

Real Living Real Estate
 RL Luxury Lifestyle Division Brand and Collateral

THE SITUATION:

Real Living Real Estate was looking for a complete overhaul of their existing luxury marketing program to reinvent their presence within the luxury real estate market. Real Living asked Zeller Marketing & Design to help them establish a new upscale visual identity.

OUR SOLUTION:

In an effort to create a deeper connection among agents, sellers and buyers, Zeller shifted the focus from mundane home marketing to employ a storytelling strategy to capture the essence of a lifestyle-driven brand. The design is centered around a simple, clean and contemporary style. Through soft, neutral tones paired with gold accents and considerable white space, our visual approach captures the elegant, sophisticated nature of the brand.

THE RESULT:

Zeller delivered a high-end visual identity that brought new life to the Real Living Luxury Lifestyle brand. The design was executed across various marketing materials and has been extremely well-received by prospective buyers and sellers.

