



## MLS Launch Kit

CoreLogic

# Welcome!

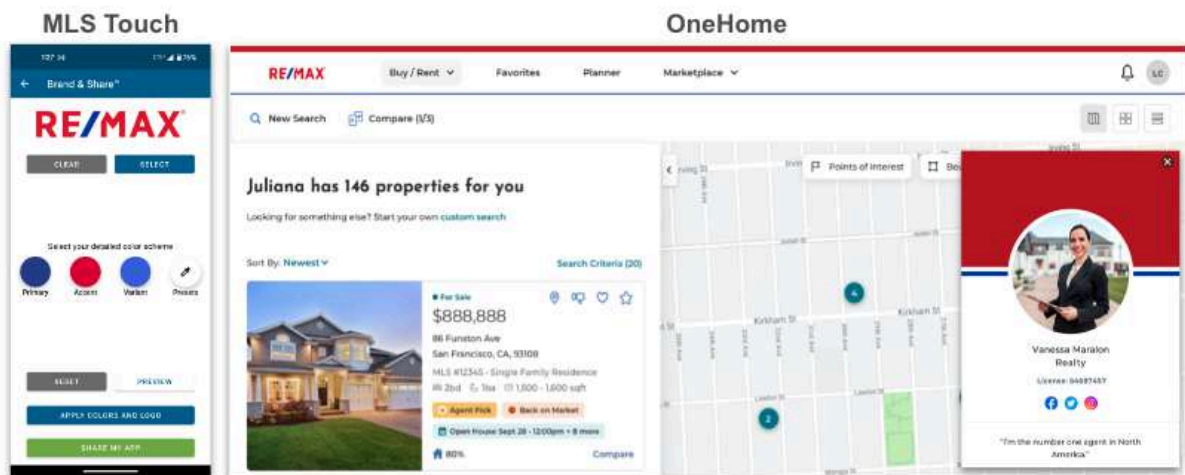
This launch kit is for the exclusive use of our multiple listing clients. It's designed to give you the resources you need to promote the **Branding Center** feature for the CoreLogic suite of real estate applications.

## 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

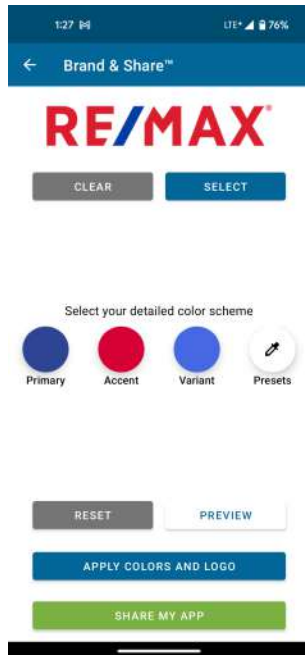
The customized logo gives an agent's business a more professional and polished look. This professionalism enhances a clients' perception of the agent's services and expertise.

# Current Experience

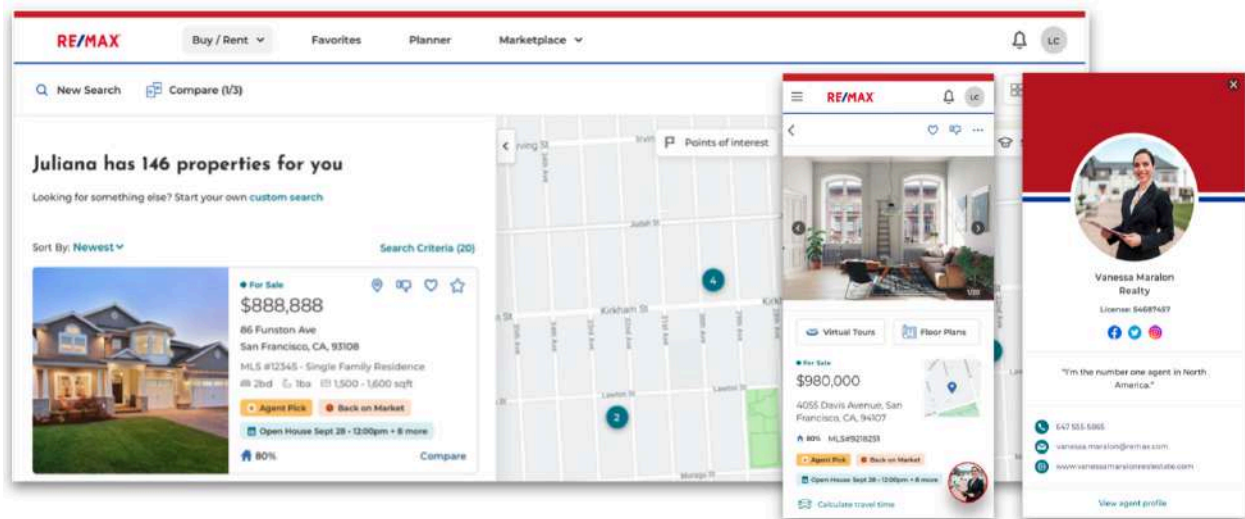
Currently Agents only use MLS Touch or Prospects CRM to set their branding. This branding includes

- 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 Clareity, 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

 Branding Center

Profile

Brand Kit


## 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



Keller Williams

Choose from additional brands

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

4 Bdr 2 Bth 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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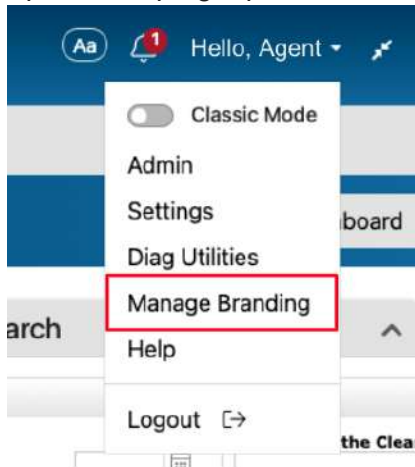
# Accessing the Branding Center

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

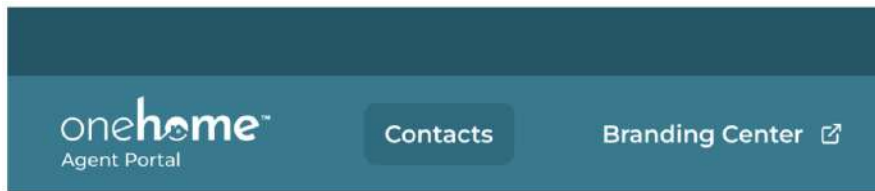


In addition to the Manage Branding link, we also recommend MLSs add a dashboard tile and news item.

