

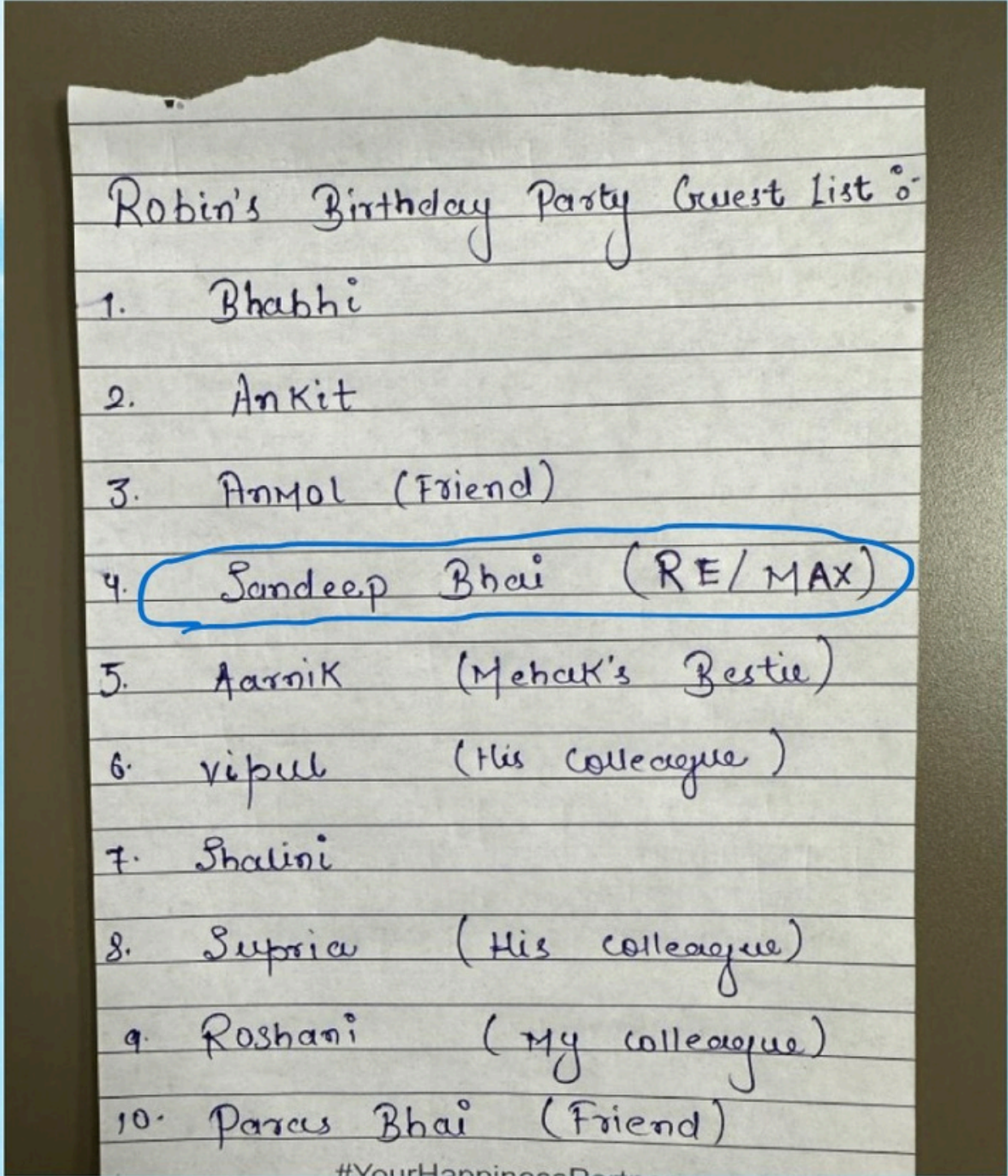
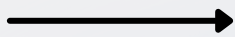
NISHANT TOMAR



BRAND ANATOMY

(UH-NA-TOH-MEE)

