

Branding Center

MLS Launch Kit

CoreLogic

Welcome!

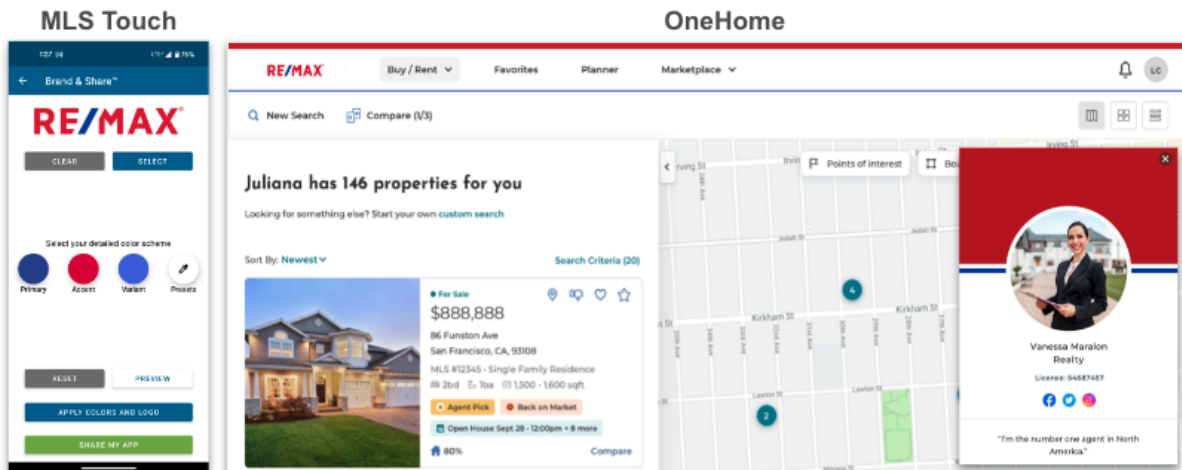
This launch kit is for the exclusive use of our multiple listing clients. It's designed to give you the resources you need to promote the **Branding Center** feature for the CoreLogic suite of real estate applications.

Overview

Being a real estate agent is one of the most competitive roles in the market today, which is why it is essential to stand out. A great place to start is to look for agent logos that will set you apart from the competition.

Today, agents who use MLS Touch can manage their brand by selecting their **logo** and **colors**.

These brand settings appear in both MLS Touch and OneHome.



How it Helps

Brand Recognition

With a personalized logo, an agent's clients now have a visual representation to associate with their services. This makes it easier for clients to remember and refer the agent to others.

Consistency

An agent uses their logo across marketing materials, including business cards, flyers, websites, and social media profiles. Clients will be able to easily identify the agent's brand amidst a sea of generic real estate advertisements.

Professionalism

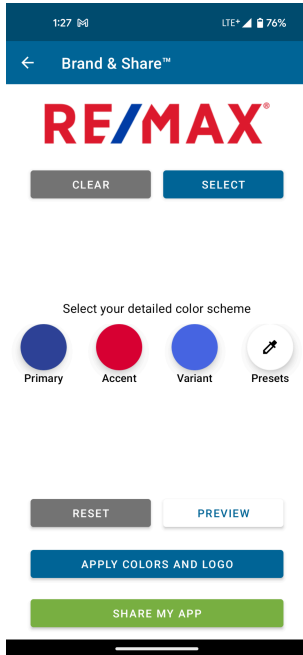
The customized logo gives an agent's business a more professional and polished look. This professionalism enhances a clients' perception of the agent's services and expertise.

Current Experience

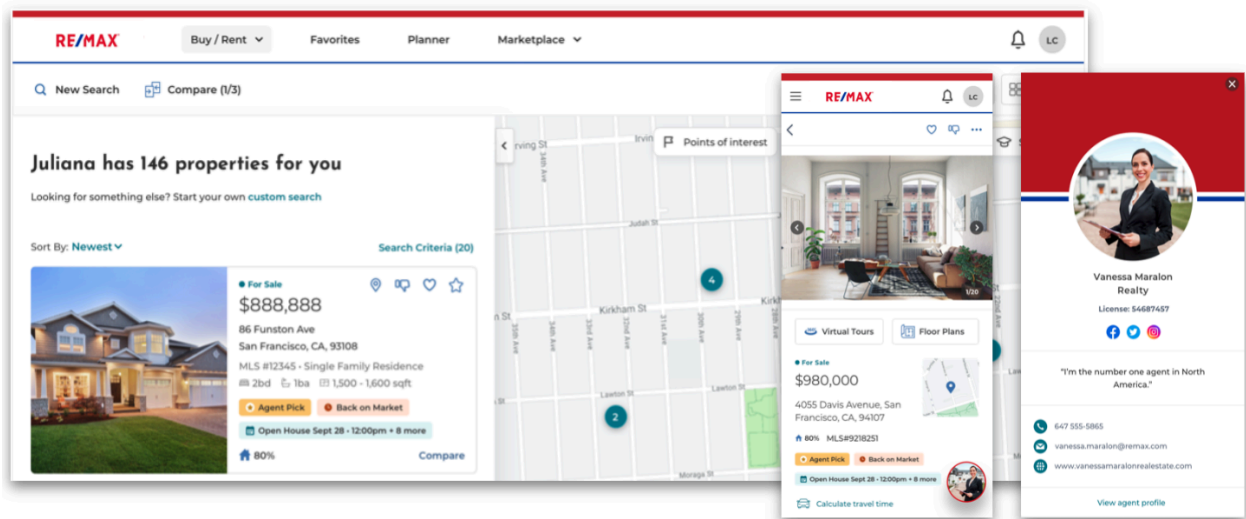
Currently Agents only use MLS Touch or Prospects CRM to set their branding. This branding includes

- Logo
- 3 Colors

Agents can choose from a preset brand, based on a national franchise. Or they can upload their own logo and set their own colors.



When set this branding appears in the agent's OneHome portal as well.



New Capabilities

We are expanding the branding capability beyond MLS touch. So agents can manage their brand (logo and colors) from a new interface called the Branding Center.

An agent's brand will be displayed to their clients consistently across OneHome, MLS Touch and Matrix Emails.

Agents will be able to:

- Access the new Branding Center from Clarity, Matrix, OneHome & MLS Touch
- Select from franchise brands
- Create their own brand
- Apply their brand in Matrix Emails, OneHome, MLS Touch, Prospects CRM and more

The image shows a screenshot of the 'Branding Center' interface. On the left is a sidebar with 'Profile' and 'Brand Kit' options. The main area is titled 'Brand Kit' and contains a description, 'My Brand Kit' section with an 'Active' card for 'LISA DAVIS', and 'Available Brand Kits' section with 'Unbranded', 'Office', and 'Keller Williams' options. A search bar is at the bottom. On the right is a 'Preview' section showing a 'Matrix Email' for 'LISA DAVIS' with a property listing for '\$888,888' and an 'Open House Sep 28'.