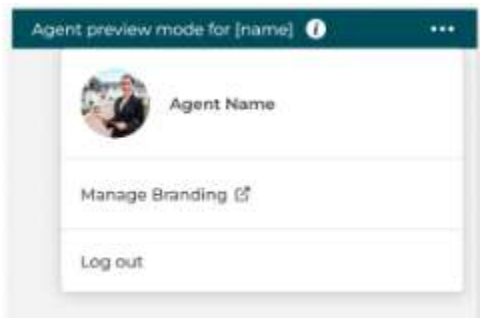
## OneHome Agent Portal

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

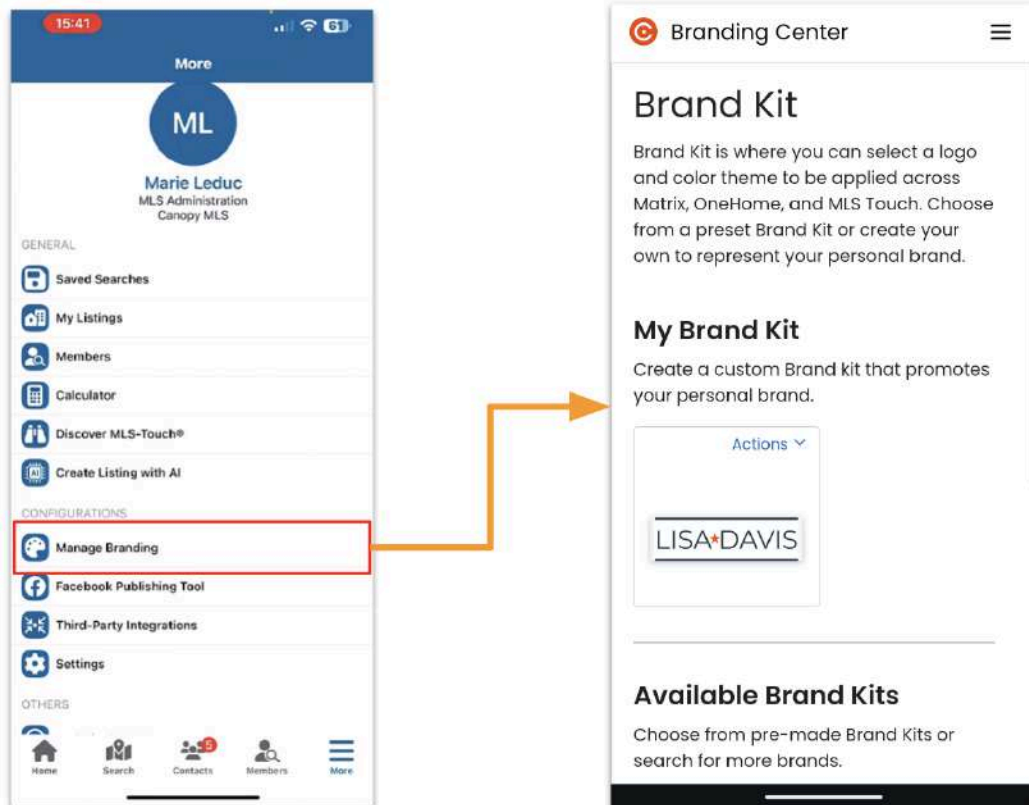


## 2. Profile Menu - Manage Branding



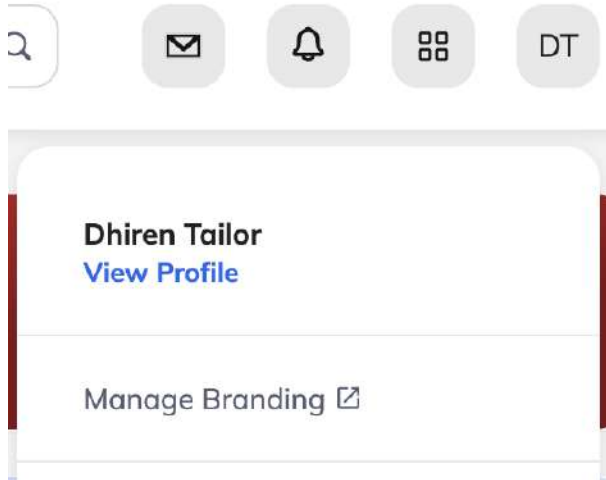
# MLS Touch - Release 4.1

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.


Active

LISA DAVIS


Edit

## Available Brand Kits


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



Unbranded




Office





Keller Williams

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> <div>  <p>Office</p> </div> <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	Agents will have the ability to search for a major franchise brand (e.g Century 21).



	<p>Choose from additional brands</p> <div>Century 21 ×</div> <div>  </div> <p>The list of these presets are migrated from MLS Touch.</p>
<b>Reset to Unbranded</b>	<p>Resetting to Unbranded will revert to the “default” state.</p> <div>  <p>Unbranded</p> </div> <p>OneHome &amp; 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




