



MHG Agent

Branding

Mission Statement

My Home Group is a **collaborative, energetic, and dynamic** brokerage designed for **driven lifestyle-entrepreneurs**. We enable our agents to grow their **network** and **personal brand**, allowing them to achieve higher **confidence** and more **opportunities**.

Home Starts Here.

Home Starts Here. My Home Group is in the business of building businesses. Founded in 2005 by Jereme Kleven and Mark Hutchins, MHG has since given thousands of agents and teams the platform to grow a real business and enhance their real estate career. Named “A fastest growing company” by Inc 500 seven years in a row, the brokerage also continues to shatter records, hit milestones all while earning recognition nationwide as one of the top brokerages in the country (currently No.11). Each year MHG has attracted the most productive agents from all over the country. With collaboration, community and culture My Home Group continues to solidify themselves as the brokerage every agent wants to call home.

M

Motivated

We are self-starters, positive, focused, and purposeful; we are guided by achieving high standards while holding ourselves accountable.

H

Honorable

We are respectful, fair and honest to each other, the brand, our agents, the public and partners.

G

Growth

We have an opportunistic mindset and look for solutions. We adapt, overcome and are coachable.

C

Committed

We are loyal, dependable, truthful and execute with intention.

A

Abundance

We lead with value, we're goal oriented, we take responsibility, celebrate successes, and give back with gratitude.

R

Righteous

We do what is right by MHG and by ourselves; we are moral and ethical, while leading with integrity and decency.

E

Excellence

We champion greatness through the desire to get better, while showcasing dignity and trustworthiness.

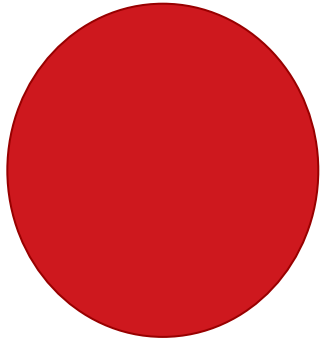
S

Synergy

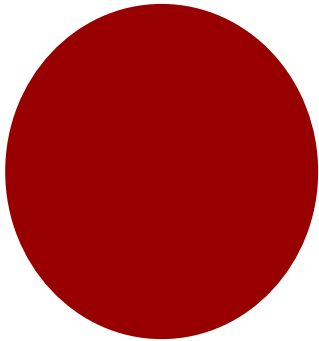
We unite through helpfulness and participation, while thriving through collaboration and teamwork.



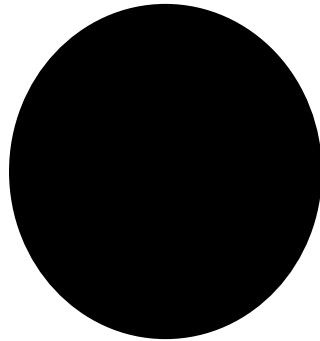
MHG Colors



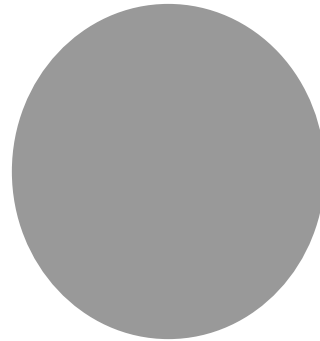
CE181E



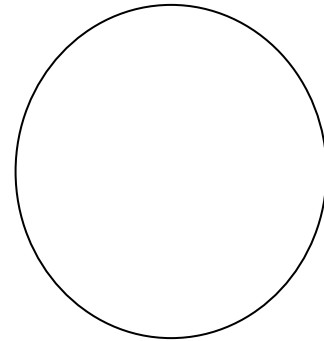
970000



000000



999999



FFFFFFF

Agents may use their own fonts on materials however, MHG uses these fonts.

