



Keller Williams unveils new logo, launches rebranding campaign

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Keller Williams Realty, Inc. is launching an international rebranding campaign featuring a redesigned logo and brand identity.

"We knew that the day we officially celebrate our 30th anniversary was the right time to unveil a completely new look for our associates," CEO Mark Willis said. "It's an exciting, more relevant brand for a company that's growing and changing the entire industry - a company that's attracting the next generation of real estate professionals."

"With this evolution of our brand, we're really staying true to our brand philosophy," said Ellen Curtis, executive director of marketing and communications for Keller Williams. "We stand behind our agents, not in front of them - and our new identity reflects that. It's purposefully simplified to complement our agents' brands - not compete with them."

"We also believe that it's a look that will resonate with tomorrow's home buyers and sellers and reinforce our agents' position as forward-thinking, sophisticated and savvy," Curtis added.

Keller Williams president Mary Tennant said, "The original Keller Williams logo has certainly withstood the test of time, and we knew it was time to revitalize, revamp and rethink our brand position in the industry. We're thrilled to celebrate our 30th birthday this way."

The company will immediately begin rolling out the new branding across its platforms, products and tools, including its proprietary marketing system, eEdge, and its new mobile app, which powers more than 90,000 agent-branded real estate search apps - one for each of its agents.

"We're introducing the world to the next evolution of Keller Williams," Willis said. "We have always been an industry thought leader, a maverick, and we want our entire identity to reflect that."

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