Branding Center

Brand Kit

Brand Kit is where you can select a logo and color theme to be applied across Matrix, OneHome, and MLS Touch. Choose from a preset Brand Kit or create your own to represent your personal brand. [Learn more](#)

My Brand Kit

Create a custom Brand kit that promotes your personal brand.

Active

LISA DAVIS

Edit

Available Brand Kits

Choose from pre-made Brand Kits or search for more brands.

Unbranded Office

Kw KELLERWILLIAMS Keller Williams

Choose from additional brands

Search by name

Preview

Matrix Email MLS Touch OneHome

LISA DAVIS

From Lisa Davis

New properties for you!

I have new listings for you to review.

Highlights

For Sale \$888,888 86 Funston Ave

MLS #12345 - Single Family Residence 2bd 1ba 1,500 - 1,600 sqft

Agent Pick Back on Market

Open House Sep 28

View all properties

Have A Question? Visit The OneHome Help Page

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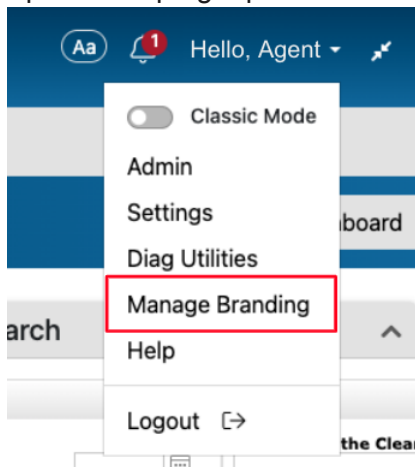
Accessing the Branding Center

Agents will be able to access the Branding Center from Matrix, MLS Touch, OneHome Agent Portal.

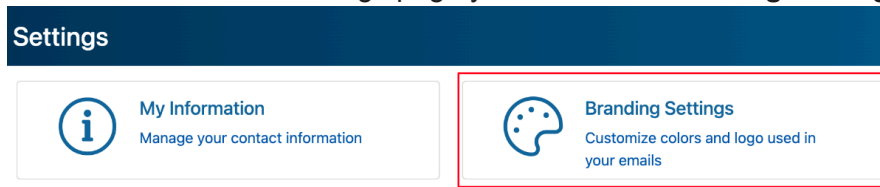
Matrix - Release 12.4.0

Agents can access the Branding Center from Matrix in 2 ways:

1. Open the top right profile menu and select **Manage Branding**



2. In the Profile Menu > Settings page you will find a **Branding Settings** tile

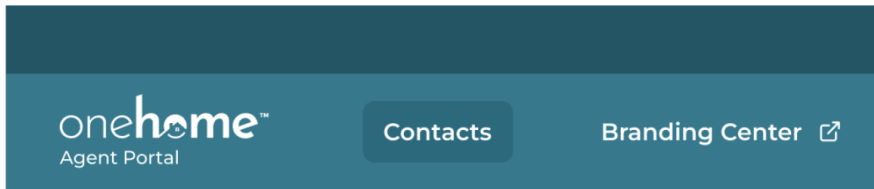


In addition to the Manage Branding link, we also recommend MLSs add a dashboard tile and news item.

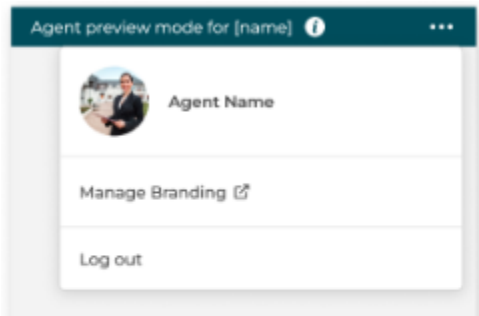
OneHome Agent Portal

Agents will be able to access the Branding Center from the OneHome Agent Portal. They must be signed in to access the links below

1. Main Menu - Branding Center

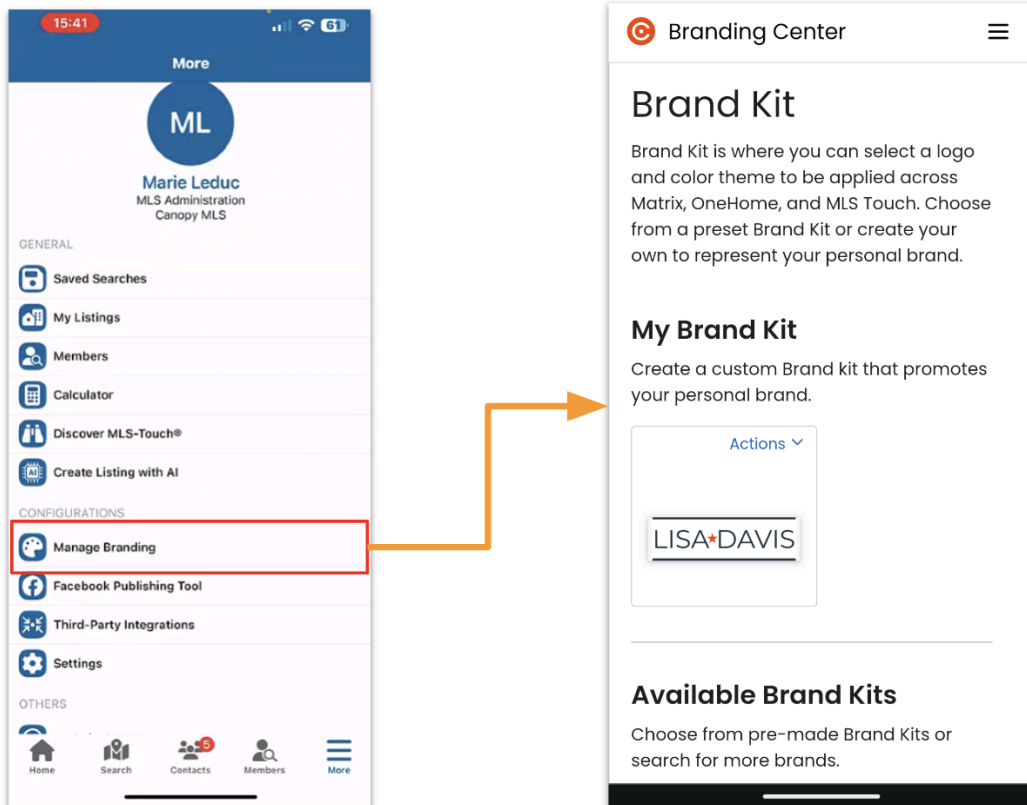


2. Profile Menu - Manage Branding



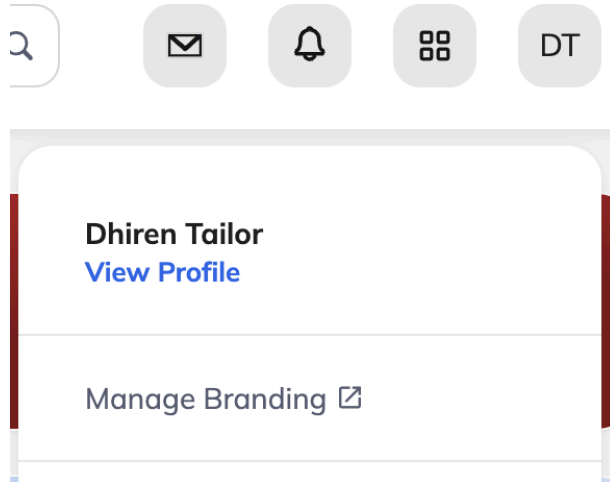
MLS Touch - Release 4.1

Agents can access the Branding Center from MLS Touch by opening the menu and selecting **Manage Branding**



Clareity

If your MLS uses the Clareity dashboard, users can access the link from the profile dropdown in the top right corner.



