

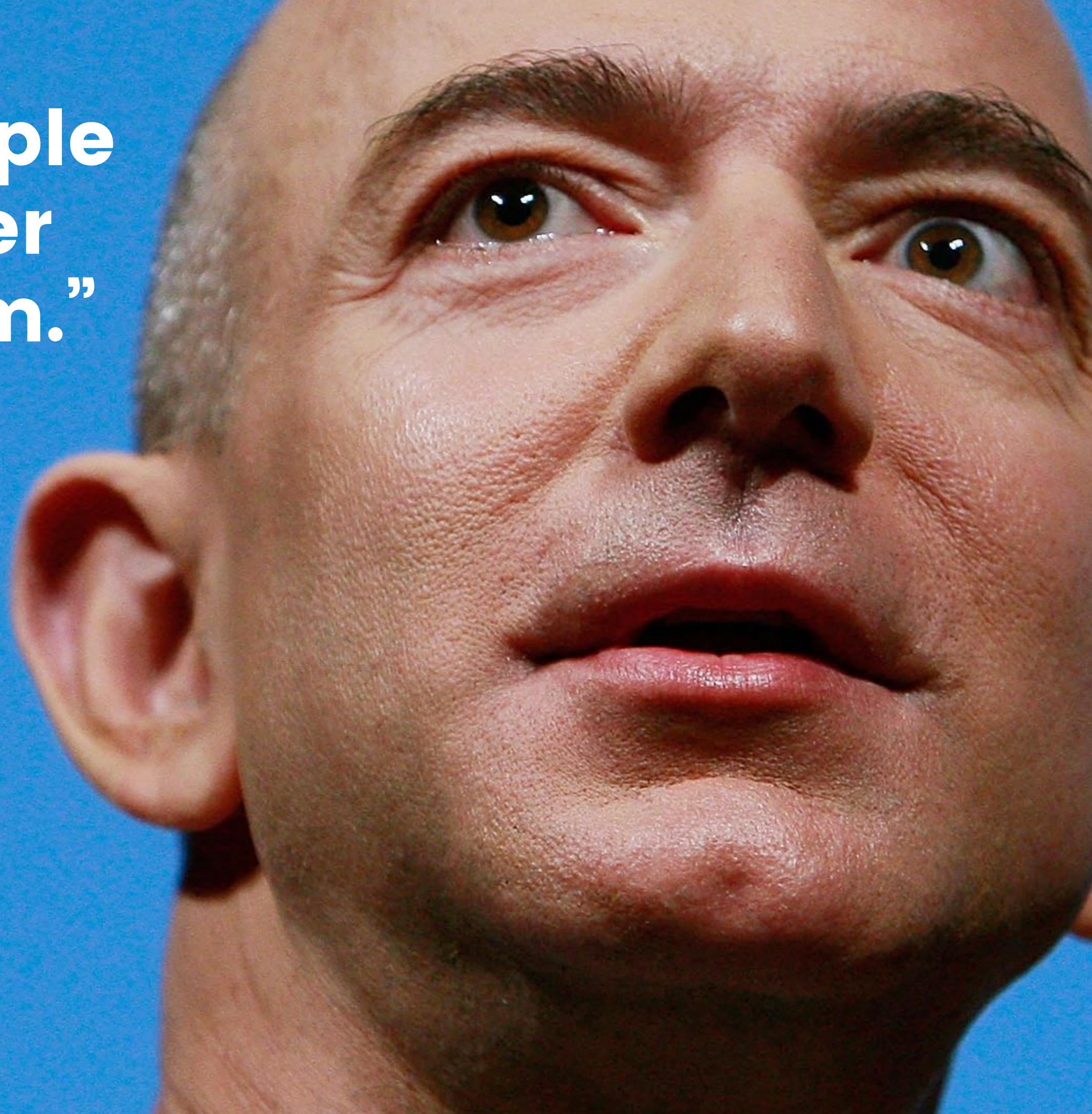
2018 Brand Book

PREPARED FOR TRADEMARK PROPERTIES



**“Brand is what people
say about you after
you leave the room.”**

—Jeff Bezos, Amazon



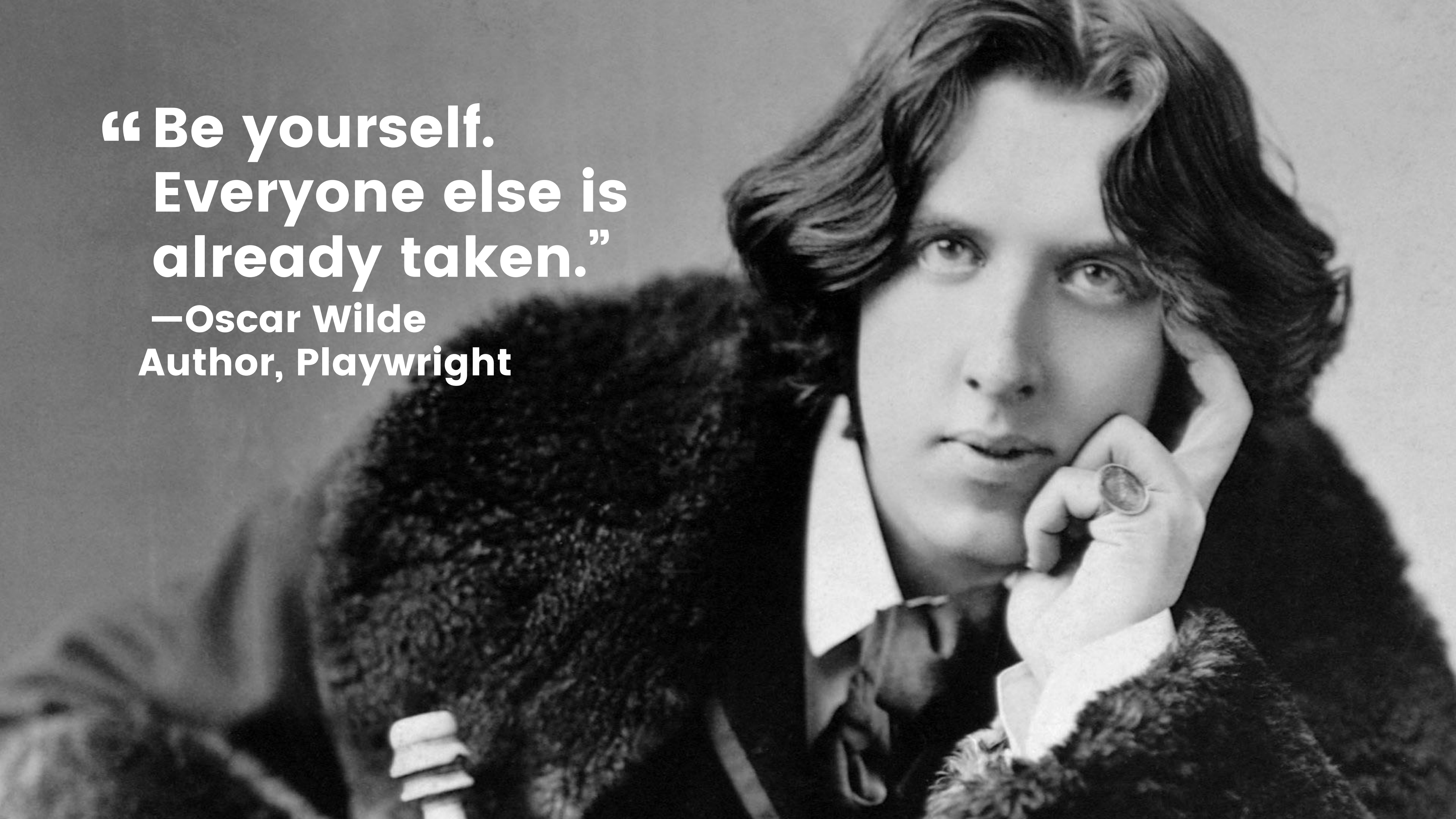


“A great brand is a story that’s never completely told. Stories create the emotional context people need to locate themselves in a larger experience.”

**—Scott Bedbury,
Nike, Starbucks**

**“Be yourself.
Everyone else is
already taken.”**

**—Oscar Wilde
Author, Playwright**



Branding Exercise Summary



Exercise Summary

- ▶ **Your team is all on the same page and gave very consistent, supportive answers.**
 - ▶ Nothing you said seemed hard to believe, or inconsistent.
- ▶ **The word we heard mentioned most frequently was ‘people.’**
- ▶ **We agree. Your competition is very predatory and fear-based.**
- ▶ **From keyword research, we’ve determined three major topics that will help with branding and focusing your site more:**
 - ▶ Keep your home
 - ▶ Sell your home
 - ▶ Get cash for your home

