**Regional Edge Property (REP)**

**Brand & Logo Design Brief**

**1. Business Overview**

Regional Edge Property (REP) is a specialist **regional property investment and advisory business** based in **regional NSW**, servicing the **Riverina–Murray and Central West** regions.

REP replaces Tyack Henderson Property and represents a clear shift in positioning:  
**from a traditional local real estate agency to a strategic, investor-focused regional property brand.**

Our core proposition is helping **city-based investors, developers and capital partners** access **high-quality residential, commercial and development opportunities** in regional NSW — with confidence, clarity and local insight.

We live and work locally. We are on the ground every day. Our value is **local intelligence + investor thinking**.

**2. What We Do (Services)**

REP is not just sales or leasing. We operate across the **entire investment lifecycle**:

**Core Service Pillars**

* Residential investment property acquisition (yield, growth, value-add)
* Commercial property investment & asset sales
* Regional development sites (subdivision, infill, land banking)
* Strategic acquisition advice and deal sourcing
* Local market intelligence & feasibility insight
* Sales, leasing and portfolio optimisation (selectively)

**Key Differentiator:**  
We understand **regional markets at street level**, but we speak the **language of investors** — numbers, risk, return, timing, and strategy.

**3. Target Clients**

Our primary audience is **metro-based investors**, including:

* Sydney, Melbourne & Brisbane investors
* High-net-worth individuals
* Family offices
* SME developers
* Long-term buy-and-hold investors
* Value-add and yield-focused buyers

They are looking for:

* Better yields than capital cities
* Diversification into regional NSW
* Access to opportunities *before they hit the mainstream*
* Confidence in regional decisions without being local

**REP bridges that gap.**

**4. Geographic Focus**

REP specialises in **regional NSW**, with deep local presence in:

* Riverina–Murray
* Central West NSW

We don’t try to cover “everywhere”.  
Our strength is **focused, informed regional expertise** — not volume.

**5. Brand Personality & Tone**

The REP brand should feel:

* **Confident**
* **Intelligent**
* **Strategic**
* **Grounded**
* **Premium but not flashy**
* **Developer-style, not suburban agency**

We are:

* Not generic
* Not soft or lifestyle-led
* Not “For Sale sign” real estate

We are:

* Capital-focused
* Data-aware
* Opportunity-driven
* Trusted advisors in regional markets

**6. Brand Message (What We Stand For)**

At its core, REP communicates:

“Smarter capital deployment in regional NSW — backed by local knowledge.”

Key ideas to convey visually:

* **Edge** = advantage, insight, strategy
* **Regional** = grounded, local, informed
* **Property** = serious assets, not just homes

**7. Logo Direction & Visual Feel**

We want a brand that looks like it belongs alongside:

* Property investment firms
* Development groups
* Asset managers
* Corporate advisory brands

**Logo Preferences**

* Strong, confident wordmark or monogram
* REP / RE emphasis acceptable
* Clean, architectural geometry
* Works across:
  + Investor decks
  + Signage
  + Social media
  + Website
  + Development marketing

**Avoid**

* Rooflines, houses, cliché real estate icons
* Script fonts
* Soft lifestyle imagery
* “Local agent” aesthetics

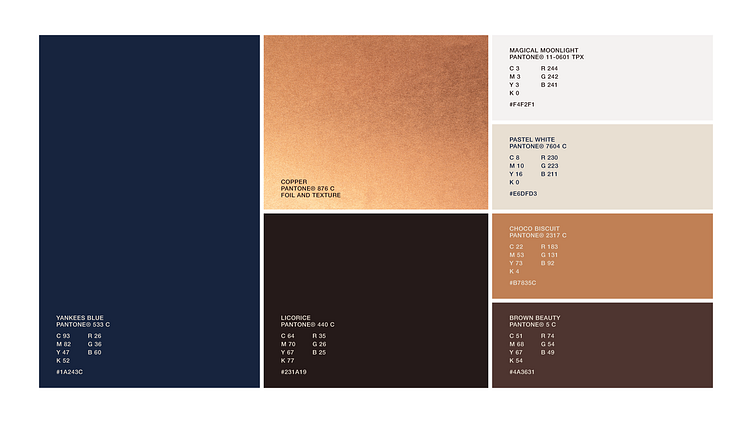
**8. Overall Goal for the Designer**

The brand must clearly say:

“This is a regional property investment specialist — not a traditional real estate agency.”

When a city-based investor sees REP, they should immediately feel:

* Trust
* Competence
* Strategic advantage
* Confidence in regional decision-making



A group of blue and white brochures

AI-generated content may be incorrect.