Brand Kit Options

Using the Branding Center, agents will be able to select from a variety of branding options

- Unbranded
- Office
- Search Additional Brands
- Create their own brand

My Brand Kit

Create a custom Brand kit that promotes your personal brand.




Available Brand Kits



Choose from pre-made Brand Kits or search for more brands.



Choose from additional brands

Quick Available Brand Kits

Branding Option	Notes
Use your Office Brand	<p>The Branding Center will do its best to match an agent to their office.</p> <p>If the office belongs to a major franchise brand, the agent will be able to select it as their brand.</p>  <p>Office</p> <p>If an agent chooses to use the office brand, the Branding Center will be able to track when they change offices, so that office brand automatically updates.</p>
Search for a Brand	<p>Agents will have the ability to search for a major franchise brand (e.g Century 21).</p>

	<p>Choose from additional brands</p> <div data-bbox="623 281 1162 327"> <input type="text" value="Century 21 ×"/> </div> <div data-bbox="613 361 841 520">  <p>Century 21</p> </div> <p>The list of these presets are migrated from MLS Touch.</p>
<p>Reset to Unbranded</p>	<p>Resetting to Unbranded will revert to the “default” state.</p> <div data-bbox="597 714 824 785">  </div> <p>Unbranded</p> <p>OneHome & Matrix will show the OneHome branding in the Website and Emails.</p> <p>MLS Touch will show a generic logo and color</p>

Creating Your Own Brand

Agents want to stand out from the crowd, and distinguish themselves with their own branding. The Branding Center will allow agents to upload their own Logo and set 3 colors for their brand look at feel.

My Brand Kit

Create a custom Brand kit that promotes your personal brand.

Create Your Own


Agents can upload a Logo and set 3 Colors (Primary, Secondary and Accent)

Create Your Own Brand Kit ✕




Build your own Brand Kit to represent your personal brand across our products.

- 1 Start with a logo**
Recommended 525x150 pixels, 10MB maximum file size.

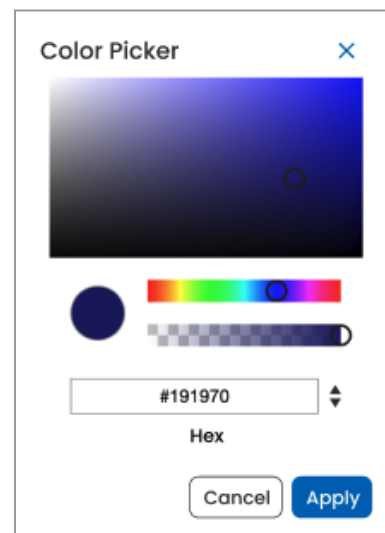
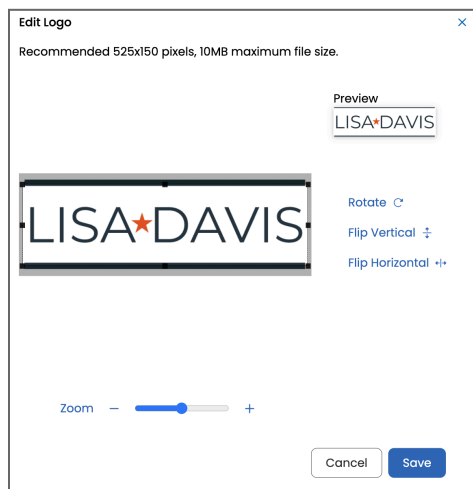
Drag image here



[Upload from computer](#)
- 2 Choose your colors**
Primary color will be applied to banners and headers, Secondary color is for accents, such as buttons.

Primary	Secondary	Variant
		
Add Color	Add Color	Add Color
- 3 Review the Brand Kit.** If everything looks good save it to make it active across all your products.

Cropping tools and color pickers will be available when the agent uploads the logo



Branding Center will auto suggest the colors based on the uploaded logo

1 Start with a logo

Recommended 525x150 pixels, 10MB maximum file size.



[Change](#) 

[Remove](#) 

2 Choose your colors

Primary color will be applied to banners and headers, Secondary color is for accents, such as buttons.

Primary



[Change](#)

Secondary




[Change](#)