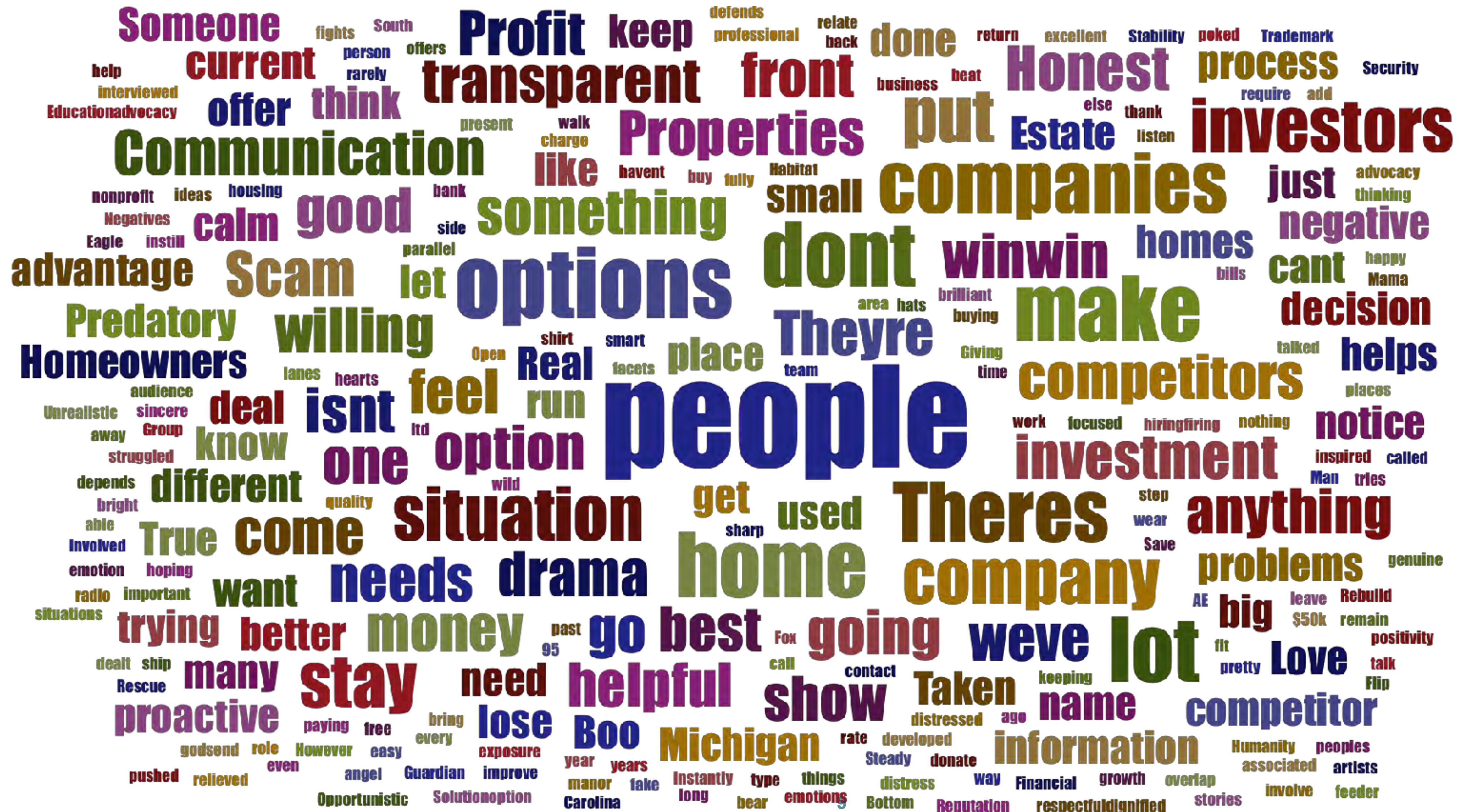
Brand Research



Brand Territory of Your Competitors

COMPETITOR	TAGLINE	META DESCRIPTION	DIFFERENTIATOR	FOCUS	TERRITORY
CERTIS FINANCIAL	Having Trouble with Mortgage? We Can Help	None	Certis Financial provides solutions to homeowners having difficulty with their mortgage. Find out your options.	Loans	I WANT TO KEEP MY HOME
Trademark Properties of Michigan	Michigan homeowners have real options	"We understand that homeowners often feel bullied by the process of foreclosure, bankruptcy, or the passing of a loved one. Trademark Properties can offer foreclosure help.	We try to help you stay in your home	Options	I WANT TO KEEP MY HOME
NEEDTOSELLMY HOUSE.COM	Help, I Need To Sell My House Fast!	Sell your house fast for top dollar, with no fees or commissions. We buy houses quickly and for cash. Find out how much you can get for your ugly house.	REALTORS will fake advantage of you. We are not REALTORS. (Except on the HOW IT WORKS page)	Speed	I WANT TO SELL MY HOME
