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TO WHOM IT MAY CONCERN

My brief was to differentiate my real estate marketing business, by providing a highly credible range of services, a brand and positioning that achieved this along with a full marketing package including a new name, corporate brochures, web site, business cards and stationery as well as provision of strategic direction for the marketing of these services.

After assisting with an initial SWOT analysis of my business Rod delivered a name and concept for my new brand and service provision methodology "Certified Property Sales".

This concept established clear points of difference in the highly competitive real estate market and a brand that has a highly positive, distinguishing impact in the marketplace.

I would like to thank Rod for the open discussions we have had in achieving the above outcomes.

Rod took full account of our input gained through the knowledge of our own industry but with his expertise was able to present this information to the market in a much more professional manner than I could ever have achieved.

Col Pyke



Managing Director
Certified Property Sales.