Add Color

Secondary



Add Color

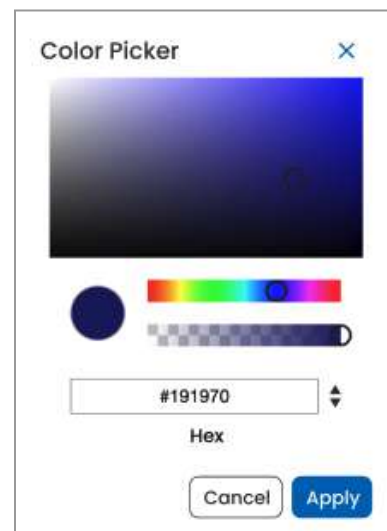
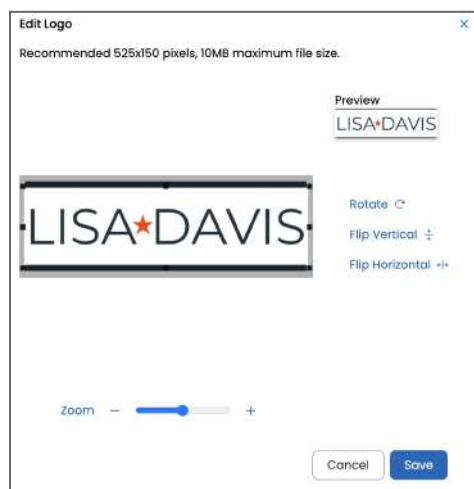
Variant



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](#)

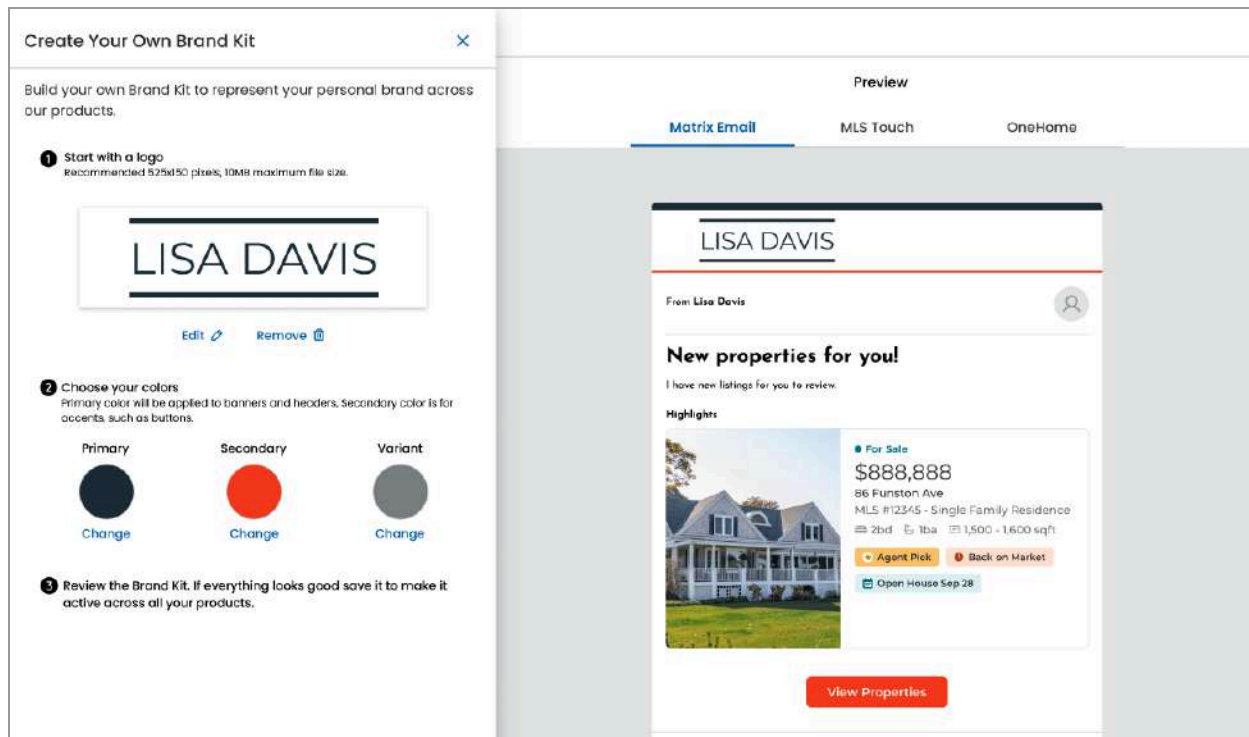
Accent



[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
<b>Matrix Emails</b>  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.	<b>Emails will be Branded in Matrix Release (12.4.0)</b>  The preview tab for Matrix Emails will only be shown when the MLS updates their Matrix instance to the above release version.  The emails will be branded in the following areas

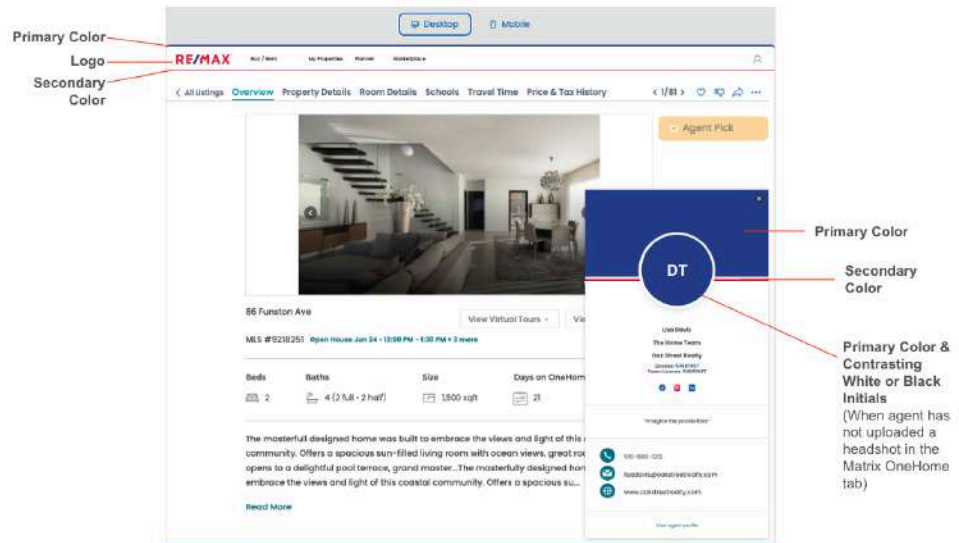
	<div data-bbox="500 247 649 275" data-label="Text"> <p>Primary Color</p> </div> <div data-bbox="589 285 646 312" data-label="Text"> <p>Logo</p> </div> <div data-bbox="532 321 646 369" data-label="Text"> <p>Secondary Color</p> </div> <div data-bbox="521 711 646 840" data-label="Text"> <p>Secondary Color &amp; Contrasting White or Black text</p> </div> <div data-bbox="509 978 646 1005" data-label="Text"> <p>Accent Color</p> </div> <div data-bbox="711 254 1185 1005" data-label="Image"> </div> <div data-bbox="1230 348 1396 579" data-label="Text"> <p>Primary Color &amp; Contrasting White or Black Initials (When agent has not uploaded a headshot in the Matrix OneHome tab)</p> </div>
<div data-bbox="203 1077 440 1104" data-label="Section-Header"> <p>MLS Touch/Client</p> </div> <div data-bbox="203 1142 431 1365" data-label="Text"> <p>MLS Touch &amp; Client applications will display the agent's logo along with primary color on buttons and navigation</p> </div>	<div data-bbox="769 1197 826 1224" data-label="Text"> <p>Logo</p> </div> <div data-bbox="678 1470 834 1575" data-label="Text"> <p>Primary Color &amp; Contrasting White or Black text</p> </div> <div data-bbox="683 1604 834 1654" data-label="Text"> <p>Used in all tiles and icons</p> </div> <div data-bbox="891 1129 1209 1812" data-label="Image"> </div>

