

CASE STUDY:
THOMAS JAMES HOMES BRAND REFRESH



TARGET AUDIENCE:

Affluent buyers looking for new homes in established neighborhoods in West LA, Northern CA, and Seattle WA.

KEY INSIGHT:

Thomas James Homes offers both surprise and delight to their customers by giving them the best of two worlds—a brand new home, in the exact neighborhood they want to live in.

BRAND CHALLENGE:

After perfecting their business model to become the largest, single-lot, new home replacement builder in the country, Thomas James Homes set out to grow their brand regionally, with intentions to grow nationally. To help fuel this growth, they needed a total refresh of their brand, from logo and graphic identity to website, collateral, signage, digital assets, and more.

BRAND STRATEGY:

Simplify the complex process of building new, single-family homes one scattered lot at a time into a brand promise that delivers exactly what people want, but don't know exists.

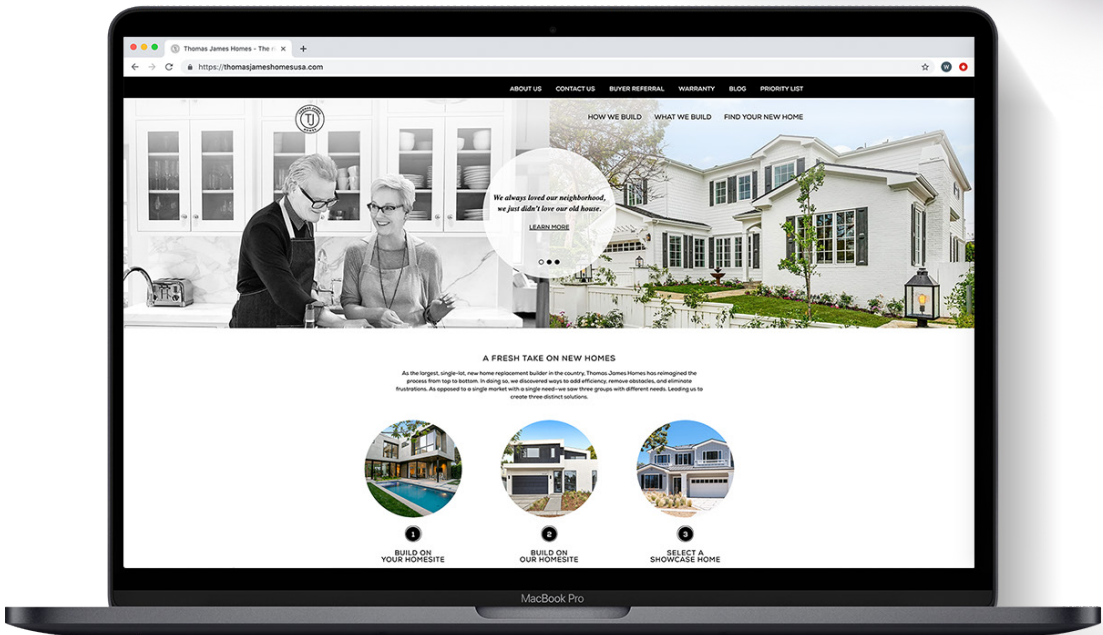
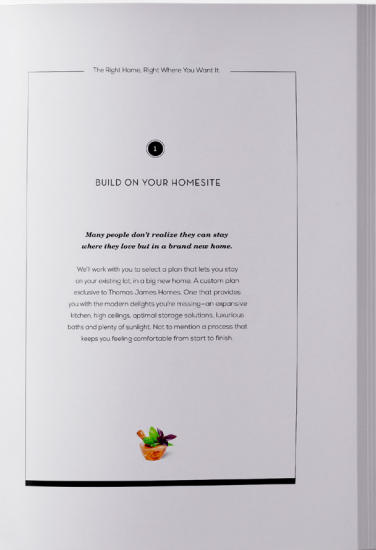
RESPONSIBILITIES