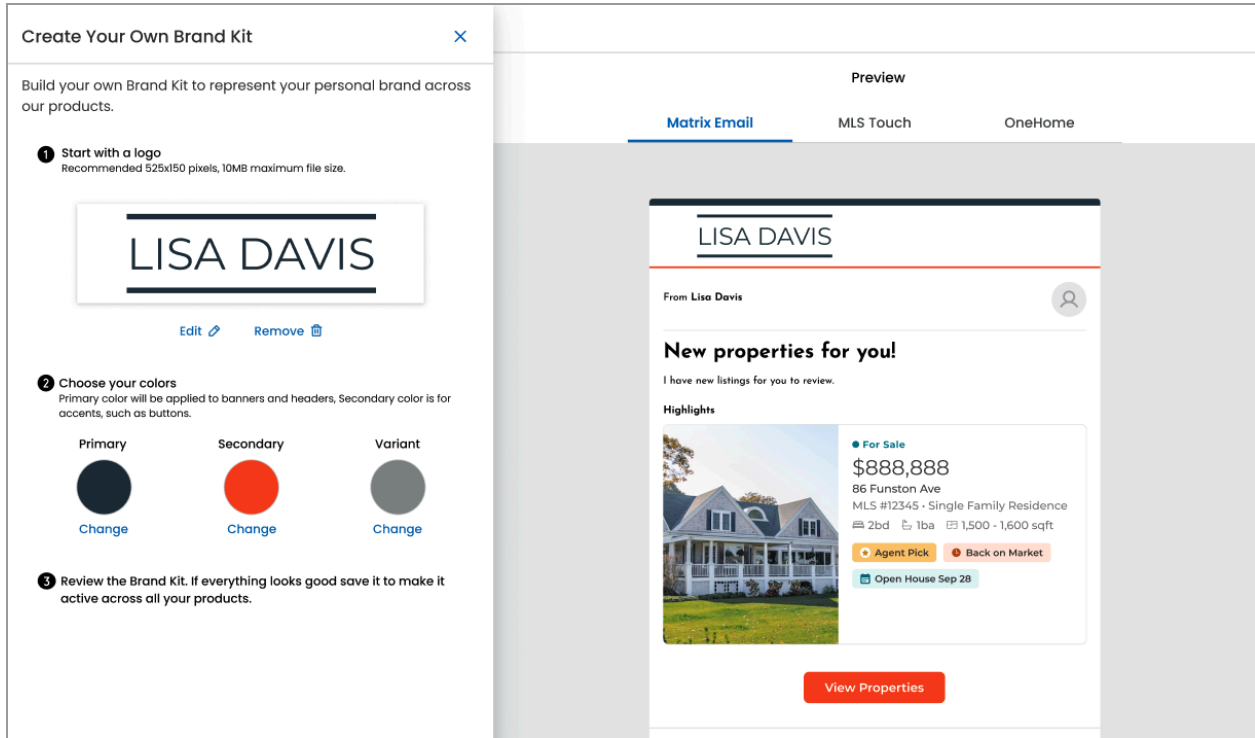
Accent



[Change](#)

 We've chosen these colors from your logo, but you're welcome to adjust them to your liking.

A preview of the branding will be shown as the agent updates the Logo and Colors



Selecting **Save & Activate** will enable the brand to make it available across our real estate products



Branding Previews

When a brand is active, agents and their clients will see it in Matrix Emails, MLS Touch and OneHome.

Preview Type	Notes
<p>Matrix Emails</p> <p>Emails (e.g Direct or Auto emails) sent by the agent to their clients will include the logo along with primary and secondary colors above and below the logo.</p>	<p>Emails will be Branded in Matrix Release (12.4.0)</p> <p>The preview tab for Matrix Emails will only be shown when the MLS updates their Matrix instance to the above release version.</p> <p>The emails will be branded in the following areas</p>

Primary Color

Logo

Secondary Color

Secondary Color & Contrasting White or Black text

Accent Color

From Lisa Davis DT

New properties for you!
I have new listings for you to review.

Highlights

● **For Sale**

\$888,888 For this share

86 Funston Ave
San Francisco, CA, 93108
MLS #12345 - Single Family Residence

2bd 1ba 1,500 - 1,600 sqft

Agent Pick Back on Market

Open House Sep 28

80%

[View all properties](#)

Get a question or looking for more guidance?
[Visit the OneHome Help page](#)

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Primary Color & Contrasting White or Black Initials
(When agent has not uploaded a headshot in the Matrix OneHome tab)

MLS Touch/Client

MLS Touch & Client applications will display the agent's logo along with primary color on buttons and navigation

2:51

LISA DAVIS

Hi Lisa Davis

Map Search

Advanced Search

Saved Searches

Search by Number

My Favorites

InstaView

My Agent

Home
Search
Messages
Calculator
More

Primary Color & Contrasting White or Black text
Used in all tiles and icons

OneHome

OneHome Client and Agent portals will display the agent's logo along with the primary and secondary colors above and below the logo.

The primary and secondary colors will also be shown in the agent's profile card.

Desktop Preview

The desktop preview shows a real estate listing for 86 Funston Ave. The page features a navigation bar with the RE/MAX logo and a search bar. The main content area includes a large image of the property, a "View Virtual Tours" button, and a "Property Details" section. A "Primary Color" label points to the blue header bar. A "Logo" label points to the RE/MAX logo. A "Secondary Color" label points to the blue circle containing the initials "DT" in the agent's profile card. A "Primary Color & Contrasting White or Black Initials" label points to the "DT" initials, with a note: "(When agent has not uploaded a headshot in the Matrix OneHome tab)".

Mobile Preview

The mobile preview shows the same real estate listing for 86 Funston Ave. The page is optimized for a smaller screen, with a hamburger menu on the left and a bell icon on the right. The main content area includes a large image of the property, a "View Virtual Tours" button, and a "Property Details" section. The price is displayed as \$872,840, and there is a "New Construction" badge. A "1/20" indicator is visible at the bottom right of the image.

Screenshots & Videos

Branding Kit Screenshots

- [Branding Center – Getting Started](#)
- [Branding Center – Start with your Logo](#)
- [Branding Center – Branding Kit](#)
- [Branding Center – MLS-Touch / Prospects Mobile](#)
- [Branding Center – OneHome Mobile](#)
- [Branding Center – OneHome Desktop](#)
- [Before Image](#)
- [After Image](#)

Branding Kit Video Walkthrough

- [Linked Video](#)

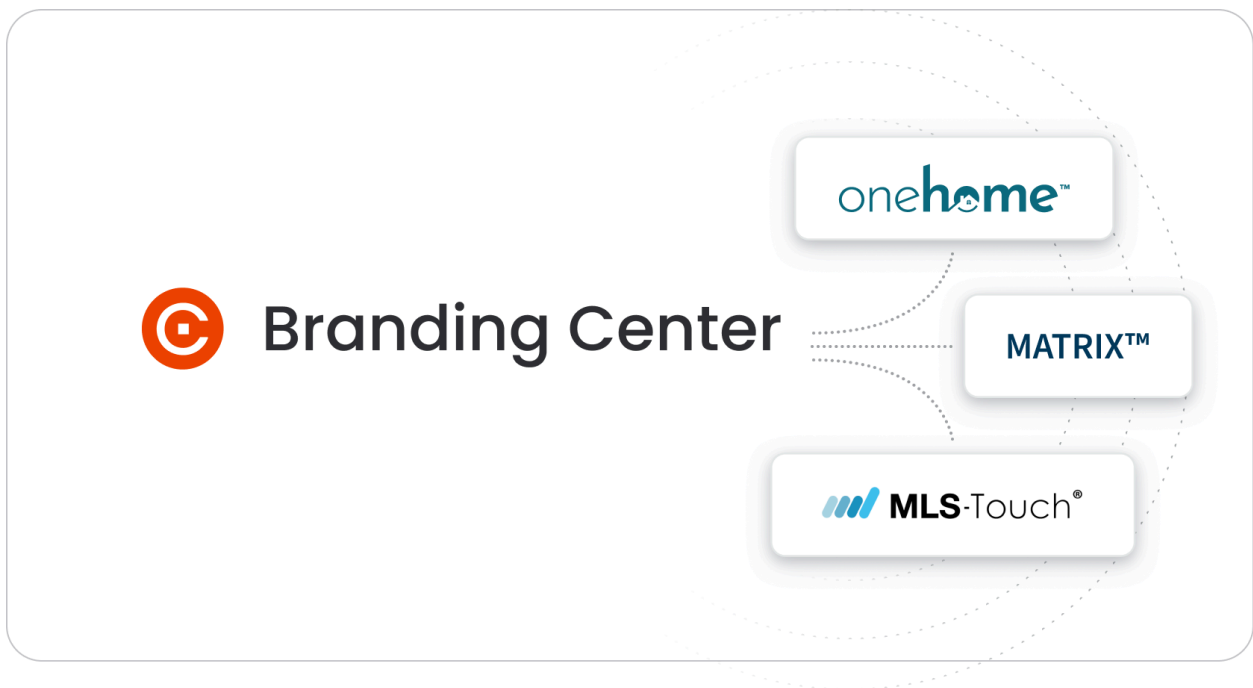


Branding Center Pre Launch

Objective

Let your members/subscribers know about the upcoming Branding Center feature, how to access it, and what it can do for them. Format according to your own branding guidelines.