## OneHome

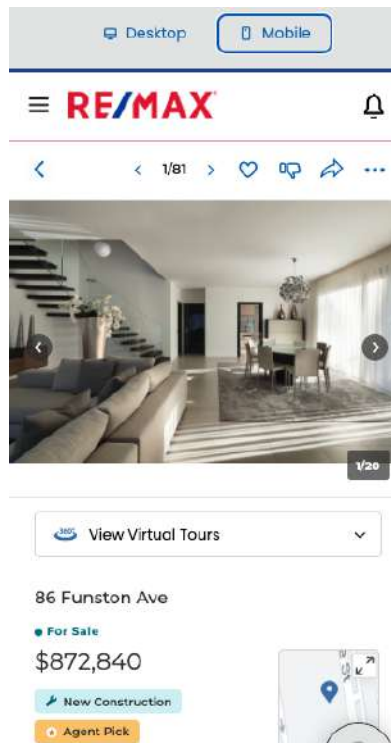
OneHome Client and Agent portals will display the agent's logo along with the primary and secondary colors above and below the logo.

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

## Desktop Preview



## Mobile Preview



# 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](#)

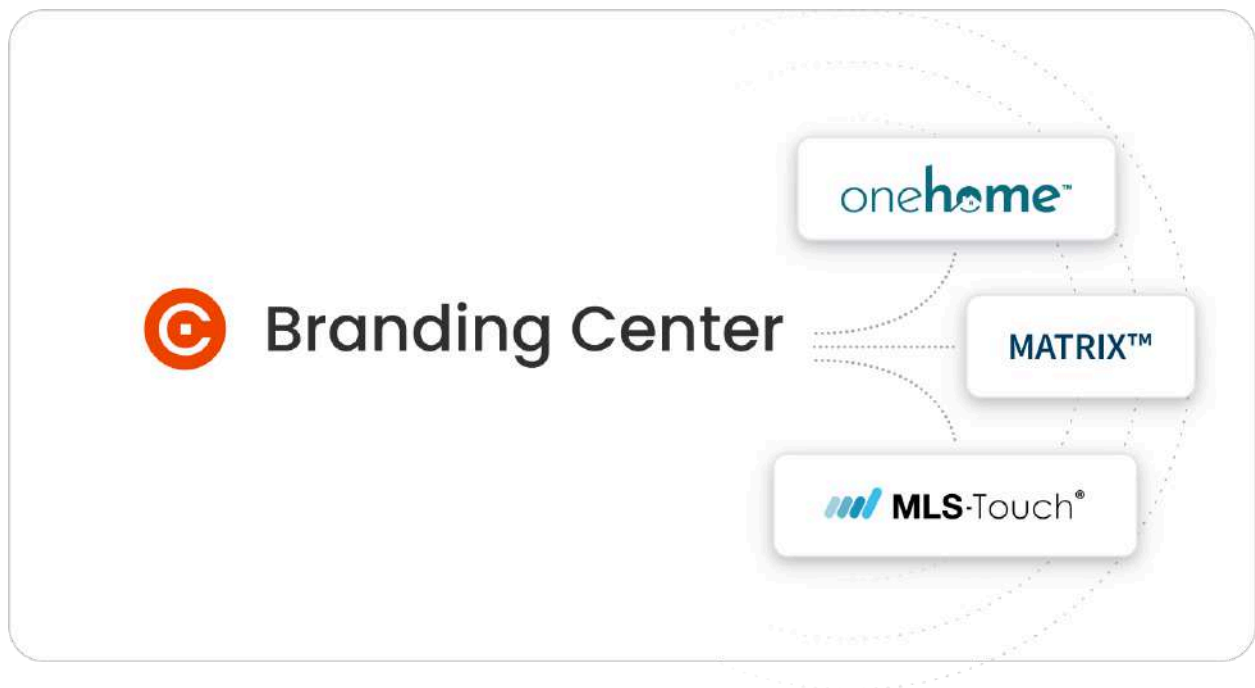


# Branding Center Pre Launch

## 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



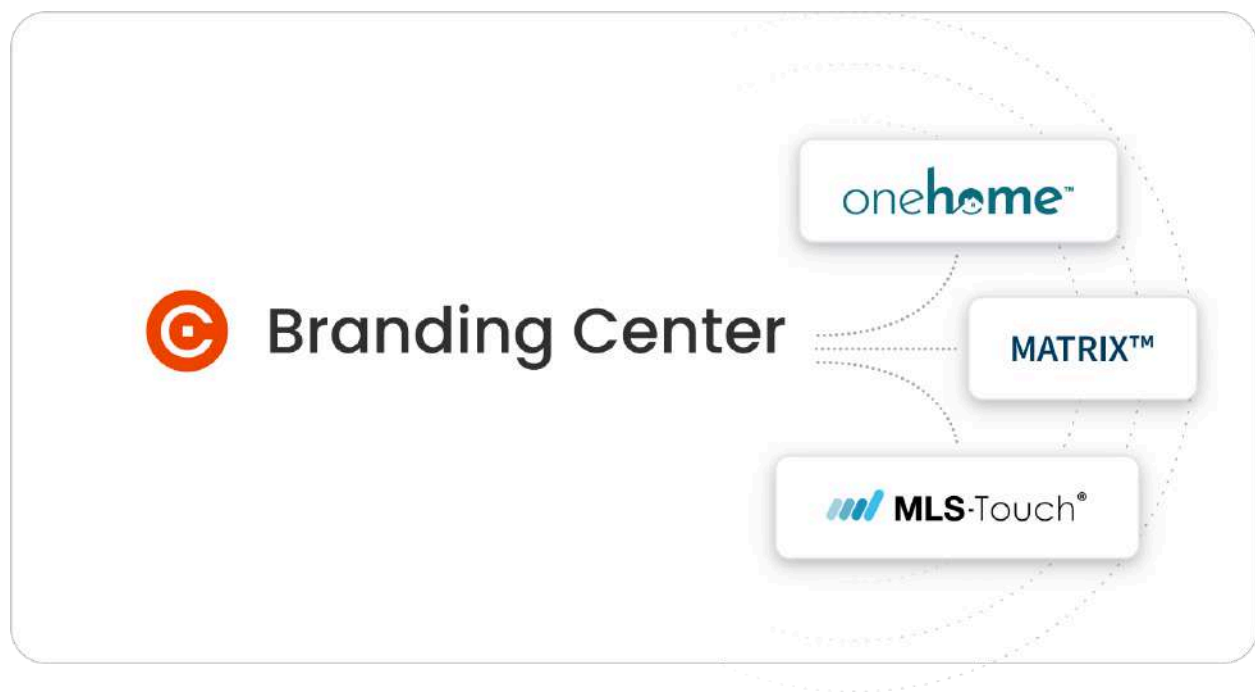
