

Luxury Marin Homes brand development

Current brand landscape & conceptual directions





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Who is Luxury Marin Homes

Luxury Main Homes is a real estate company that services high net worth sellers and buyers of real estate in Marin County, California.

Carey Hagglund Condry is the founder and primary realtor at LMH and her knowledge of the Marin lifestyle and real estate market is integral to LMH's success.

The Luxury Marin Homes team lives and breathes the philosophy of "Marin Living Beyond The Four Walls" which enables them to focus their marketing efforts on the amenities, activities and excitement that the Marin lifestyle offers to LMH's clients.



Who is Luxury Marin Homes target audience

The target audience are those looking to sell or buy luxury properties in the 4 to 15 million dollar range. They are CEOs, CFOs, business owners, entrepreneurs, retirees, empty nesters and bay area millennials. LMH's clients live and breath the luxury lifestyle and are accustomed to a high level of customer service and personal attention.

Their time is highly valuable and very limited hence their need for direct and concise communication. Because of their wealth and status, they value and follow trusted peer referrals more so than other demographics.

Luxury Marin Homes target audience brand sphere



Who is in Luxury Marin Homes market sector

OLIVER


LUXURY REAL ESTATE

PAYTON+
BINNINGS

 **GREG FULFORD**
REAL ESTATE GROUP

 **ALEXWANG**


deleon

 **THE HABIBI GROUP**

 **a+k** AHERN + KALMBACH

TRACY McLAUGHLIN

 **THE FONG GROUP**
REAL ESTATE


OWNMARIN
BARR HANEY | WHITNEY POTTER


JIMMYMARIN

WENDYSTORCH

SHANA ROHDE-LYNCH
Experience the Difference

JOEL GOODRICH  LUXURY REAL ESTATE

THE SWANN
FGROUP
VANGUARD PROPERTIES

 **DAVID BELLINGS**

GINGER MARTIN & CO

 **NINA HATVANY**
SAN FRANCISCO

 **Lotte & Sarah**



Luxury Marin Homes brand personailty & positioning

LMH's brand personality is; authentic, luxurious, trustworthy, Marin lifestyle connected, elegant, clean, classy, hip and modern.

Blu Sky Films proposed design solutions are engineered to communicate that Luxury Marin Homes is a trusted, knowledgeable and modern Marin lifestyle connected real estate company for buyers and sellers of luxury properties.

