

Design brief - business cards

Industry: Real estate investing

Purpose:

- Looking for business cards to stick to the top of calendar magnets for a marketing campaign. See below for magnet design.
 - Note: The card should be two-sided (so I can also use it elsewhere), but all pertinent information should be on one side.
- Target audience is homeowners who would consider selling their house off-market. Target audience is non-owner occupied properties – properties with tenants, vacant properties, inherited properties, other real estate investors, etc.

Information to include:

- Molly Thompson
- Logo (Soletta Properties - see files attached)
- molly@solettaproperties.com
- 703-659-1806 (call or text)
- 910-367-5849 (call or text)
- FB/IG: @solettaproperties
- QR code (see files attached)

Elements:

- Square corners
- Horizontal orientation
- Font shouldn't be too small

What else to include:

- Should include some type of statement or statements that I buy houses. Could include some of the benefits of selling a house off-market. Some potential phrases are below. Better suggestions are encouraged!!! Much "we buy houses" marketing is too cheesy and targeted to low-income areas. I am targeting sellers in a higher-cost of living area – but NOT "luxury" properties.
 - I buy houses.
 - Do you have a house that you need to sell? I buy houses in any condition.
 - Get a cash offer on your house within 2 days!
 - We can close quickly.
 - Can buy vacant or tenant-occupied houses or personal residences.
 - No showings, repairs, or updates.

Look and feel:

- Friendly
- Warm
- Should flow nicely with the calendar magnet design.

Magnet design:



2024 February						
SUN	MON	TUE	WED	THU	FRI	SAT
2 - Groundhog Day 10 - Lunar New Year 14 - Valentine's Day		14 - Ash Wednesday 19 - Presidents' Day		1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

2024 May						
SUN	MON	TUE	WED	THU	FRI	SAT
5 - Cinco de Mayo 12 - Mother's Day 18 - Armed Forces Day 27 - Memorial Day			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2024 August						
SUN	MON	TUE	WED	THU	FRI	SAT
21 - Senior Citizens Day				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Here's an example of the style/feel I like. This is the last round of marketing postcards I sent out (Canva template purchased on Etsy):