EXPRESS HOME BUYERS	We offer a better way	We buy houses Michigan. Get a fair cash offer, sell your home fast and pay no fees or commissions. No repairs are needed which puts more money in your pocket. We have a BBB A+ rating and have bought over 2200 homes since 2003. Call 888-820-7711 for an offer in minutes to sell your house in just days!	The Traditional Home Selling Experience is Terrible. That's why for the last 14 years, we've made it our mission to give over 2,200 homeowners like you a better home selling experience.	Easier	I WANT CASH FOR MY HOME

A Tag Cloud of the Words from the Exercise

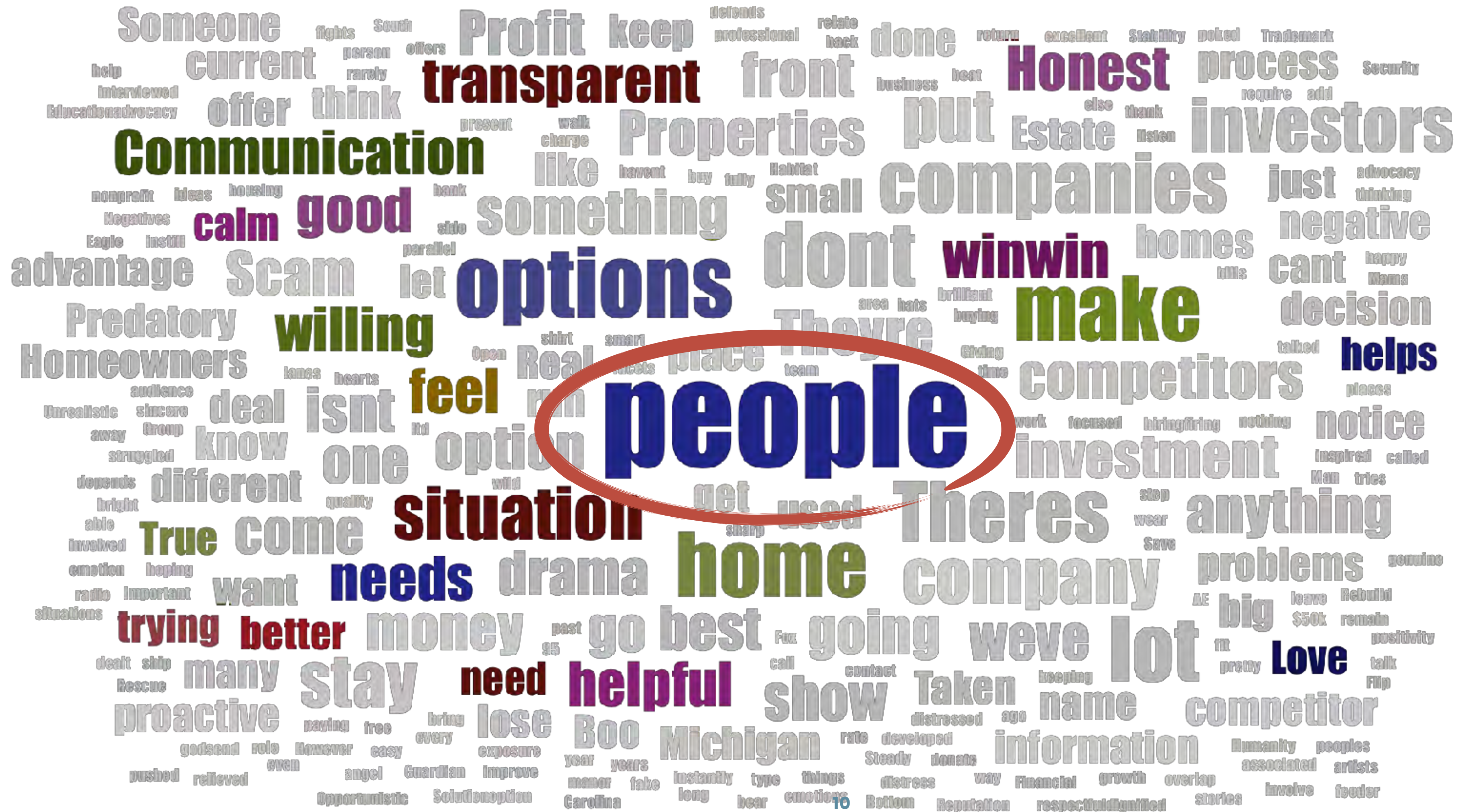


This tag cloud was created by feeding all the words from the branding exercise into special software.

The software calculates word frequency. The more times a word occurs, the larger it grows in relation to other words.

This is helpful in determining how much agreement there is amongst the team and which topics are most important.