WE STOLE OUR CLIENT'S BIRTHDAY GUEST LIST



TOPICAL

MOMENT

FORMAT

BEHIND THE SCENE

BRAND

AUTHORITY/VALUE

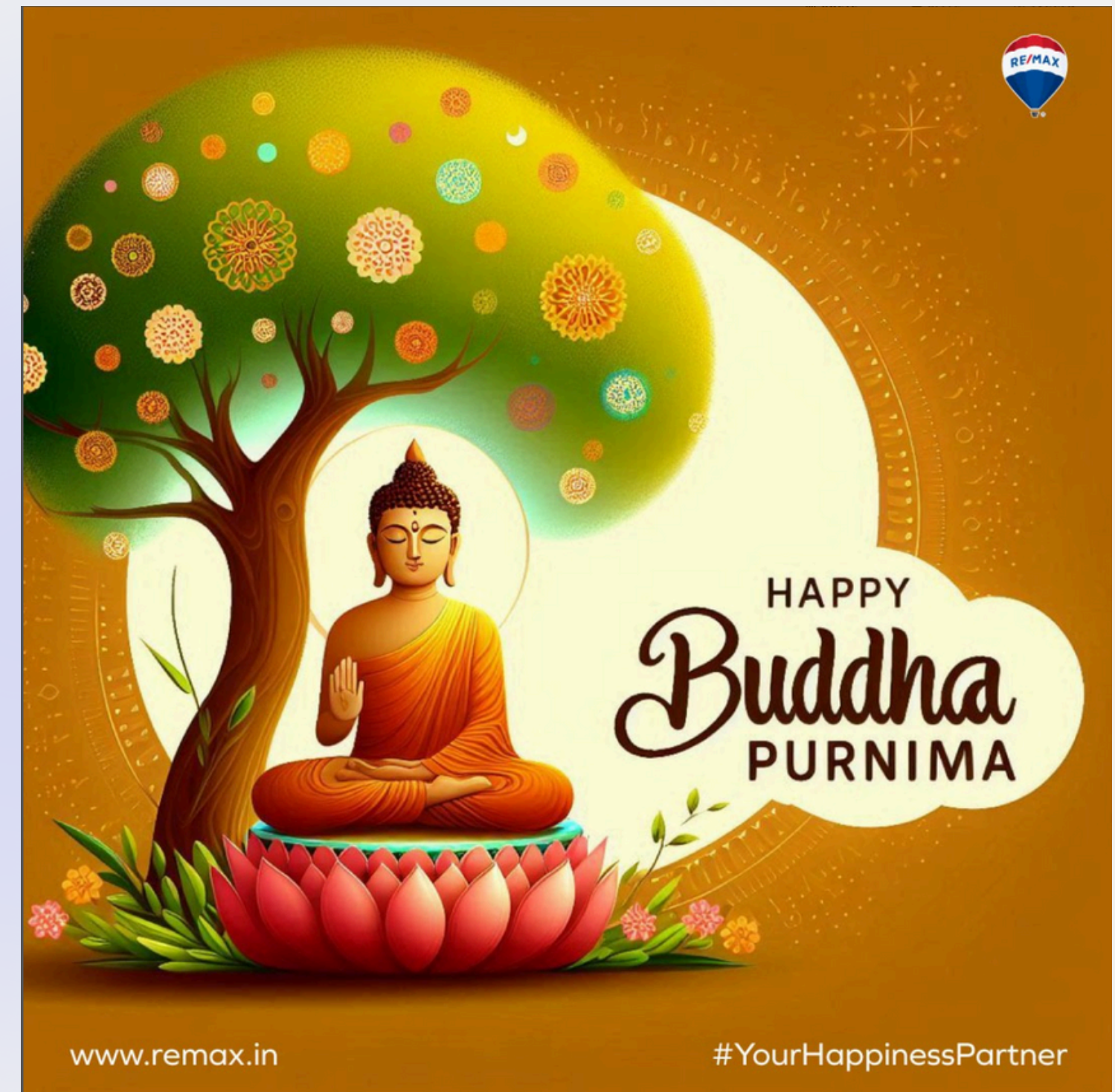
RELATABLE

REASON TO BELIEVE



TOPICAL

CONTENT ABOUT EVENTS



MOMENT

RIDE ON THE TREND



AUTHORITY

CONTENT THAT HAS EVERYTHING TO DO WITH THE CONSUMER, AND NOTHING TO DO WITH THE BRAND

CONTENT THAT PEOPLE WOULD HAVE LOOKED UP ANYWAY, WITH OR WITHOUT THE BRAND. ITS PROVIDING VALUE THROUGH INFO.



BRAND

CONTENT THAT HELPS THE BRAND SELL. TALK ABOUT
PRODUCTS/SERVICES OR OFFERS ETC

**“No matter how
hard the past is,
you can always
begin with
the first step.”**

— BUDDHA



Your First Step in Real Estate



BTS

CONTENT THAT TALKS ABOUT WHAT GOES BEHIND RUNNING THE BRAND.



RELATABLE

CONTENT THAT MAKES PEOPLE FEEL LIKE THE BRAND KNOWS WHO THEY ARE/HOW THEY FEEL.



You
Stole
his
Bottle.


Imagine telling your child there's no dinner tonight—not because there isn't food, but because you haven't been paid for your hard work."

Many Times, Real Estate Agents either don't get paid on time or their commissions are delayed for months or even years.

Make a promise to pay the commission on time, **SO NO CRYING GOES UN-HEARD.**


RTB

CONTENT THAT GIVES PEOPLE REASON TO BELIEVE ON YOUR
OFFER, CLAIM ETC.



**WHY SHOULD
YOU MARRY A
RE/MAX
AGENT?**


RE/MAX logo in the top right corner.



**A RE/MAX
AGENT KNOWS
PEOPLE IN 110+
COUNTRIES**

If you have a passion for traveling, a RE/MAX Agent is your perfect match. With a vast network spanning 110+ countries, you'll be welcomed everywhere.

RE/MAX logo in the top left corner.



**AVERAGE
PACKAGE STARTS
FROM 17.5 LACS
ANNUALLY.**