MHG Fonts:

Futura Bold

Futura Book

Secondary Fonts: (only use when Futura is not available)

Raleway Bold

Raleway

Extra Fonts:(only use when Futura AND Raleway are not available)

Ariel Bold

Ariel

Slogans: We encourage you to use these!

CAN YOU FEEL IT

Home Starts Here.

**Collaboration
COMMUNITY
Culture**

In the business, of building businesses

**JOIN THE
MOVEMENT**

USHERING IN THE NEXT GENERATION
OF REAL ESTATE

Your Home, Your Options

Social Media #'s: We encourage you to use these!

#My2023

#jointheexpansion

#MHGCares

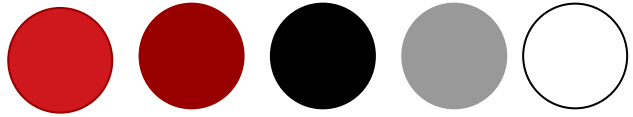
#CANYOUFEELIT

#MyBusiness

#MHG

#MHG2022

Agent use of My Home Group Logos: You must use one of these logos in MHG colors ONLY. Visit MAP under the My Marketing Tile to download all logos used by agents. If you are part of a team, please reference the Team Branding Deck



C	9	0	9	F
E	7	0	9	F
1	0	0	9	F
8	0	0	9	F
1	0	0	9	F
E	0	0	9	F



Web Design

All MHG websites are required to have:

- Employing Broker's Name (visible on the front page of website and subsequent page without necessity of scrolling down, regardless of screen size (computer or phone))
- Equal housing logo, MLS logo, REALTOR logo
- My Home Group logo (Use specific MHG colors and logos located in this presentation) - You can download all logos in MAP
- It is in best practice to have the employing broker logo "prominently displayed" on all marketing materials- our recent Commissioner believes this to mean in equal or greater size than your own/team logos (contact brokers@myhomegroup.com for more information and to avoid possible fines)
- If you need to have your [MHG website](#) created or edited, please email marketing@myhomegroup.com all information.

All web design must be approved by MHG Marketing Dept. and the MHG Designated Broker. Please add the following people on an email.

Social Media

Any abbreviations that are recognized by the general public or recognized by My Home Group agents can be used whenever (MHG, MAP, etc.) but when advertising real property, the name of the employing broker must be stated. When advertising real property in "thumbnails", text messages, "tweets", etc., where stating the name of the employing broker firm is not practical, the advertising information being linked to must include the name of the employing broker. **Whenever you are using a My Home Group logo, it MUST be in the outlined branding colors of the brokerage (see previous slide) and have the trademark. The logo MUST have the registered trademark.**



Agents who are on a team, it must be clear that the team is a part of the employing brokerage. For example, placing "The (Team Name) Team" at the top of the page in large letters with a much smaller brokerage symbol somewhere below is **not** sufficient.

The employing broker's name must be spelled out in its entirety. For example, if an employing broker's legal or DBA name on a license includes "Southeast Valley," that is what must appear in the ad; simply saying "SE" is not sufficient. You must use the full MHG logo spelled out and with registered trademark to be compliant.

MHG encourages agents to always tag My Home Group in any listings or marketing of a listing on social media. This not only helps potential clients know the brokerage you are affiliated with, but MHG can then reshare your content on their platforms.

We encourage that all images/graphics advertising for a listing **must** have a My Home Group logo present somewhere and it shall **not** be distorted or stretched and must uphold the integrity of the logo with space around it. The logo must be easily visible and recognizable and presented in the brands correct color pallet. You can download all MHG logos in MAP. (Example: you are using a graphic on Instagram to promote your listing and have your logos, beds, baths, etc. Please also have a correct My Home Group Logo)

How MHG uses Social:

Facebook

<https://www.facebook.com/myhomegroup> - @MyHomeGroup

Use your name for your profile and we encourage agents to put @myhomegroup in their bios. **Do not** use My Home Group as your page name or profile name.