A Tag Cloud of the Words from the Exercise



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**Your brand territory
puts you under the
Rescuer brand
archetype**

Brand Archetypes

**Trademark Properties
falls under the archetype
of The Rescuer.**

**There are 60 brand archetypes,
based on the 12 Jungian Archetypes**

“ It is always better to try, than to do nothing, because not trying secures complete failure.”

—MIEP GIES (ANNE FRANK)

The Rescuer Archetype

- ▶ The rescuer is driven by the need to be of help, and will step in when no one else will.
- ▶ By providing support in dire situations, the Rescuer's sense of purpose is fulfilled.
- ▶ The Rescuer may be involved in health and wellness situations, justice issues, natural and terrorist disasters, rescue of hearth and home, prevention of errors of judgment.
- ▶ Discerning real need, regardless of danger or difficulty, the Rescuer is skilled at sensing when a rescue is in order and when it isn't.
- ▶ In any case, the rescue is a temporary action. When the rescue is prolonged, into a long-term engagement, it can devolve into codependency and disempowerment.

STRENGTHS	CHALLENGES
Intuitive support, quick reflexes, honor, bravery, strength	The need to rescue. Misguided attachments. Rescuing as a means of elevating self-worth.

Brands that fall under the Rescuer archetype



SAM BERNSTEIN



DOCTORS WITHOUT BORDERS



EMT SERVICE COMPANIES



HERMINE (MIEP) GIES
(DIARY OF ANNE FRANK)



ATTICUS FINCH
(TO KILL A MOCKINGBIRD)

Businesses as Rescuer

- ▶ For businesses, being a Rescuer means:
 - ▶ Writing copy that **assures them** and believes that their problems are real and important—no matter how insignificant.
 - ▶ Providing **homeowner tips and links** to other sources that would be of interest.
 - ▶ **Being selfless.** Zappos' model. They made their billions by going above and beyond when helping customers—even when the customer's ask had nothing to do with shoes.
 - ▶ Ex. You can order pizza or flowers from Zappos.



Power Words for Rescuer Businesses to Use

BE THERE
BLOOM
CARE
ESSENTIAL
FAMILY
FIX
FLOURISH
GRATITUDE
HEART
HEARTH
HOME

KEEP
MEMORIES
MEND
NOURISH
NURTURE
PATH
PRACTICE
REBUILD
RECHARGE
RELAX
REMEMBER

REMINISCE
RENEW
REPLENISH
RESCUE
RESTORE
REVIVE
SOOTHE
STRENGTH
UPLIFT
WELLBEING
YOURS



Brand Narrative



Where you live...



How you live...



Who you live with...



It's your home.



And no photo.



No video.



No story.

A black and white photograph of a woman with long dark hair sitting on a couch. She is holding a white mug to her lips with her right hand. In front of her is a laptop. To her right is a large cushion with the word 'DECORATION' printed on it. The background is a simple room with a framed picture on the wall.

Replace your home



Memories



It's your home.





Most expensive possession



Don't trust
anybody who
doesn't have
a sense of
humour!
ELIZABETH STEIN

Spend time



SUPPLY CHAIN SOLUTIONS
WWW.TURNERS-DISTRIBUTION.COM

TURNERS

Hesitant

A black and white photograph of a person standing on a dark, grassy shore, looking out at a calm body of water. The person is seen from behind, wearing a dark jacket and pants. The water stretches to the horizon under a vast, cloudy sky. The overall mood is contemplative and serene.

Parting with ourselves.



It's your home.



Trademark Properties.
Find your happy place.

Messaging

BRAND ETHOS

**You have options.
We'll discuss the options
with you, but it's up to you
choose the path to take.**

VALUE PROPOSITION

We provide options for homeowners to help them in any way we can.

We strive to make each interaction a win-win for all parties.

ELEVATOR PITCH

**Relax. We'll help you keep or
sell your home.**

You have so many options. Let's talk
about them.

Relax.
We help you keep or sell your home.
You have so many options.
Let's talk about them.

Emotional reassurance
What we do
Why? Benefit to them
How we do it

TAGLINE

**Find your
happy place.**





Brand DNA

What is Brand DNA?

- ▶ **Your Core DNA is the definition of your internal culture**
 - ▶ It defines who you know you are and who you are not.
 - ▶ Your brand voice is the tone used for internal and external communications. It outlines the type of words you use and the way in which you come across to others.
 - ▶ The best way to visualize and gestalt the Core DNA is by distilling it to a person, usually a celebrity.
- ▶ **Why choose a celebrity?**
 - ▶ Humans already have a body of knowledge associated with celebrities that don't need to be re-explained. Marketing personas are easily forgotten and misunderstood. Celebrities are not.
 - ▶ No new knowledge needs to be added to the public's perception of the brand, which saves time explaining.
 - ▶ Aligns your brand with positive aspects that make that person desirable.
 - ▶ Lets you view your brand through the lens of that person; i.e., what would make that person happy, upset, etc.