[Click Here To Download](#)

## Matrix News and Member Email Copy

Format according to your own brand guidelines.

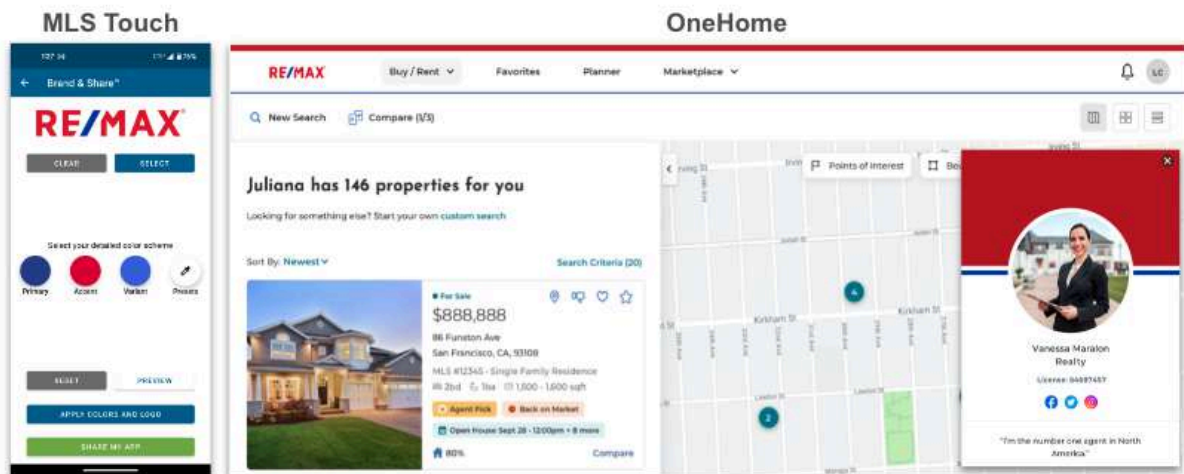
**Branding Center is coming for [MLS Name] members!**





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**.



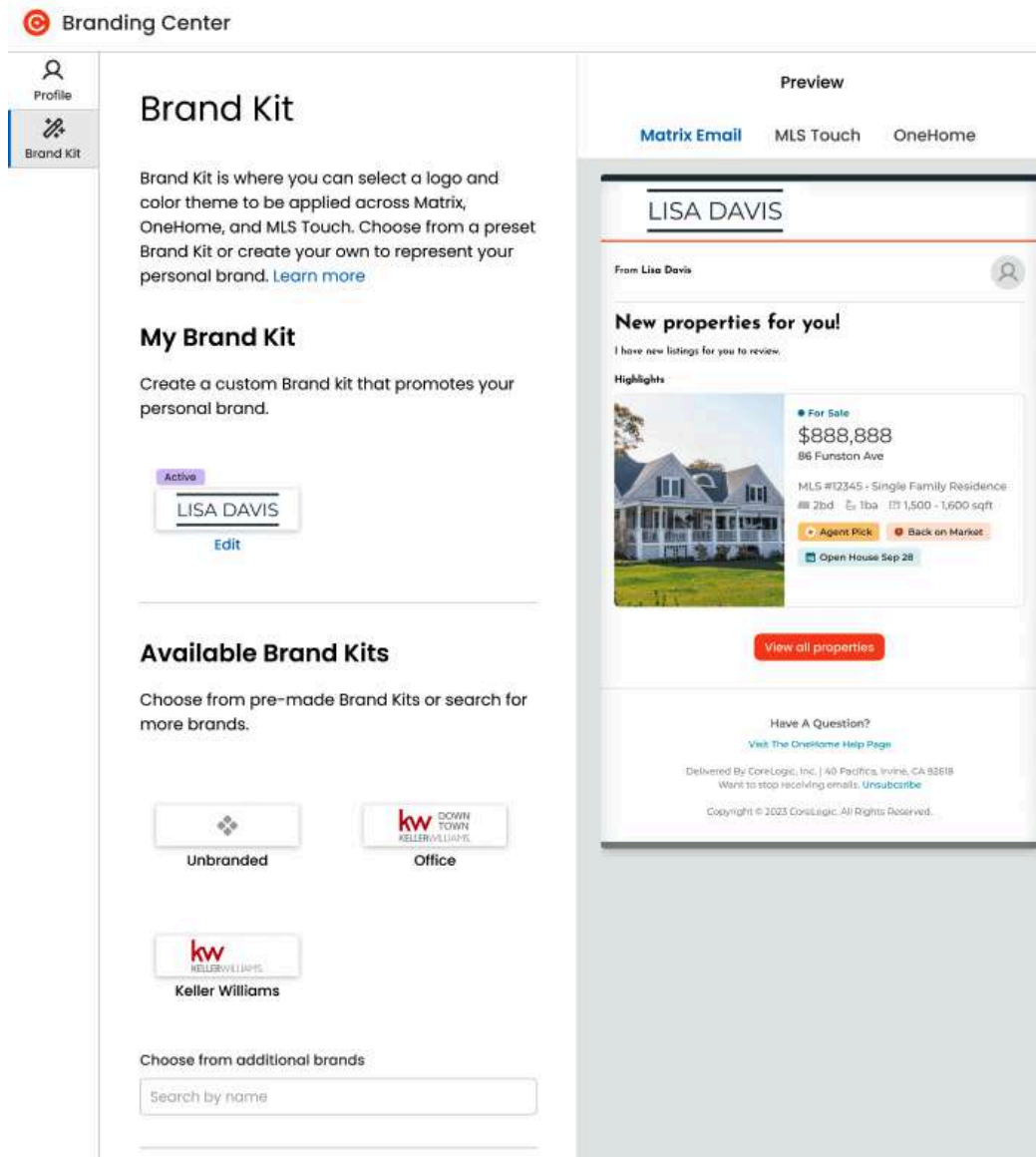
We have expanded this capability with Branding Center, so agents can manage their logo and colors from Matrix, MLS Touch and OneHome.