Mastermind: Urgent internal announcements (normal should transition to the MAP dashboard, class graphics and reminders, longer updates - use of memes and GIFS ok. Please post appropriate and relevant content in the Mastermind Groups. When looking for a vendor, please reference our Power Partners (check the "files" tab at the top of the group or on our website).

Page: Please use your own name for your page. We recommend having My Home Group in your about section with a link to the [MHG facebook page](#) or the [MHG website](#).

LinkedIn

Use your name for your profile and we encourage agents to put @myhomegroup in their bios.

Job opportunities - If your team is hiring, we recommend you post in the Mastermind groups.

Instagram

<https://www.instagram.com/myhomegroup/> - @Myhomegroup

We HIGHLY encourage you to add @myhomegroup in your bio. That way we can easily identify our agents and help share your content to our 18k+ followers. We share agent content every Friday-Sunday and more!

Use MHG GIFS - search "my home group" "mhg" "myhomegroup" to find TONS of great branded animations to market your business

Twitter

<https://twitter.com/MyHomeGroup1> - @MyHomeGroup1

Tech - business tools - news - use of memes and GIFs ok - quick-hitting posts - Recycled content from other platforms ok (avoid long paragraphs)

My Blog/My Press

myhomegroup.com/mypress

Our posts are written by our Marketing Department and reflect the views of only My Home Group with appropriate citations. We site all information and data accordingly.

If you would like to submit your own writing piece to be featured on our website please email marketing@myhomegroup.com for more information.

If you have an interesting story about real estate to share, a testimonial, are involved in community initiatives that you would like MHG to recognize, or want to shout out another agent, team or partner, please email marketing@myhomegroup.com.

My Agent Portal

All company announcements are added to the dashboard. Agents are highly encouraged to check this platform DAILY to ensure you are updated on all things MHG.

If you need additional training on how to use My Agent Portal, please see the tutorial videos in the dashboard and on our YouTube channel, in addition to the monthly MAP training classes (mhgcalendar.com)

For your reference on how MHG refers to My Agent Portal:

“My Agent Portal” used on first reference followed by “MAP” or “My Agent Portal”

Dashboard - “My Dashboard” - “My Agent Portal dashboard” - “MAP dashboard”

Marketing Suite - “My Marketing Suite” - “My Agent Portal marketing suite” - “MAP marketing suite”

Contact agentservices@myhomegroup.com if you are unable to log in

Sign & Advertising Guidelines

All MHG signs are required to follow guidelines and be approved by MHG Marketing Dept. and the MHG Broker Dept.

1. Real Estate Advertising Rules - <https://www.aaronline.com/2014/10/03/real-estate-advertising-rules-guidance/>
2. Advertising Checklist - https://www.aaronline.com/wp-content/uploads/2019/02/12/Advertising_Checklist-1.pdf
3. Please have approval by DB and Marketing Dept. (brokers@myhomegroup.com, marketing@myhomegroup.com)
4. Permission for "For Sale" Signs: Before placing or erecting a sign giving notice that specific property is being offered for sale, lease, rent, or exchange, a salesperson or broker must secure the written authority of the property owner, and the sign must be promptly removed when authority expires, or upon request of the property owner. ARS§ 32-2153(12); A.A.C. R4-28-502(H).
5. All signs are encouraged to be purchased with the My Home Group Preferred Vendor: Oakley Signs
<https://www.oakleysign.com/myhomegroup/>
6. All cases where the My Home Group logo is used MUST be in MHG branded colors starting in 2021. If you currently have signs already printed that do not reflect this, you may continue to use them. However, please change all digital logos to follow these guidelines and please update your materials the next time you are printing them from now on. (All placements of the My Home Group logos MUST follow these guidelines as of March, 1, 2021, the trademark must be with all cases of the MHG logos. Please be sure to have all materials approved by the Broker and Marketing Departments - brokers@myhomegroup.com and marketing@myhomegroup.com)