Customer DNA



**Ask yourself:
Would this make
Eeyore happy or
set him off?**



Marcus Lemonis

Believer in second chances

Thinks everyone can be reinvented

He's clear with business owners that not every deal works out

Very honest with businesses about their situation

Self-made millionaire

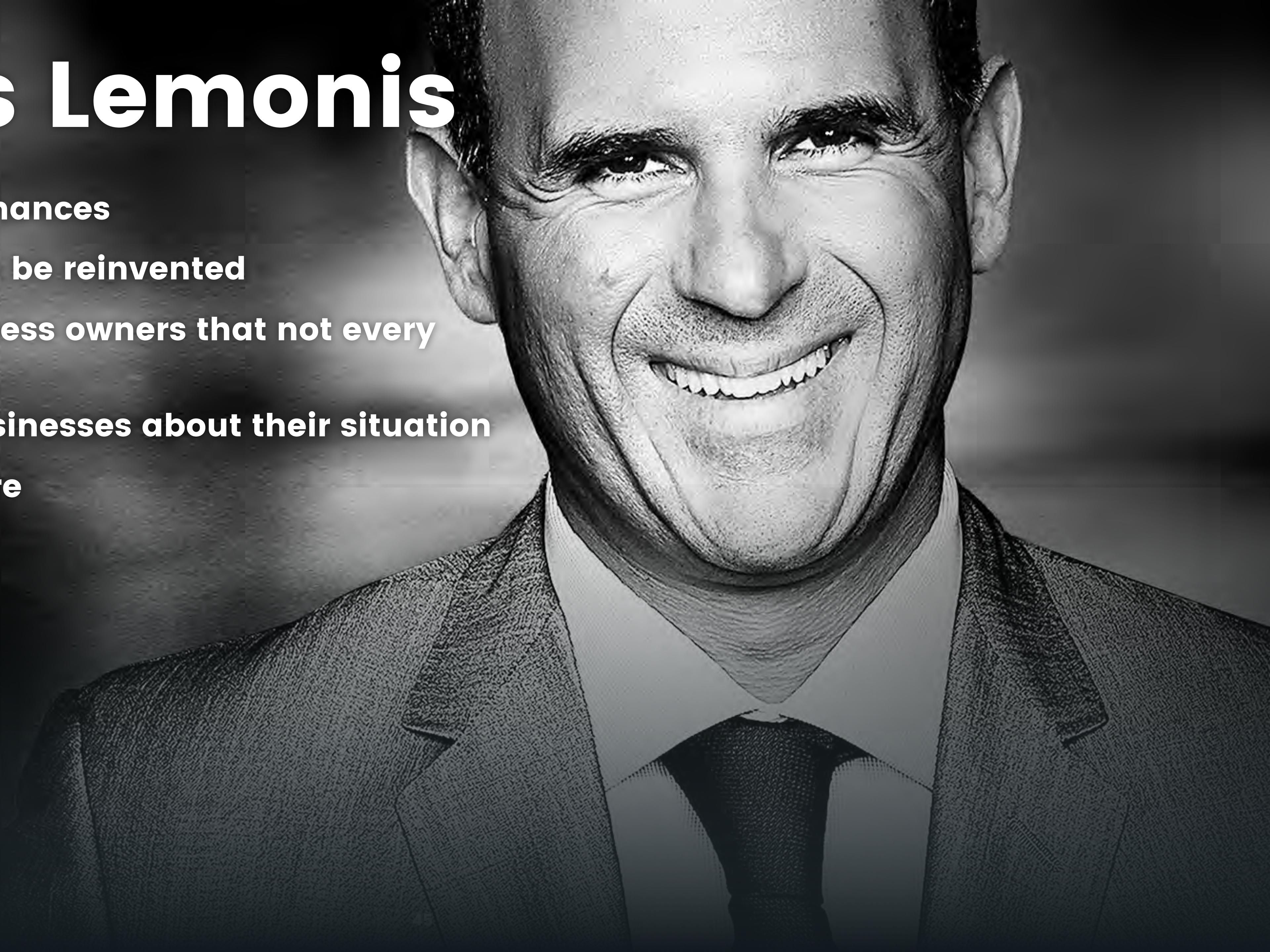
Shrewd negotiator

Cooperative

Peacemaker

Intelligent

Patient



Core DNA of the Brand

MENTAL	EMOTIONAL	PHYSICAL	SPIRITUAL
Believes Everyone Can Be Reinvented	Honest	Successful	Believes In Second Chances
Intelligent		Patient	Cooperative
			Peacemaker

Which Trademark Properties can evoke as...

MENTAL	EMOTIONAL	PHYSICAL	SPIRITUAL
We Believe Everyone Can Be Reinvented	We Will Always Be Honest About Your Situation And If We Can Help You	Our Win-Win Approach Has Made Us, Our Clients And Our Investors Successful	We Believe In Second Chances
We're Intelligent		We're Very Patient	We Are Cooperative
			We Are Calm And Try To Keep You Calm In This Difficult Situation

**What is Marcus Lemonis'
Tone of Voice?**

Quotes from Marcus Lemonis

- ▶ “If you don’t evolve, you will die.”
- ▶ “You don’t get anything. You have to earn it.”
- ▶ “If you don’t know your numbers, you don’t know your business.”
- ▶ “The customer is not No. 1 to me. They’re No. 2, right behind the employee.”
- ▶ “People respect you more if they get the truth as opposed to a bunch of fluff.”
- ▶ “I’m not a big fan of prenups in relationships, but I am a big fan of prenups in partnerships.”
- ▶ “The definition of an entrepreneur to me is the willingness to fail, and it takes a lot of guts and a lot of heart to take that chance.”
- ▶ “Your job as the CEO of the business is to be the coach. Rather than running people under the bus, you’ve got to get them on the bus with you.”

Analysis of Lemonis's Tone of Voice

**Setup +
Punchline**

**Uses repetition
as a mnemonic
device.**

**Direct,
but not
blunt.**

**Credible and
knowledgeable.**

**Uses
personal
pronouns.**



**Ask yourself:
Would Marcus
approve of this?**

Tone of Voice



Your tone should be...

SHOULD BE...	BUT NOT...
Credible	Pushy
Trustworthy	Trying Too Hard
Calming	Passive
Knowledgable	Condescending
Clear	Simplistic
Readable	Written For Machines

