WHY TO BRAND?
In Florida 1 in every 175 Residents is a REALTOR®


REALTOR BRANDING: Marketing Yourself for Real Estate Success, Copyright 2017 by Irina Kim Sang
Benefits of Branding

- Understand yourself better
- Increase your confidence
- Differentiate yourself from your peers
- Increase your visibility and presence
- Make a mark on your organization/company
- Choose better, more interesting engagements or attract your ideal clients
- Increase your compensation, pay or fees
- Expand into new business areas
- Thrive during downturns in the economy
- Achieve your personal and professional goals
- Increase customer loyalty
- Increase referrals from other professionals
- Face fewer direct competitors
- Build community, followship
- Stand out from the crowd and create curiosity
- Become more memorable (in some cases, unforgettable)
- Form an emotional and engaging connection with people
- Strengthen word-of-mouth (viral marketing)
- Get to do things on your terms
- Get more respect
- No one questions your authority
- No one doubts your ability to deliver
- You get to enjoy financial freedom
- It is permission to be yourself
- It’s self actualization, greater satisfaction
- Build credibility
- Showcase your specialty
- Enjoy focused energy
- **Avoid reinventing yourself, instead revolutionize yourself**
- It’s permission to dream Big
- Leave legacy
- Leverage when exiting
Real Estate is Cyclical Business
Real Estate is Individual Sport
Real Estate is Long-Term Commitment, Strategy is the Key

“Runners to your mark. Get set. Go! ... OK, come get your T-shirts.”
Real Estate is all about...

It’s not who you know, it’s WHO KNOWS YOU.
You do not need to be famous, 
You need to be SELECTIVELY FAMOUS
HOW TO BRAND?
Reputation Audit

[Google search for yourself]
1. PRODUCT: Knowing yourself
2. PEOPLE & PLACE: Knowing your niche
3. POSITIONING: Aligning yourself with your niche
4. PACKAGING: Designing brand identity
5. PROMOTION: Communicating your brand online and offline
6. PLATFORMS: Building & nurturing your relationship network
7. PROJECTION: Pursuing the future with persistence
Empower Your Uniqueness

Irina Kim Sang

Founder of Branded Generation LLC
Broker Associate, Coldwell Banker RE Miami Beach

305-562-5864

www.BrandedGeneration.com
Irina@BrandedGeneration.com
About Irina Kim Sang

February 14, 1977

Bachelor of Economics, Marketing

MBA, Marketing

Marketing Senior Lecturer, Universities

2000 - 2009

Reginal Marketing Manager Pizza Hut & KFC, Russian Markets

2008

Miami Association of REALTOR®: YPN Leadership Boards & Teaching

2012 - 2016

Book & Workbook Publication: “REALTOR® Branding: Marketing Yourself for Real Estate Success”

2016

2015

2014

Top 100 Florida Award

Founder, Miami Vertical Garden Inc.

REALTOR®, Coldwell Banker RE Miami Beach

Corporate Marketer and Marketing Consultant in Cosmetics, Insurance, Fashion, Dairy Products, Educational Industries

2000 - 2009

Master of Philosophy, Marketing

University of Colorado Denver

2002

2000

1998

Innovation in Education Award, Miami Association of REALTOR®

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