



# Is Your Brand Costing You Clients?

## The Real Estate Branding Readiness Checklist

From the team at Geeks For Growth



In a market where trust is everything, your brand might be silently turning qualified leads away. Use this 7-question checklist to quickly evaluate whether your real estate brand is building credibility—or quietly creating doubt.

### How to Use This Checklist

Spend 5 minutes answering the questions honestly.

Each **“No”** is a potential weak point costing you trust, leads, and ultimately, closings.

### The 7-Point Real Estate Brand Trust Checklist

#### 1. Is your brand visually consistent across all channels?

Your colors, fonts, and logo should look the same on your website, Instagram, signage, and printed materials.

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Yes.

No.

*No visual consistency = no brand recognition = lost trust.*

#### 2. Does your messaging state who you help and how you help them?

Can a new visitor instantly understand your niche, market area, and value proposition?

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Yes.

No.

*If your tagline could apply to any agent in America, it's not doing its job.*

#### 3. Is your logo professionally designed and adaptable for web, print, and signage?

A pixelated or unscalable logo weakens your credibility, even if subconsciously.

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Yes.

No.

#### 4. Do your photos (headshots, listings, lifestyle) align with your brand tone?

A luxury-focused brand shouldn't be using cell phone photos from 2016. Your imagery should feel curated and on-message.

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Yes.

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No.

#### 5. Is your tone of voice consistent in all communications?

From social captions to email newsletters to listing copy—does it all sound like one person or many random voices?

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Yes.

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No.

#### 6. Is your brand easily recognizable in a feed or ad scroll?

Would someone who's seen your brand once recognize it again instantly in their feed or inbox?

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Yes.

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No.

#### 7. Are you using branded templates for social media and property marketing?

Consistent design templates reinforce authority and speed up content creation.

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Yes.

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No.

### SCORE YOURSELF

Yes Answers	Your Brand Status
6-7	<b>You've got a brand that builds trust. Optimize it for conversions.</b>
4-5	<b>You're on the right path—but a refresh could unlock major growth</b>
0-3	<b>Your brand is costing you clients. Time for a branding overhaul.</b>

## Need Help Fixing the Gaps?

At [Geeks For Growth](#), we build high-trust brands that not only look good but get results. If your brand needs a refresh (or a complete rebuild), we've got you covered.

[\[Book a Free Visual Brand Audit\]](#)

Get feedback on your logo, colors, tone, and market positioning from our real estate brand team.

→ [\[Schedule Your Brand Review Now\]](#)