

ratemyagent[®]

Brand Guidelines

US MARKET

2020

Brand Book Guidelines



ratemyagent

be undisruptable

In Real Estate, it's all
about your relationships
and reputation.

This is a time of great uncertainty and disruption.
The agents who are most adaptable to change, can
establish themselves as trusted advisors, and who
create remarkable consumer experiences will always
be relevant.

What are the pros doing right now
to be undisruptable?



Download Now!

First Name

Last Name

Email

Mobile

Agency Name

Downloading as Agent

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Claim your profile

ratemyagent®



In Real Estate, it's all about your relationships and reputation.

A Complete View of You

RateMyAgent can easily integrate all of your reviews in one place, and we can help you tie them directly to the transaction for extra credibility. Not only will you have a comprehensive view of your work, this gives you a powerful SEO boost.

Our system automatically pull reviews from these platforms:

- RealSatised
- Zillow

Verify reviews from:

- GoogleMyBusiness
- Any other reviews from any other platform!

Language Identity

Brand Voice

Mindful Messaging

30 Word Elevator:

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate and differentiate themselves to grow future business.

Repetitive Taglines:

Your reviews should work as hard as you should.

Put your reputation to work.

Focus on your client, let that great service fuel your marketing.

Verified reviews.

60 Word Elevator:

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the Basic profile that brings all agent’s existing and future reviews together to create a complete view, to the robust Digital Pro subscription that brings that well-earned reputation to life.

or

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the Basic profile that allows agents to bring all their existing and future reviews together to create a complete view, to the robust Digital Pro subscription that brings those well-earned reviews to life.

90 Word Elevator:

RateMyAgent is a digital marketing platform where great agents harness verified reviews to validate, differentiate and grow business. From the Basic profile which brings all existing and future reviews together to create a comprehensive view, to the Digital Pro subscription that puts the reviews in front of prospects through online ads, listing reports, and unique landing pages that expand that ever-important digital footprint. Tied directly to the real estate transaction, agents can finally provide transparency and showcase their great service to build trust based on their reputation and relationships.

120 Word Elevator:

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the Basic profile that brings all agent’s existing and future reviews together to create a complete view, to the robust Digital Pro subscription that brings that well-earned reputation to life.

or

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the Basic profile that allows agents to bring all their existing and future reviews together to create a complete view, to the robust Digital Pro subscription that brings those well-earned reviews to life.

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the free Basic profile that brings all existing and new reviews together to create a holistic view, to the robust Digital Pro subscription that brings those well-earned reviews to life through targeted online ads, listing reports that highlight great reviews near the property address, and unique landing pages for each review to improve SEO and expand that ever-important digital footprint. Tied directly to the real estate transaction, their reputation and relationships, agents can finally focus on serving their clients well, knowing the effort will be rewarded as well as provide powerful 3rd party social proof based content to grow future business.

or

RateMyAgent is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the free Basic profile that brings all existing and new reviews together to create a comprehensive view, to the robust Digital Pro subscription that brings those well-earned reviews to life through targeted online ads, listing reports that highlight great reviews near the property address, and unique landing pages for each review to improve SEO and expand that ever-important digital footprint. Tied directly to the real estate transaction, their reputation and relationships, agents can finally focus on serving their clients well, knowing the effort will be rewarded as well as provide powerful content based on 3rd party social proof to grow future business.

or

RateMyAgent.com is a digital marketing platform built for great agents to harness the power of verified reviews to validate, differentiate and grow business. From the free Basic profile that brings all existing and new reviews together to create a comprehensive view, to the robust Digital Pro subscription that brings those well-earned reviews to life through targeted online ads, listing reports that highlight great reviews near the property address, and unique landing pages for each review to improve SEO and expand that ever-important digital footprint. Tied directly to the real estate transaction, their reputation and relationships, agents can finally focus on serving their clients well, knowing the effort will be rewarded, and will provide powerful content based on 3rd party social proof to grow future business. Real estate agents, visit <https://cloud.my.ratemyagent.com/be-undisruptable> to claim your free profile today.

Main Logo

Use this whenever possible

Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.



Alternative Size Logo



Undisruptable is RMA secondary brand logo.

undisruptable

1. adj. unable to disrupt or replace 2. noun: a real estate agent that delivers excellence

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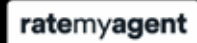
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Virtual Training
Thursday, June 25 | 2pm ET

 StellarMLS 



We stand together with you regardless of your skin color, politics, religious beliefs or sexual orientation. We stand together with you and view our differences as our strengths. These differences should not divide us but make us stronger.

Together we are undisruptable.

Mark Armstrong, CEO





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MacBook Pro

Corporate Colors



The logotype must be clearly distinguishable from the background color.

Black
Pantone
Orange 021

CMYK
C0 M77 Y100 K0

RGB
0, 0, 0

HEX
#000000

Mint Dark

Pantone
3282 C

CMYK
98, 19, 56, 8

RGB
0, 131, 123
HEX
#00837B

Mint (Print Only)

Pantone
3258 C

CMYK
75, 0, 40, 0

RGB
48, 212, 200
HEX
#30D4C8

Steel

Pantone
532 C

CMYK
68, 52, 44, 79

RGB
26, 34, 44
HEX
#1A222C

Highlight Colors

Mint

RGB
48, 212, 200

HEX
#30D4C8

Brand Activity

RGB
194, 4, 233

HEX
#C204E9

Brand Warning

RGB
229, 26, 65

HEX
#E51A41

Brand Notification

RGB
0, 117, 228

HEX
#0075E4

Brand Achievment

RGB
251, 177, 22

HEX
#FBB116

Brand Success

RGB
18, 135, 24

HEX
#128718

Typography

Circular Pro

Aa Aa

Circular Pro Book
Circular Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+<>?.,/:"

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+<>?.,/:"