Marketing Asset

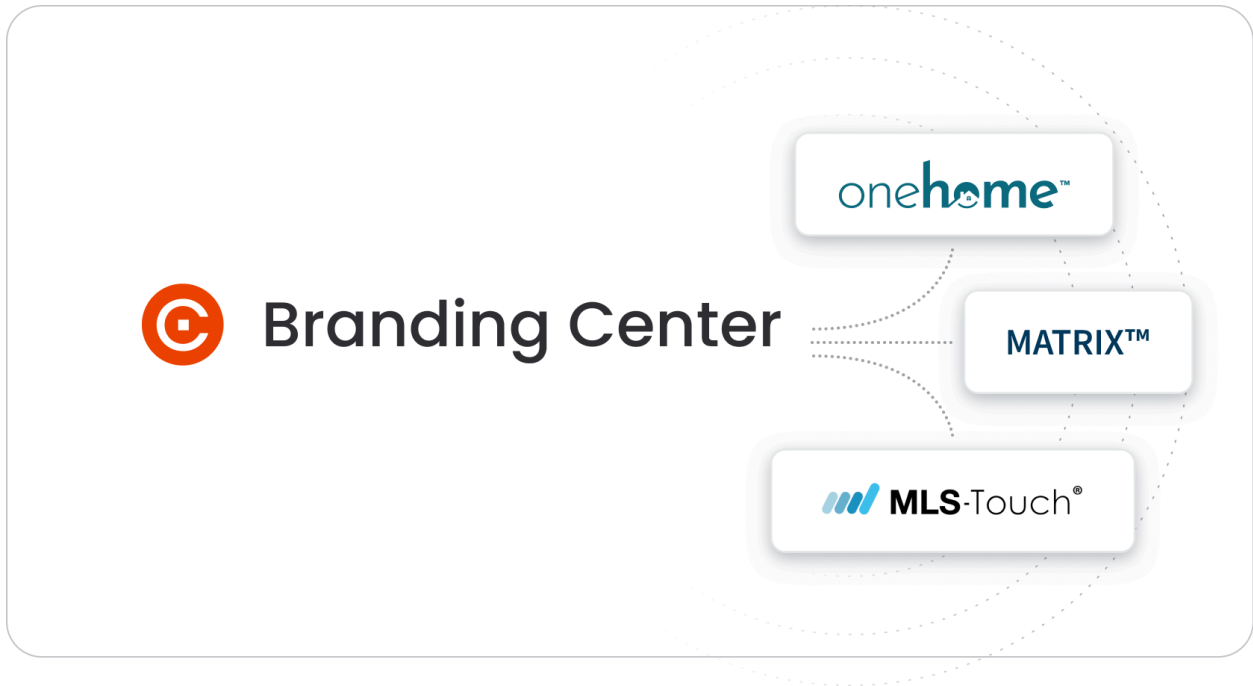


[Click Here To Download](#)

Matrix News and Member Email Copy

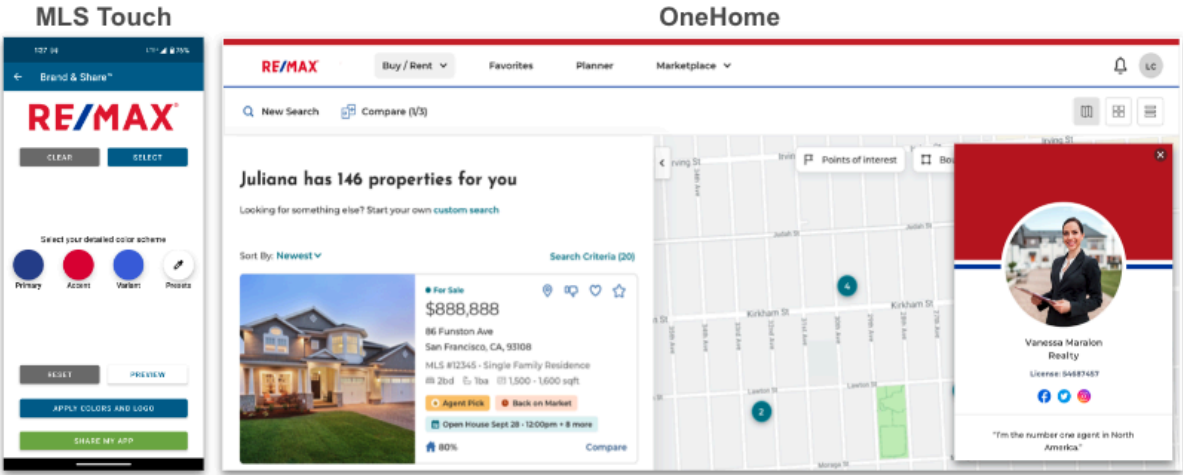
Format according to your own brand guidelines.

Branding Center is coming for [MLS Name] members!



Being a real estate agent is one of the most competitive roles in the market today, which is why it is essential to stand out.

Agents who use MLS Touch can manage their brand by selecting their **Logo** and **Colors**. These brand settings appear in both **MLS Touch** and **OneHome**.