Readability

<http://trademarkpropertiesmi.com/about/>

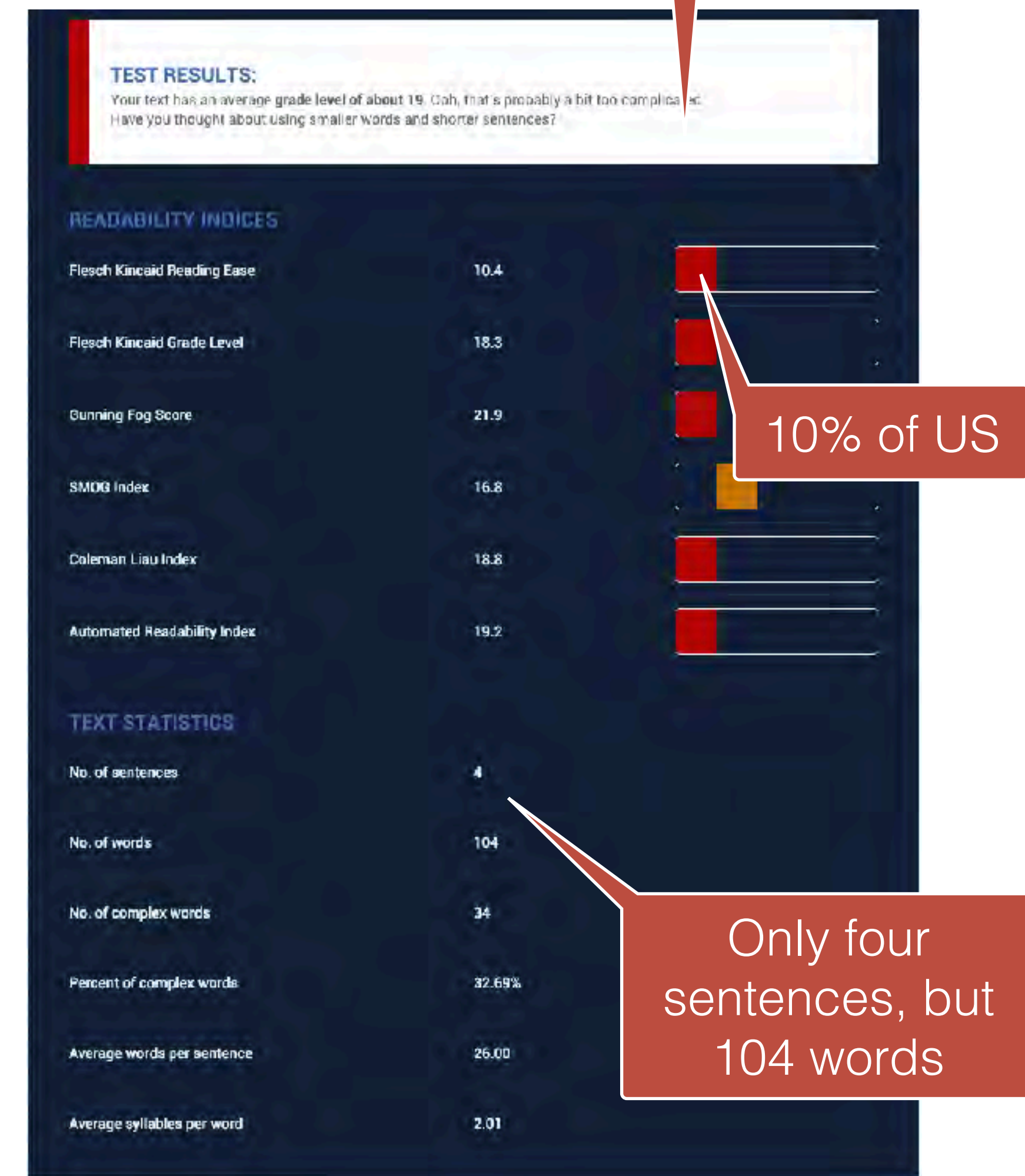
We're Trademark — it's great to meet you.

Trademark Properties of Michigan, LLC (“Trademark”) has been created to develop and implement strategies for the acquisition and disposition of distressed real estate assets benefiting financial institutions and investors seeking to maximize and diversify the value of their real estate holdings and portfolios.

During this period of economic volatility, many individual investors lack the staff and experience to effectively acquire and **mange** a portfolio of highly performing real estate assets and investment interests. Trademark provides a bridge of expertise and opportunity between passive real estate owners, investors, lenders and alike, with highly performing turn-key properties.

19

Post-graduate
level score



Rewritten

We're Trademark Properties — it's great to meet you!

Homeowners

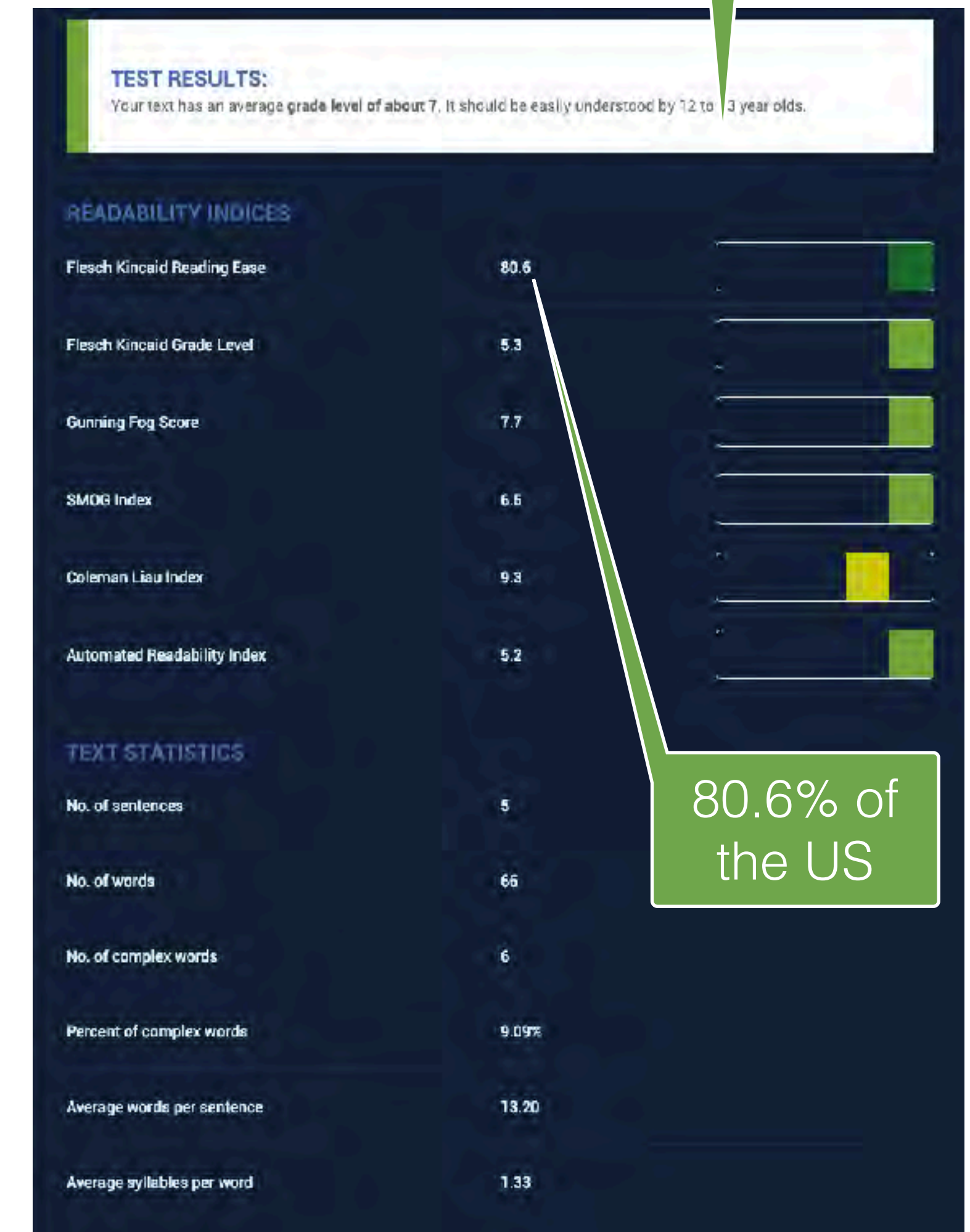
- ▶ If you want to keep your home, we can help you.
- ▶ If you to sell your home, we can help you.
- ▶ If you need cash for your home, we can help you.

