



MHG Team

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.

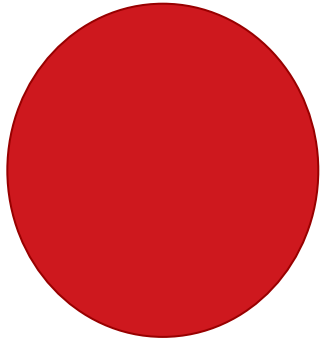
S

Synergy

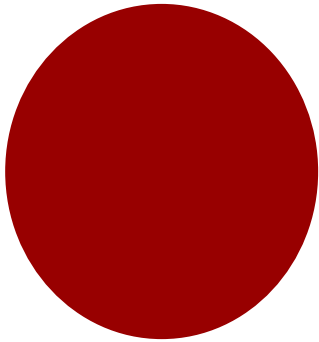
We unite through helpfulness and participation, while thriving through collaboration and teamwork.



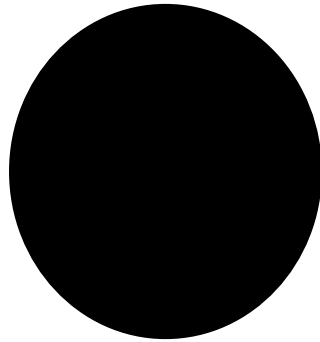
MHG Colors



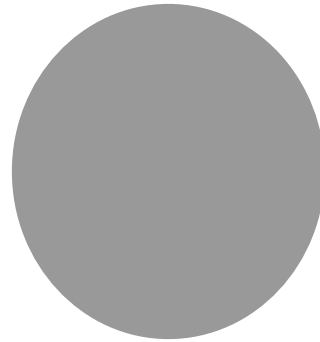
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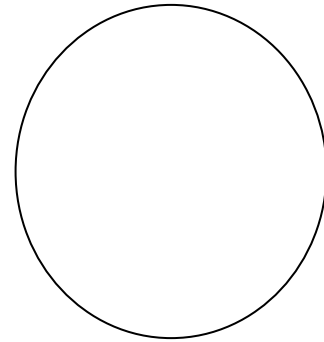
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*Teams can use their own fonts

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**

**JOIN THE
MOVEMENT**

In the business, of building businesses

USHERING IN THE NEXT GENERATION
OF REAL ESTATE

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

#jointheexpansion

#MHGCares

#CANYOUFEELIT

#My2023

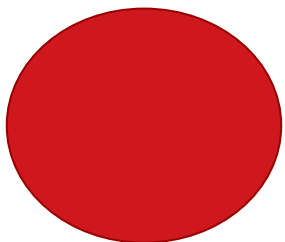
#MyBusiness

#MHG

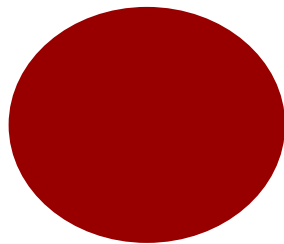
#MHG2022

Team/Agent use of My Home Group Logos: You can use your own team logo on all marketing materials, however you **MUST** include a My Home Group logo. Download logos from the My Marketing tile in My Agent Portal.

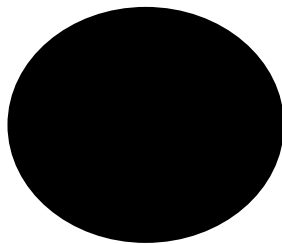
MHG Colors:



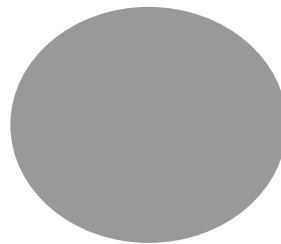
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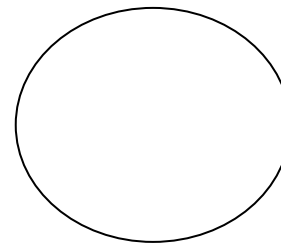
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MHG Social Media:

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. Teams can create and use their own logos on all materials. Please remember to always use the correct MHG logos whenever adding/editing your materials. The most updated logo have a trademark logo with the full My Home Group name spelled out. Find these in the MyMarketing tile of MAP.

With team advertising 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 My MHG "My" logo in a circle will **not** suffice as a brokerage logo. That logo should only be used as a creative design element. 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.

MHG encourages agents/teams 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. Be sure your team and all agents follow and engage with MHG on social media! We recommend teams post lots of positive testimonials!

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. You can download all MHG logos in MAP. Keep in mind all marketing materials need to be approved by the Broker and Marketing Departments (brokers@myhomegroup.com, marketing@myhomegroup.com) (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 with the trademark)

How MHG uses Social:

Facebook

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

Use your team name for your profile and we encourage agents/teams 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).

LinkedIn

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

Job opportunities - If your team is hiring, we recommend you post in the Facebook 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" "mhg2021" "mhg" "myhomegroup" to find TONS of great branded animations to market your business!

Twitter

<https://twittercom/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 interesting stories about real estate to share, a testimonial, are involved in community initiatives that you would like MHG to recognize, please email marketing@myhomegroup.com.

My Agent Portal

All company announcements are added to the MAP dashboard. Agents/Teams are highly encouraged to check this platform DAILY to ensure you are updated on all things MHG. Regardless of team affiliation, ALL agents should be visiting daily.

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

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 (with registered trademark) - You can download all logos in MAP under the MyMarketing tile

ALL MHG agents are able to have an agent website on the My Home Group page. If you need any edits/updates or want a page created, please reach out to marketing@myhomegroup.com and include all information in your email.

All team web designs (signs, cards, websites, signage, etc.) must be approved by MHG Marketing Dept. and the MHG Broker Department. Please add the following departments on an email.

brokers@myhomegroup.com , marketing@myhomegroup.com

Sign & Advertising Guidelines

All MHG signs are required to follow guidelines and must 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. **Please be sure you are using the most updated logos (with Trademark) in your signs and advertising. You can access these My Home Group logos by going to the MyMarketing tile of MAP and downloading the folder. You MUST receive approval by both the MHG Marketing and Broker Departments on new designs before printing, please contact them at marketing@myhomegroup.com and brokers@myhomegroup.com.**