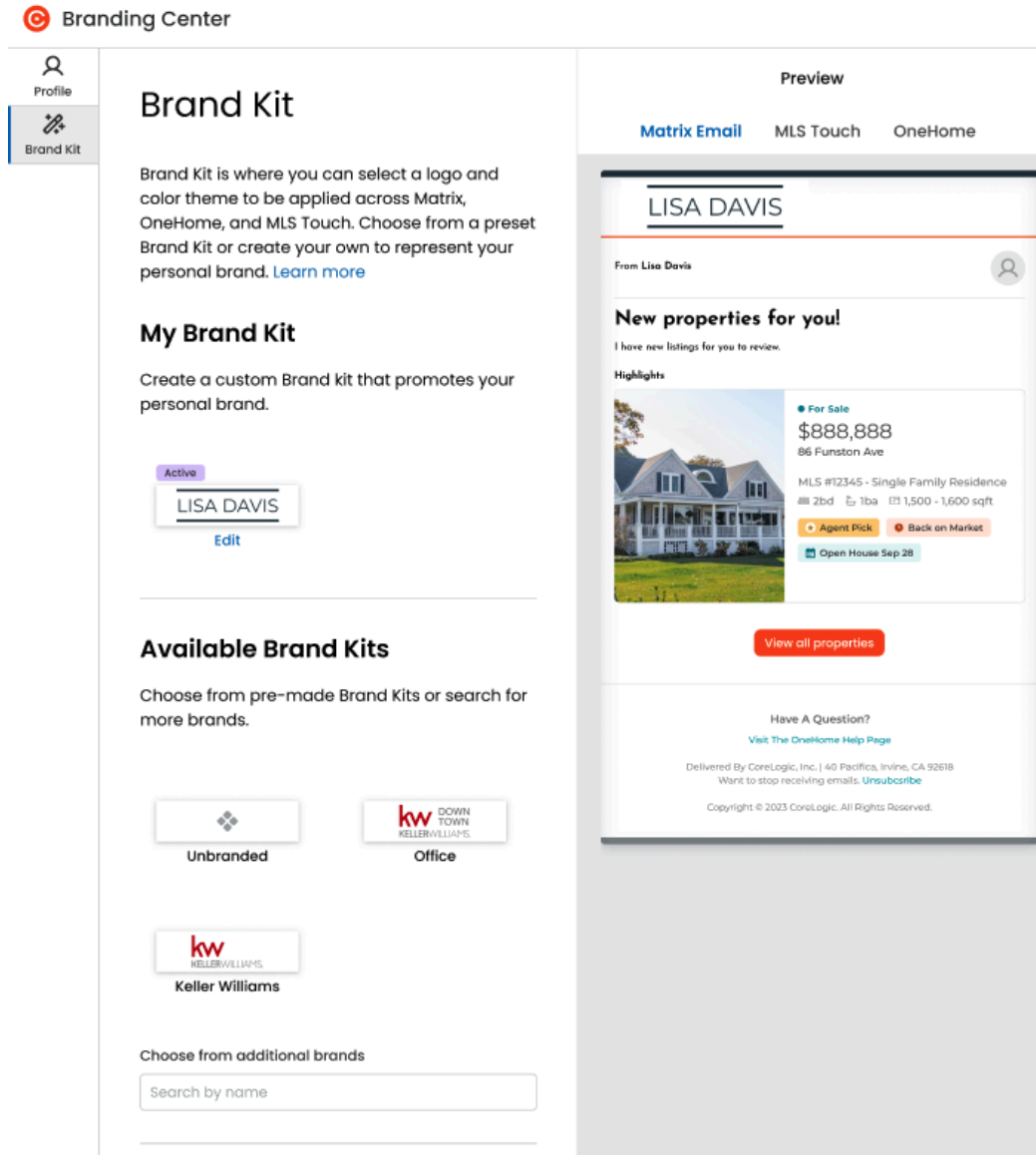
We have expanded this capability with Branding Center, so agents can manage their logo and colors from Matrix, MLS Touch and OneHome.

For a quick overview, check out the training video on [YouTube](#)

Branding Center Features

This will include a modern interface, providing agents with the ability to:

1. Select from a list of major franchise brands
2. Create their own brand by uploading a logo and setting their colors
3. Preview what their branding will look like in Matrix emails, MLS Touch and OneHome



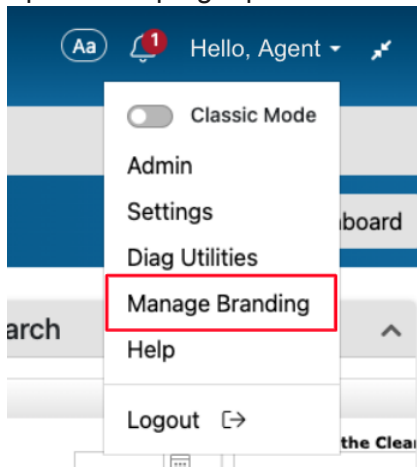
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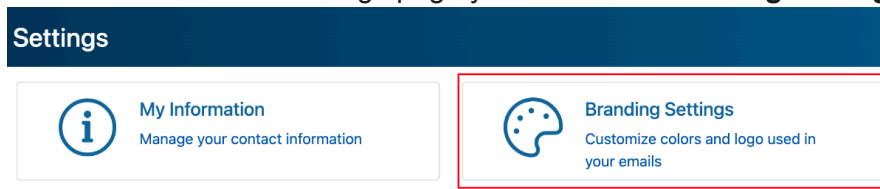
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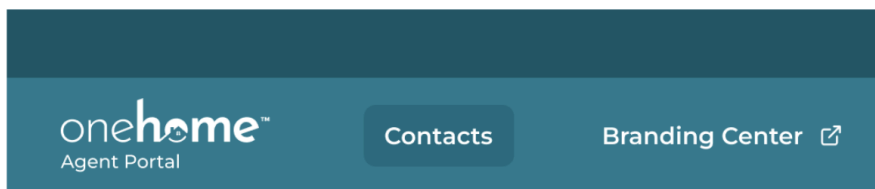
2. In the Profile Menu > Settings page you will find a **Branding Settings** tile



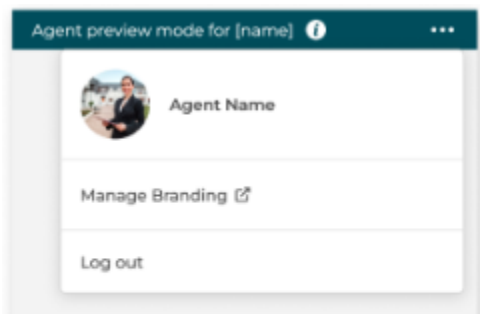
OneHome Agent Portal

Agents will be able to access the Branding Center from the OneHome Agent Portal. They must be signed in to access the links below

