional Materials
Package Design

PREVIOUS LOGO



ABOUT THE CLIENT:

Bkaye Realty & Insurance is the home to the home experts that help guide you from start to finish in the home buying journey. From remodeling to new builds, investing to the search for a bigger and better space, the advisors at Bkaye are ready to help every step of the way.

Based out of Western Massachusetts, the advisors not only know every nook and cranny, but every hidden gem the area has to offer. They are also seasoned veterans of utilizing best practices to get you the most bang for your buck with the least amount of stress involved.

Aside from guiding clients effortlessly through every aspect of the journey, they also cover all the bases of complete real estate services including staging, storage, home, auto, and renters' insurance.

THE GOAL:

Bryan and his team at Bkaye wanted to establish themselves as the experts in the field while increasing their media presence in the area. While Bkaye knew they provided exceptional services, they were still not known well enough in the area to help facilitate sales in their backyard. Potential clients needed to be educated of their skills and services, without disrupting the grass roots, local vibe. With the effects of a global shutdown and the changing of everyday life as we knew it, it became overwhelmingly evident that the housing market was about to erupt in a sales inferno that is still raging today. Bkaye needed to put as many eyes as possible on their capabilities and convert curious customers into happy home owners.

UPDATED LOGO





THE GAP:

As the pandemic began to gain steam in early 2020, it became very clear to the world at large that there would be a lot of time now spent at home building a new normal. For many, this meant a total change in everyday life. Long commutes became a commute to the next room and time spent in a cubicle became time spent on the couch. With more eyes than ever searching for a better space and upgrading or downgrading based on their needs, the housing market exploded.

Seeing the effects of this new change on the horizon, Bkaye knew they had to focus on their positioning and let the masses know that as experts, they were here and ready to help people with what was now arguably the biggest factor in everyday life; a comfortable place to lay their head. With the whole world now working and existing almost 24/7 at home, what were once seen as trivial things became necessities in the living space. To capitalize on the new changes in the world, it was clear that a change in positioning and maybe even exploring a new look were also a growing necessity for this on-the-rise realty brand. The time to get loud was at hand, so Bkaye enlisted the help of local talents to breathe new life into their marketing efforts. Like many people who were now on their heels handing keys to contractors to revitalize their homes to hit the market, Bkaye knew it was time to do the same and let the experts do their job.

"IT IS SO MUCH EASIER WORKING WITH THE TEMPLATES PROVIDED TO KEEP EVERYTHING ON BRAND. AFTER SPENDING SO MUCH TIME MAKING SURE WE GOT OUR NEW LOOK SITUATED, THE LAST THING WE WANTED TO DO WAS MAKE NEW CONTENT ON OUR END AND HAVE EVERYTHING LOOK LIKE IT WAS JUST THROWN TOGETHER IN A HURRY. IT WAS A REAL TREAT TO WORK WITH THIS TEAM."

BRYAN KAYE
BKAYE REALTY
BROKER OWNER



WELCOME TO THE
NEIGHBORHOOD
BKAYE
REALTY



**FOR
SALE**

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BKAYE



**SELLING
SECRETS**

100 tips to help sell

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**CLEAN
UP THE
CLOSET**

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**PRICE
IT
RIGHT**

Find out what your home is worth, then show 15 to 20 multiple bids — even in the worst markets — and they'll bid up the price over what it's worth. It takes real courage and most sellers just don't want to risk it, but it's the single best strategy to sell a home in today's market.

BKAYE

...the lights in your home. After looking, you'll see the one thing that makes a home stand out: the steps, clean windows, change the wallpaper, increase the value of your yard and call the home outside to let in sunshine. Go what you have to do make your house bright and cheery — it will make it more sellable.

BKAYE



THE DECIDING FACTOR/GAMBLE:

With homes flying off the market faster than they were coming on, sales were being made left and right. It seemed like everywhere potential buyers were looking, sales were being made at soul crushing amounts over asking prices with things like inspections being waved and homes being sold sight unseen. The average first time home buyer was in over their head and as the waters of the turbulent housing market raged around them, real estate agents everywhere were throwing life rafts out to help as many people as they could. Bkaye Realty was no different in this regard, but they noticed one thing time and time again. Even in their own backyard, just blocks from their headquarters, buyers were making offers and losing out on their dream homes with no help because they had no clue that services were available so close to home.

It was clear to Bryan and his team that no matter their efforts or how well they performed, the public was not as aware of their services as they should be. Without proper exposure to educate clients, sales would continue to fall. Bkaye had all the necessary skills and experience to not only help these offers stand out but to close on almost every single one of them. With less people interacting face to face, it was clear that social media was a market that would need to be more aggressively acted on to set them apart from the pack.

As businesses in every vertical faced issues, it became a haunting sight of adapt or perish. It seemed like every week, a local family run business shut its doors for the final time during this period. Bkaye felt that regardless of their performance, if they did not continue to meet revenue goals and push for growth, that this fate was not out of the realm of possibility. Much like a home with a crumbling foundation, the time to act to save and prosper for years to come was here.

THE DISCOVERY PROCESS:

As we dug into what the Bkaye brand was all about during our research phase, the team felt almost like a first-time home buyer, anxiously heading into the unknown and hoping for the best. At first they were slightly overwhelmed at the amount of concepts and color palettes that went into ideation to recreate a brand

from the ground up. Once we had our initial direction up and running, the process became more like decorating a new space. Thoughts and ideas quickly evolved and grew to fit new spaces. After three rounds and more than a dozen unique concepts, we had the bones of the new identity well underway.

What was once loose concepts and countless pages of things to review, the process quickly turned into a battle of which concept would reign supreme. From here, we continued to refine and build a responsive system that would function beautifully at any size or application.

To help quell any nerves, we walked the fine line of keeping the atmosphere fun while maintaining a sense of professionalism. Many inside jokes and playful headlines helped shape an approachable brand style that would come to help engage clients. While fun and friendly content stayed at the forefront of most conversations, there was also no shortage of educational content that helped the team at BKaye get a better sense of not only how to better engage customers but the why behind it as well.

THE GAIN:

Once the dust had settled and email correspondence tied up, we were able to showcase to the world the newly renovated Bkaye Realty brand. Like the grand reveal at the end of an HGTV show, the transformation from the tired, old collateral to the new responsive system was indeed much more than a fresh coat of paint. What once graced the yards of newly listed homes as a quickly forgettable sign, the newly designed materials stood tall amongst the grass daring you to try and look away.

Armed with all new promotional materials, a new website and smiles all around, the team was able to educate, qualify and convert five times as many leads prior to the pandemic.

Editable social media templates allowed the team to create on the fly and act as fast as the unpredictable market moved to showcase listings, new hires and boast accomplishments with ease. Our services were enlisted a few more times to create more additional materials and concepts to continue to stay in the forefront of the real estate world. Social media engagement grew tenfold and allowed for higher web traffic to convert more clients from curious and even hesitant customers, to happy home buyers.

The gamble of a rebrand in an uncertain time paid off in big ways for the dream team at Bkaye Realty. The quality of their services and expertise was now properly reflected in this new branding package.



ARE YOU READY TO TELL YOUR STORY?

GET IN TOUCH TO DISCUSS YOUR NEXT PROJECT
& SEE IF WE'RE A GOOD FIT

[INSTAGRAM](#)

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SWTL^{CO}DESIGN