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



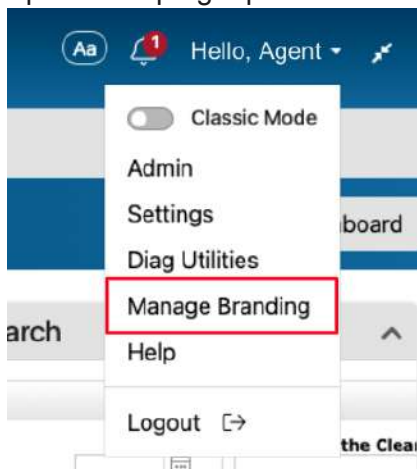
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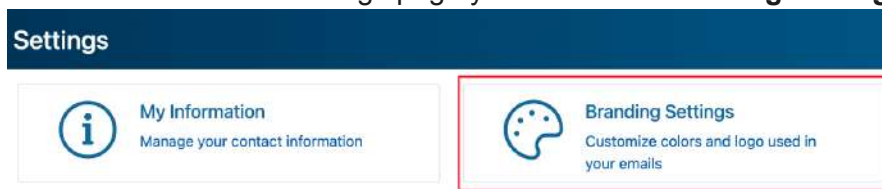
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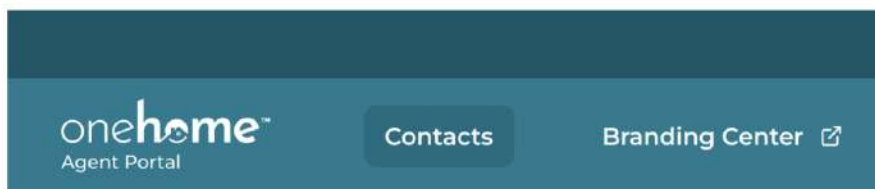
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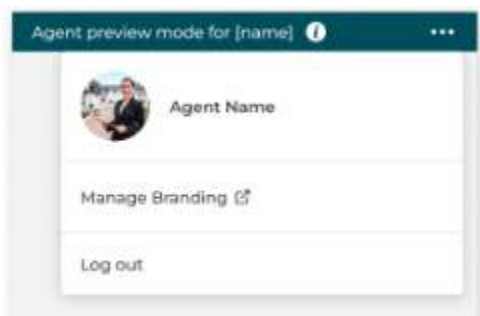
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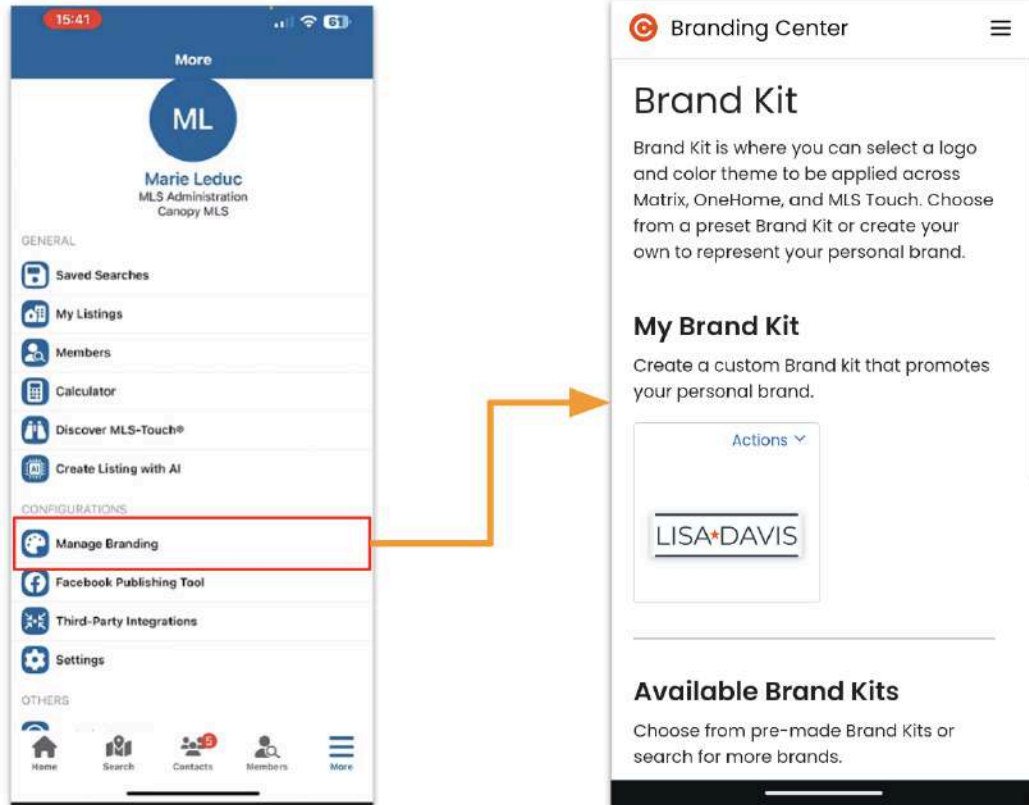


