



Real Estate

Onsite and Offsite Support



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Challenge

A real estate brokerage located in midtown Toronto needed assistance with the arrangement, design, and production of marketing materials for both itself and its agents. The agents, who required business cards, open house leaflets, and promotional mailers, had each been producing their own materials, which had become costly, and compromised the brokerage's branding standards. The firm needed a service provider who could function as one, reliable, and standardized source, and who could inform agents of various marketing opportunities and platforms, provide graphic design and branding work, and print and deliver materials in a timely manner.

Solution

Grenville implemented an onsite graphic designer with extensive inside sales and print production experience, who functioned as a liaison between the agents, the brokerage, and Grenville's main print production facility. Our onsite designer works with agents in the complete production cycle of their marketing materials. The designer retains individual agents' materials on a secure server, which allows for quick turnaround times on reprints and redesigns, and ensures brand integrity. From the arrangement of property and realtor photo shoots, to the graphic design of property fact sheets, marketing postcards, and business cards, to the arrangement of printing and delivery, our on sight graphic design service is a complete solution.

Results

Since commencement of the contract the brokerage has benefited tremendously in its relationship with Grenville in both workflow and expenditure. Having a designated on site designer saves the company and its agents time in the design and production of materials. Moreover, the single source, on site designer standardized all promotional materials, and kept agents abreast of emerging and trending promotional avenues. By using one source for its print and delivery, the brokerage was able to consolidate expenditure, which allowed them to leverage their collective print requirements for more competitive rates.