When it comes to financial stability, RE/MAX agents really know how to keep the cash flowing for the family! On average, these agents rake in over 17.5 Lacs every year in Real Estate. And hey, some are even hitting the jackpot with earnings in the crores!

RE/MAX logo in the top right corner.



**THEY ARE FUN TO BE
AROUND, AND ALWAYS FIND
AN EXCUSE TO PARTY.**

RE/MAX agents are famous for their lively Real Estate gatherings, from attending the largest real estate convention in Las Vegas to participating in an Asia Pacific Event held annually in various countries, not to mention their regional meet-ups. There are plenty of opportunities to flaunt your new dress.


RE/MAX logo in the top right corner.



**YOU WILL ALWAYS BE SAFE
IN THE COMMUNITY**

RE/MAX Community is like a big, cozy hug of support and good vibes. Among these friendly folks, you'll always have cheerleaders by your side, ready to lift you up and keep those spirits soaring high!


RE/MAX logo in the top right corner.



**A LEGACY THAT
CONTINUES INTO
THE NEXT
GENERATION OF
REALTORS**

A RE/MAX agent creates opportunities not only for themselves but also for their family. Many second- or even third-generation individuals are building wealth in real estate through RE/MAX. Remember, your legacy always continues on to the next generation.

RE/MAX logo in the top left and bottom right corners.



If you like this post,
And want to marry a RE/MAX Agent.
Go to the 'Find Agent' section at www.remax.in

And if you want to become a RE/MAX Agent.
Go to 'Join as an Agent' at www.remax.in

THANK YOU

RE/MAX logo in the top right corner.

topical

relatable

valueinfo

format

BTS

moment

RTB

brand

Thank You