4. Profile Menu - Manage Branding



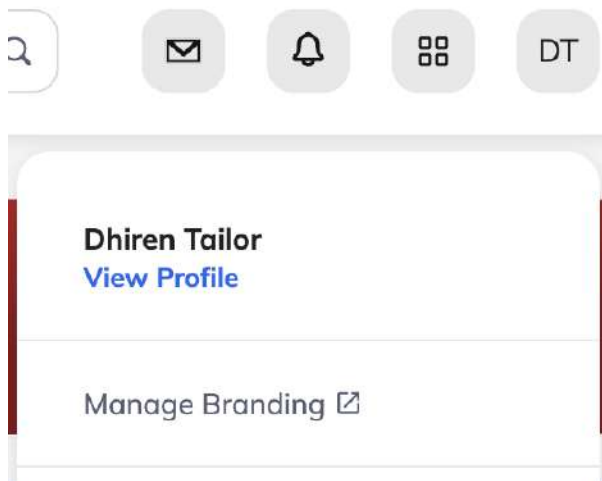
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## Clareity

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## LINKS

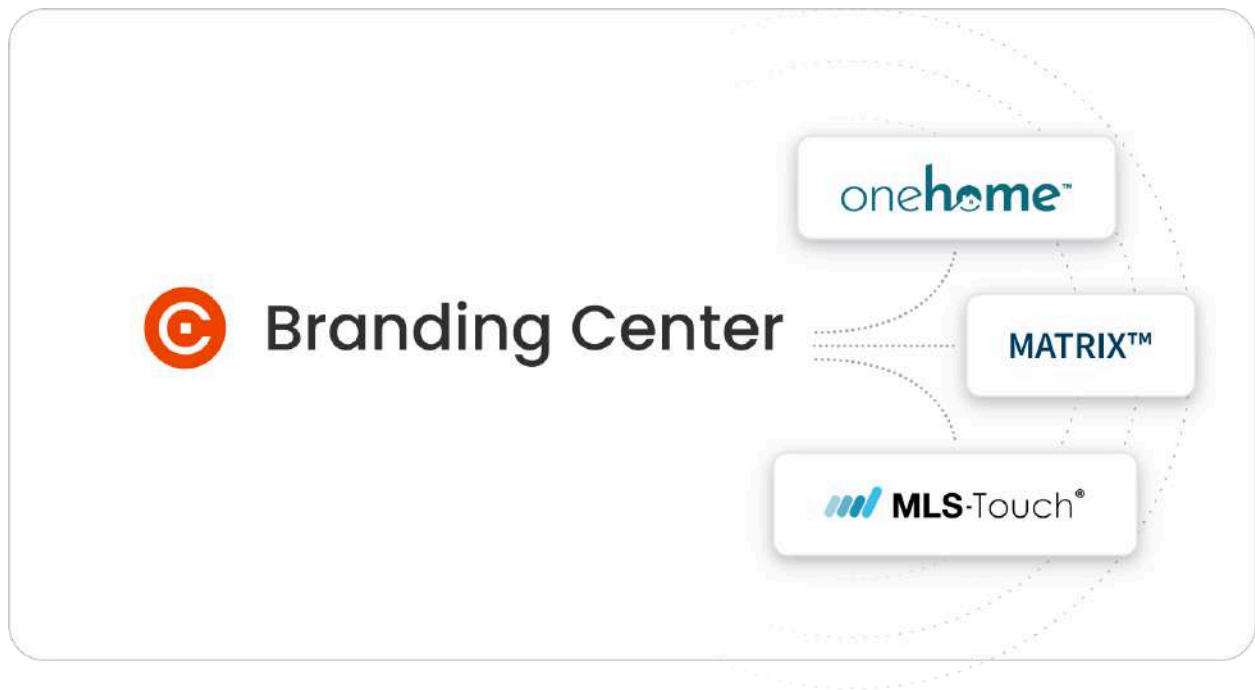
[LMS](#)  
[TRAINING VIDEO](#)  
[MARKETING KIT](#)



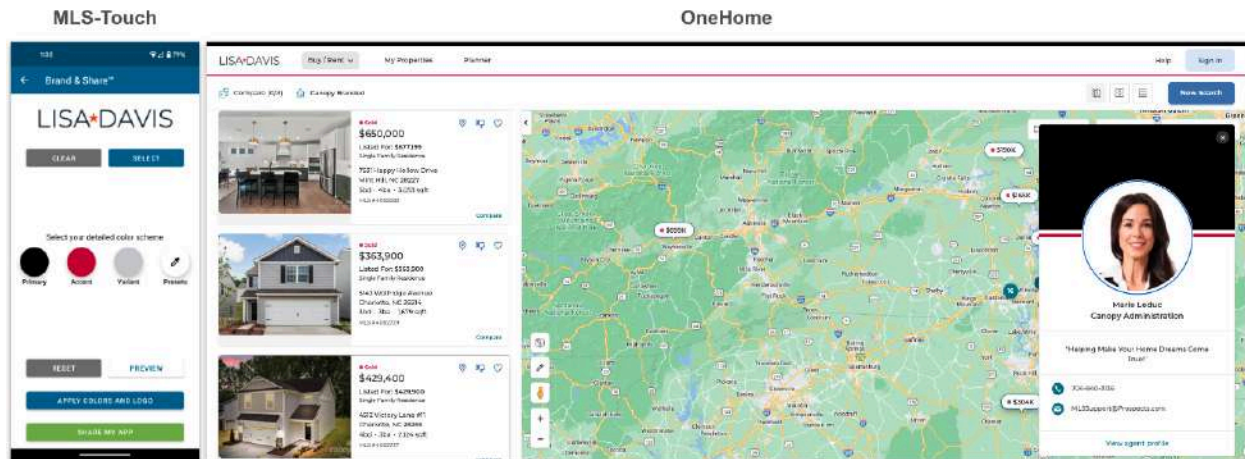
# Branding Center Post Launch

Format according to your own brand guidelines.