3. Main Menu - Branding Center

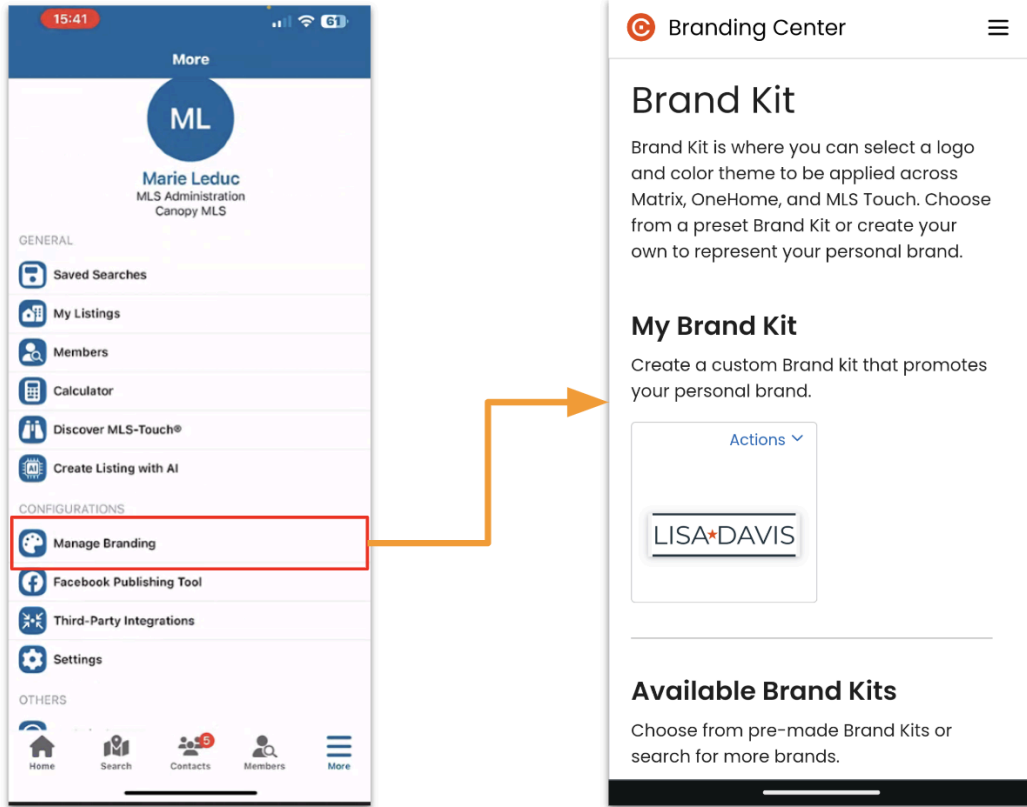


4. Profile Menu - Manage Branding



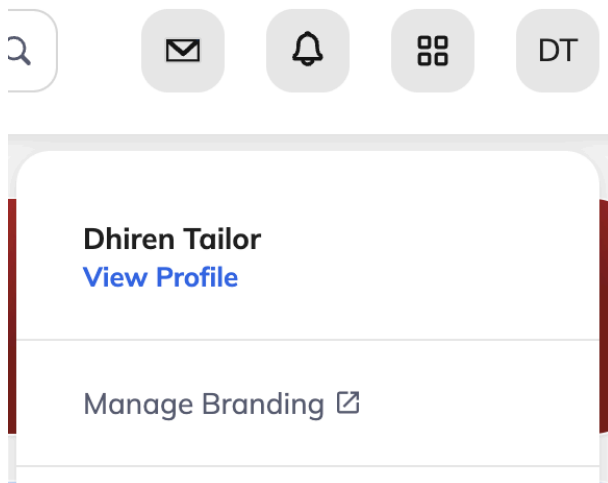
MLS Touch Release 4.1

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Clarity

If your MLS uses the Clarity dashboard, users can access the link from the profile dropdown in the top right corner.



LINKS

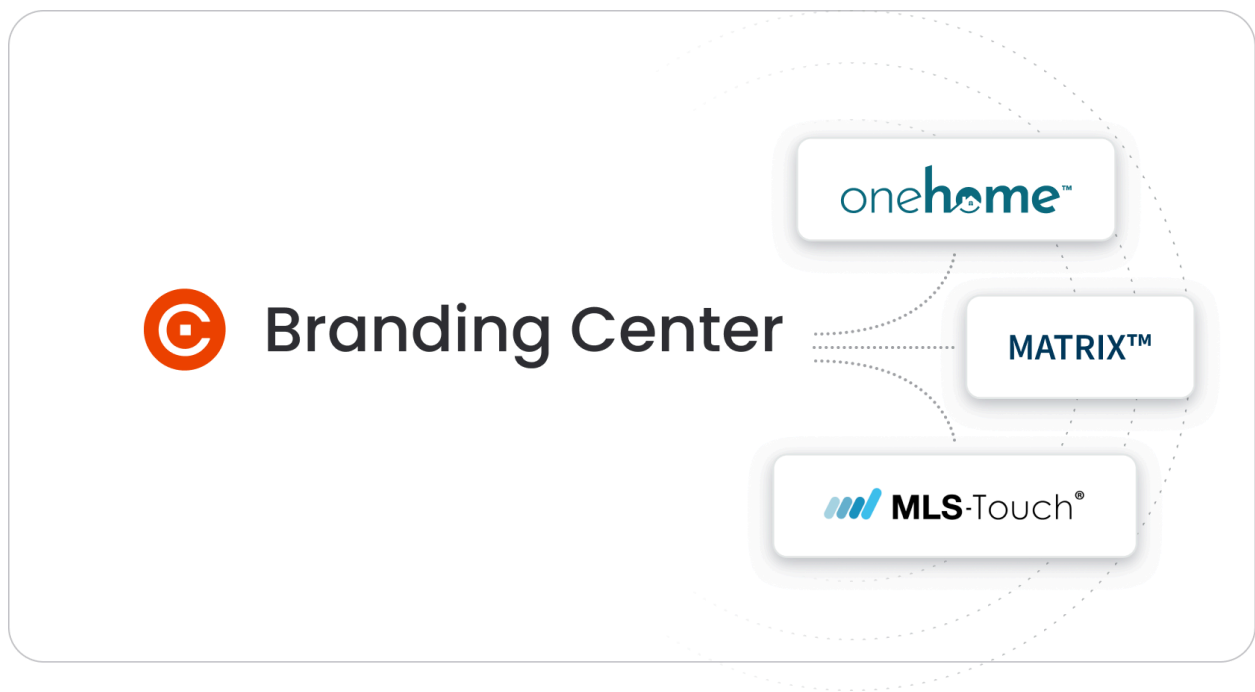
[LMS](#)
[TRAINING VIDEO](#)
[MARKETING KIT](#)



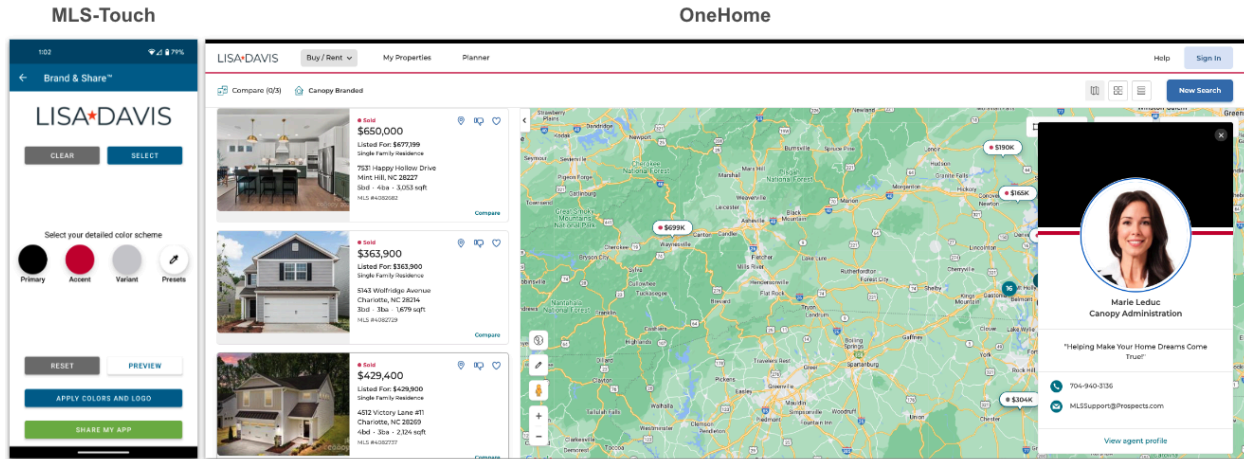
Branding Center Post Launch

Format according to your own brand guidelines.