Investors, Lenders, and Passive Real Estate Owners

- ▶ Looking to increase your real estate portfolio?
- ▶ We have turnkey solutions to help you acquire and manage properties.

7

12–13 year-olds



Questions to ask yourself

- ✓ **Does the content sound like we understand our offerings?**
- ✓ **Are we being helpful? To ourselves or to our customers?**
- ✓ **Are we being clear? What is the readability score?**
- ✓ **Does this content get to the point quickly?**
- ✓ **Are we avoiding needless terminology?**
- ✓ **Are we coming across as welcoming? Friendly?**
- ✓ **Does this content lend credibility to us?**
 - ✓ If not, why not?
 - ✓ How can we modify it?

Brand Match



What **other brand** has a
Tone of Voice like the one
we are proposing for you?



What is Zappos' Tone of Voice?

- ▶ Deliver WOW through service is Zappos' family core value #1:
 - ▶ WOW is such a short, simple word, but it really encompasses a lot of things. To WOW, you must differentiate yourself, which means doing something a little unconventional and innovative. You must do something that's above and beyond what's expected. And whatever you do must have an emotional impact on the receiver. We are not an average company, our service is not average, and we don't want our people to be average. We expect every employee to deliver WOW.
- ▶ Hello Zappos Zealot!
 - ▶ Woohoo! We're so excited you registered with Zappos.com. We look forward to providing you with many amazing shopping experiences! We are so happy you registered with us (it makes us feel all warm and fuzzy on the inside).

With Love, The Zappos Customer Loyalty Team

P.S. Please save this email for future reference. It could save your life one day. Probably not, but it might.

What is Zappos' Tone of Voice?

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@InsideZappos [Follow](#)

Please join us in supporting the relief efforts organized here: zappos.com/support
[#PrayForVegas](#)



7:33 PM - 2 Oct 2017

12 26

Drew Kent
@drewstaarks [Follow](#)

Hey guys tomorrow I will be taking over the [@InsideZappos](#) Instagram. Showing what it's like as an employee going through New Hire Training.

10:06 PM - 31 Jan 2017

3 13

Inside Zappos
@InsideZappos [Follow](#)

What a fun charity to donate your time to! Our IT dept and members of the recruiting circle went to [@dressforsuccess](#) today! [#insidezappos](#)



2 6

Inside Zappos
@InsideZappos [Follow](#)

Parades at work are fun. Take a look at today's Christmahankawanzika winner! buff.ly/2hdtGXA



1:34 PM - 6 Dec 2016

2 6

Analysis of Zappos' Tone of Voice

**Positive,
upbeat tone**

**Many
personal
pronouns
(you, your, us)**

**Funny, but
never
offensive**

**Written
as if to a
friend**

Brand Summary



Trademark Properties Brand

BRAND ETHOS

You have options. We'll discuss the options with you, but it's up to you choose the path to take.

VALUE PROPOSITION

We provide options for homeowners to help them in any way we can.
We strive to make each interaction a win-win for all parties.

ELEVATOR PITCH

Relax. We'll help you keep or sell your home. You have so many options. Let's talk about them.

TAGLINE

Find your happy place.

tone of voice

SHOULD BE...

Credible

Trustworthy

Calming

Knowledgable

Clear

Readable

BUT NOT...

Pushy

Trying Too Hard

Passive

Condescending

Simplistic

Written For Machines

BRAND DNA

Marcus Lemonis: The Profit

BRAND MATCH

Zappos

BRAND ARCHETYPE

The Rescuer

Appendix

Exercise Results

Briefly describe Trademark Properties to me

- ▶ **A real estate investment company focused on keeping people in their homes**
- ▶ **Real Estate Investment Company**
- ▶ **Giving people the best option for them**
- ▶ **There's a lot of different facets—used to be more of buying distressed properties**

What type of people does Trademark Properties hire?

- ▶ **Good quality people that don't bring drama into the work place – we've let those people go – we haven't had a lot of exposure to hiring/firing**
- ▶ **People that know what they're doing and are drama free**
- ▶ **Good hearts, sincere, brilliant, very sharp, smart**
- ▶ **Open communication—we are a small team—every step of the process is important**
- ▶ **We wear a lot of hats and are willing to fit in when something needs to get done**
- ▶ **We have our different lanes but we overlap when need be**

What causes does Trademark Properties stand for?

- ▶ **It's been talked about in the past—but nothing has been fully developed**
- ▶ **We donate some money here and there**
- ▶ **We're inspired to do it—we've had years where we've struggled with our growth**
- ▶ **It'd be in the area that we deal with—we're hoping to leave people we come in contact with better**
- ▶ **With housing it's pretty easy—there's a lot of things we run parallel to. However places like Habitat for Humanity charge \$50k just to put a name on a shirt**
- ▶ **Did Rebuild Group one year**

If Trademark Properties was a superhero, what would its power be, or which superhero?