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



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Branding Center

Profile

Brand Kit

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Edit

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Keller Williams

Choose from additional brands

Preview

Matrix Email
MLS Touch
OneHome

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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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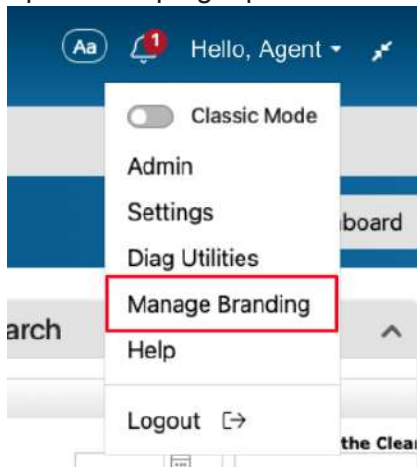
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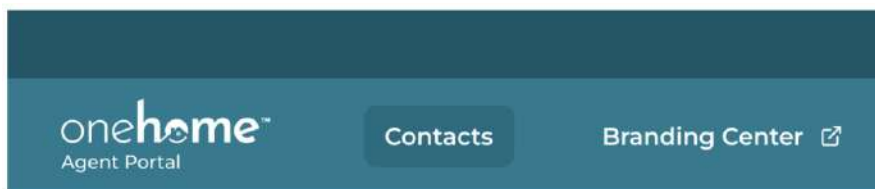
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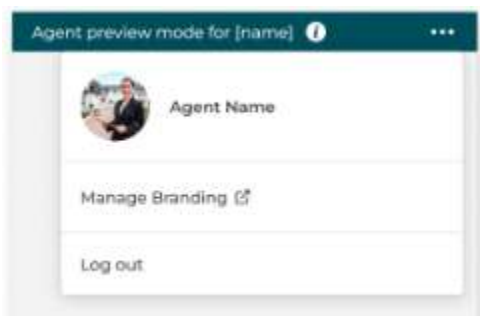
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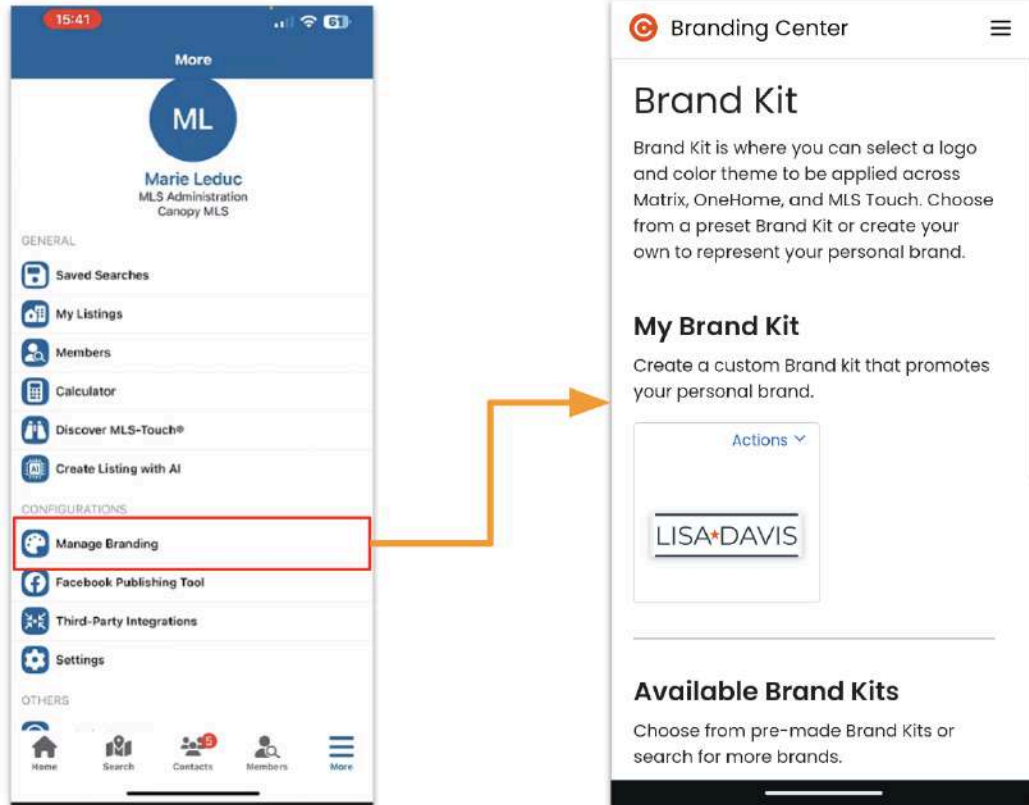
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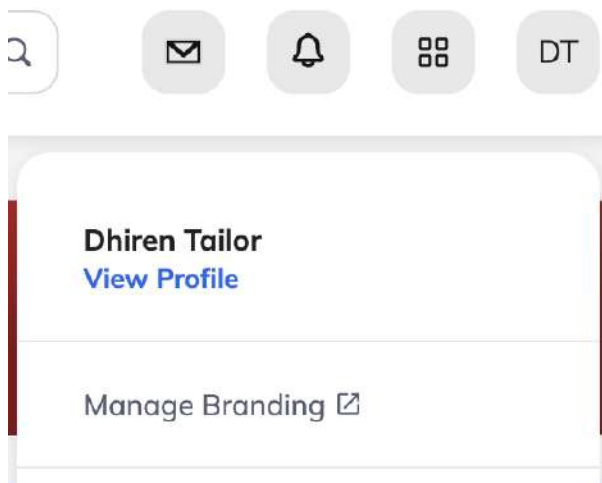
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## LINKS

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