The Branding Center is now available for [MLS Name] members!



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Profile

Brand Kit

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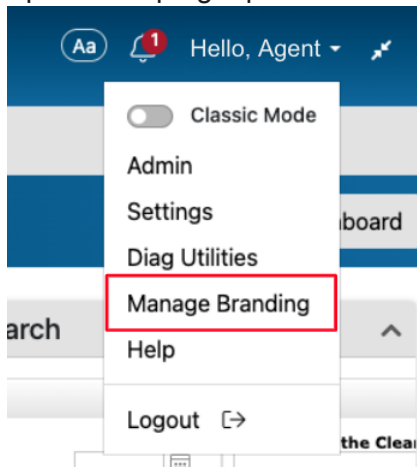
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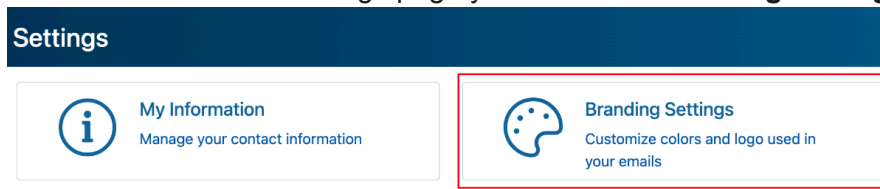
Matrix Release 12.4.0

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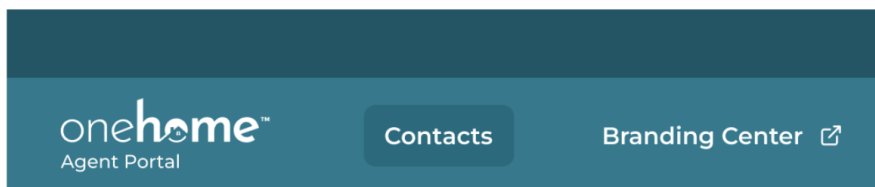
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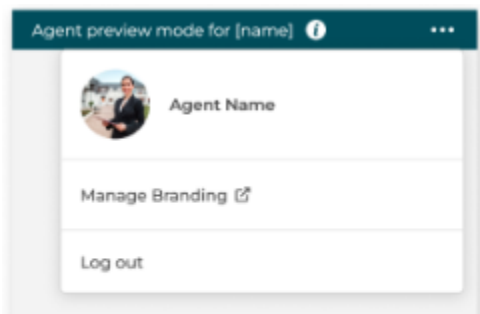
OneHome Agent Portal

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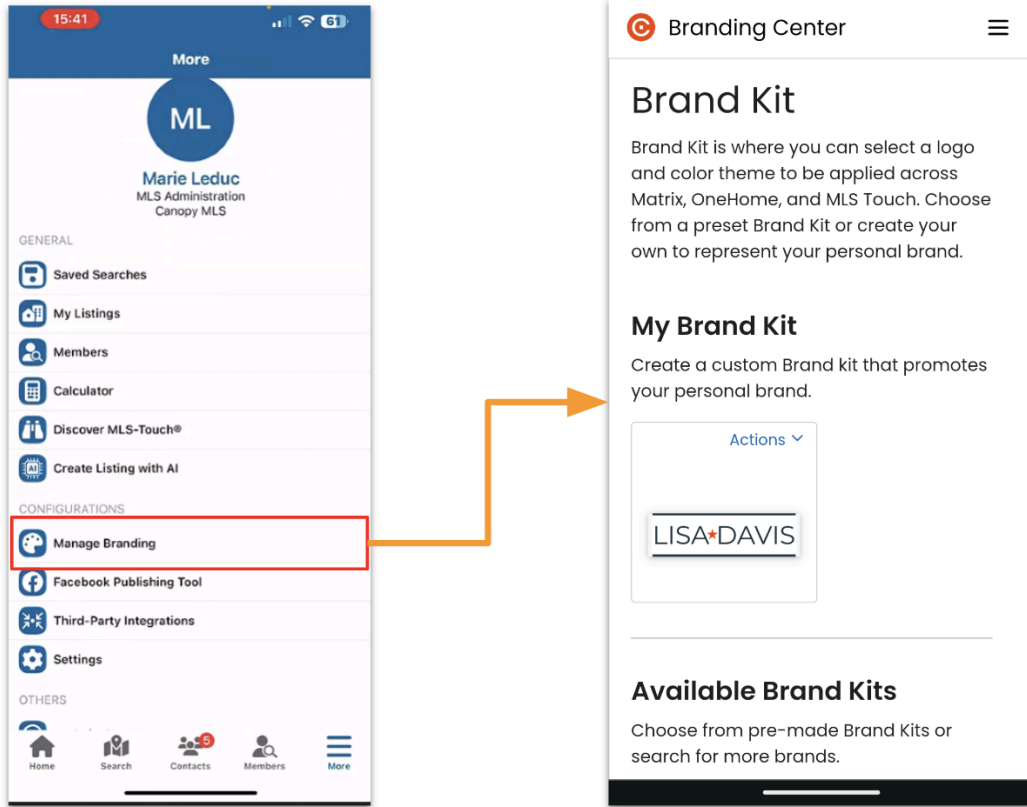


6. Profile Menu - Manage Branding



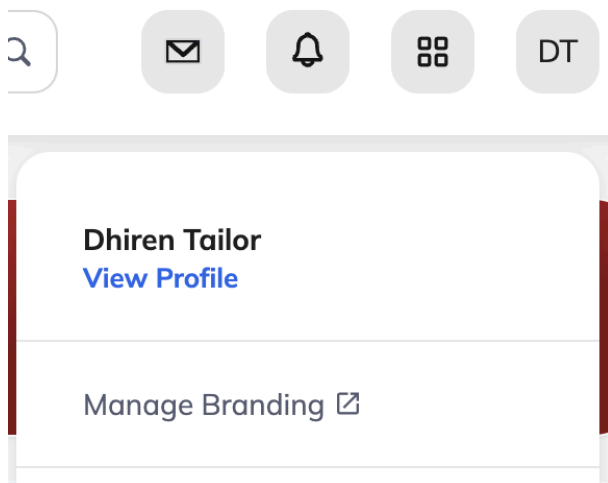
MLS Touch Release 4.1

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Clarity

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LINKS

[LMS](#)

[TRAINING VIDEO](#)

[MARKETING KIT](#)