- ▶ **Save people's homes when they're not paying their bills**
- ▶ **Financial Rescue Man**
- ▶ **Steady the ship (remain calm in distress), present options and ideas – More of an advocacy role – which isn't something that would be associated with our type of business**
- ▶ **Education/advocacy – people feel instantly better when you walk them through their options – tries to instill the bright side, there is a way to improve your situation**
- ▶ **Guardian angel**

What words do you most frequently hear about Trademark Properties from customers, the media or the competition?

- ▶ **It depends on the audience**
- ▶ **Not a lot of negative – when people would call they were happy people were willing to listen to what their options are even if they don't involve us – relieved, godsend, thank you**
- ▶ **A lot of positivity from any of the homeowners we talk to**
- ▶ **Negatives only come from people who think we are a nonprofit or a bank**
- ▶ **Our competitors – all very negative – they make up wild stories – say we're scam artists**
- ▶ **Once we make an offer, we rarely lose the person to a competitor**
- ▶ **Competitors will make fake offers to beat ours**
- ▶ **Homeowners – they come away thinking we dealt with them in a respectful/dignified manner**
- ▶ **Investors – feel we are professional, excellent rate of return**
- ▶ **We're transparent**

What are your favorite industry words?

- ▶ **We deal with emotions more than anything – they buy the emotion more than anything else**
- ▶ **You have options**
- ▶ **Stay in your home**
- ▶ **Reputation**
- ▶ **Solution/option**
- ▶ **Stay put – they want to stay at their home**
- ▶ **Security**
- ▶ **Stability**

What industry words do you dislike?

- ▶ **Scam – and anything involved in it**
- ▶ **Money up front (we don't require any money up front)**
- ▶ **Can't**
- ▶ **Opportunistic**
- ▶ **Predatory**
- ▶ **Bottom feeder**
- ▶ **Too good to be true**
- ▶ **Unrealistic**

If Trademark Properties was an exotic animal, what would it be?

✓ **Mama Bear**

- ▶ Defends, but fights back – we can be pushed and poked, but we're not going to be run over or taken advantage of
- ▶ **Fox**
- ▶ **Eagle**

Is there a story behind the name Trademark Properties of Michigan? If so, what is it

- ▶ **A long time ago, there was a company out of South Carolina called Trademark Properties. He had an A&E Flip show with genuine situations, problems, and drama. I was able to relate. I had a radio show and interviewed him, so I used that name here. Had to add “of Michigan”**

Describe Trademark Properties in 5 words or less. The words can be a sentence, phrase, or just five words

- ▶ **Options, stay, help, information, advice**
- ▶ **Best option, win-win**
- ▶ **Helpful, transparent, honest**
- ▶ **Home owner, solutions, trustworthy investment, big profit**

What one word do you want to pop into people's heads when they hear Trademark Properties?

✓ **Relief** – the ability to restart/reset

- ▶ **Enlightened**
- ▶ **Educated decision making**
- ▶ **Trademarked**
- ▶ **Ownership – not just your home, the current situation**
- ▶ **Light at the end of the tunnel**

What one word do you never want to hear associated with Trademark Properties?

- ▶ **Scam**
- ▶ **Fraud**
- ▶ **Taken advantage**
- ▶ **Deceit**
- ▶ **Predatory**

What makes Trademark Properties different?

- ▶ **We don't really have many competitors**
- ▶ **Our philosophy is to be win win—most companies are not trying to keep you in your home—small companies can't afford to do that, big companies don't care**
- ▶ **We're transparent—without a doubt, with other companies 95% of the solicitation or communication is trying to steer into one direction. They're going to make other options seem impossible**
- ▶ **We put people before the profit—there will be a few options, but we're going to offer the one that would be a win-win**

If Trademark Properties disappeared today, who would notice?

- ▶ **I don't think so—the message isn't out there. We'd get buried by the competition**
- ▶ **Investors would notice. We paid investors recently and they noticed**
- ▶ **So many people we have contracts with are in a situation because of what we did**
- ▶ **Our current pool of people would notice**
- ▶ **There's a place we want to be, and we're not there yet**

Who is the competitor to beat?

- ▶ **True Properties of Michigan**
- ▶ **There's solicitations that go to the people we market to that will not actually keep them in their house**
- ▶ **We need to distance ourselves from some companies that we would see as a competitor**

If Trademark Properties were in high school, what table would they sit at during lunch?

- ▶ **Cool nerds**

- ▶ We're not overly analytical – we're very secure, we know how to do our jobs

- ▶ **The debate club**

- ▶ How do we find the best option? There's a process through persuasion and convincing people to consider us

- ▶ **Floater kid**

- ▶ We have million dollar investors and people who are about to lose their home. We speak to them the same, respect is our brand

- ▶ **Other brands that would be at the same table**

- ▶ Honest company – disclose what's in your product and let customers make the decision
- ▶ Someone that supplies information

Describe your ideal customer:

- ▶ **Proactive – willing to do what needs to be done**
- ▶ **Honest**
- ▶ **Communication**
- ▶ **Most of the people have failed financially, and feel like they have to regain credibility and put on a front which isn't helpful for us – we're not judgmental on their situation**

Describe your worst (least ideal) customer:

- ▶ **Someone in denial**
- ▶ **Deceit/dishonesty – which causes us to go down the wrong path**
- ▶ **Not proactive**
- ▶ **Plays the victim**

If Trademark Properties could be described using only a celebrity or literary figure, who would they be?

✓ **Marcus Lemonis: The Profit**

- ▶ Takes failing businesses, gives them tough love, helps them succeed)—both people doing their parts needs to make it successful
- ▶ **Robert McCall: The Equalizer**
 - ▶ Former operative that helps people—looks at problems pragmatically, uses skill and knowledge
- ▶ **Oprah**
 - ▶ All about helping people

If Trademark Properties's customers could be described using only a celebrity or literary figure, who would they be?

✓ **Eyore from Winnie the Pooh**

- ▶ Defeated
- ▶ Flavor of Love contestants
- ▶ Honey Boo Boo

If Trademark Properties had a theme song, what would it be?

✓ **Mr. Rogers theme song**

- ▶ Something welcome and non-judgmental, very helpful and calm



ELEMENT 5

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