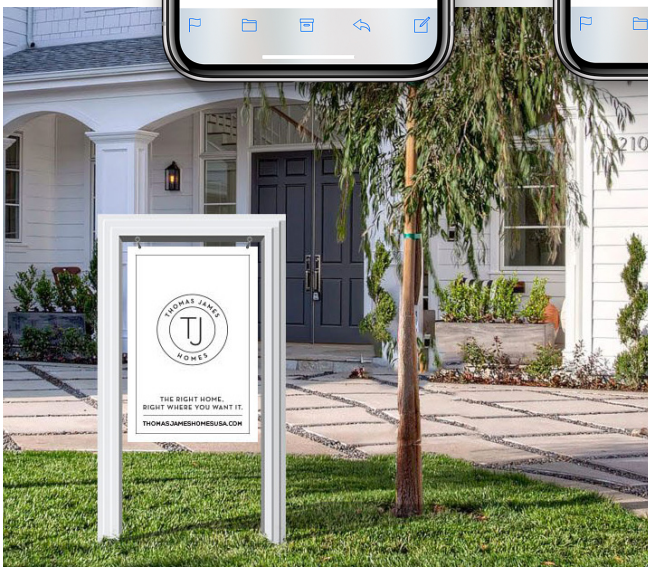
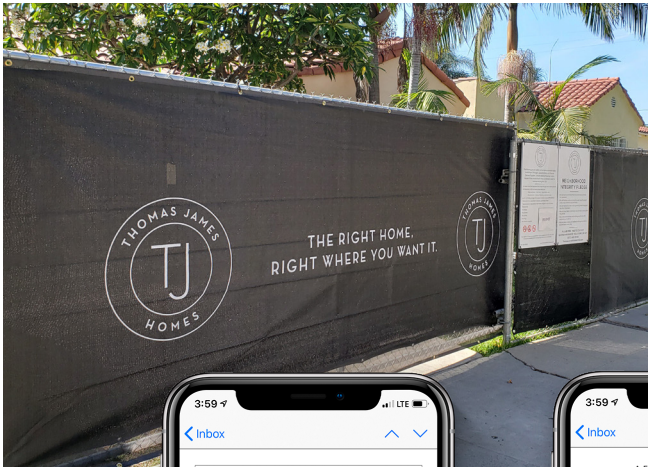
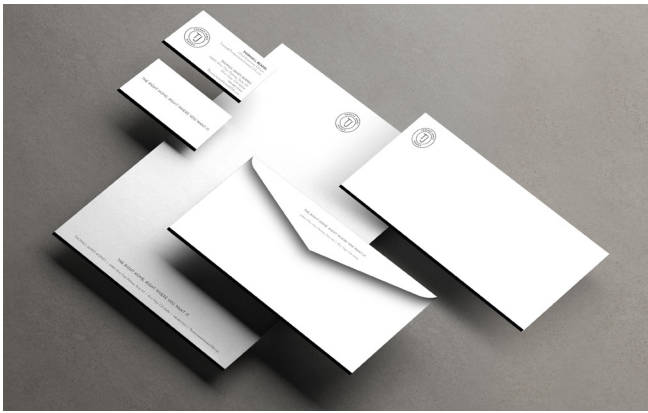
(RE)BRAND PROMISE:

The Right Home,
Right Where You Want It

BRAND MARKETING:

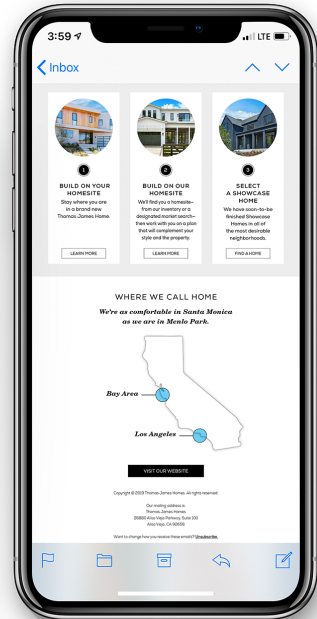
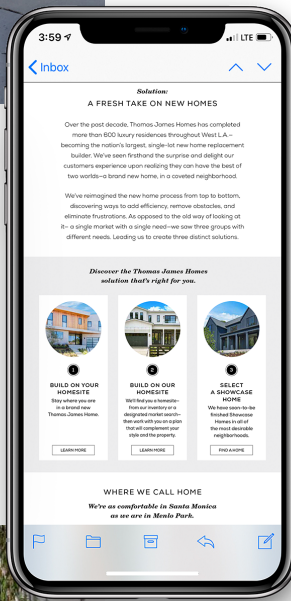
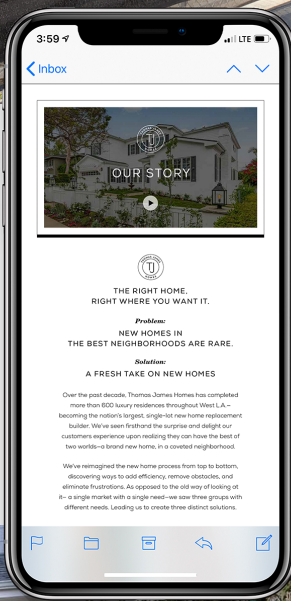
- Logo
- Brand Style Guide
- Graphic Identity
- Builder Brochure
- Collateral Templates
- Digital Brochure
- Realtor Digital Brochure
- Eblasts
- Website
- Paid Search Landing Page
- Videos
- Fence Wrap





RESULTS:

From the beginning, graphic continuity was central to the brand refresh. Graphic continuity is the driving force behind a comprehensive branding and marketing strategy that has produced 91 sales through October 9, 2019, generating over \$350 million in revenue, \$500 million expected by year end in LA only.



THOMAS JAMES HOMES
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AWARDS

Nationals Gold Award Best Brochure Builder



WHY WORK WITH US

As a master plan community developer or privately-owned home builder, have you taken the time to truly understand who your buyer is and altered your marketing and buyer communication strategy to increase conversions? Or are you continuing to follow potentially outdated industry standards for branding and marketing your community or home building enterprise using general terms, hoping your community or product/plans will sell themselves?

If so, you've likely poured millions of dollars into trying to determine if you have a sales problem or marketing problem, but have yet to see tangible, measurable results. With over 30 years of experience in the new home industry, we can help.

First, we'll lead you through our proven three-step branding process to uncover the true reasons your buyers buy—your unique Brand DNA. Then, Milesbrand will help you build a comprehensive Go-To-Market Plan to produce an inbound marketing funnel full of qualified leads, through targeted automation, innovative digital strategies based on your buyer persona, and creative that's sure to cut through the clutter.

ABOUT MILESBRAND

At Milesbrand, we are in the value creation business. We create value for our clients by helping them identify and communicate their Brand DNA—the most compelling differentiation from the competition. Since 1998, we have focused exclusively on branding and marketing in the real estate vertical, where we have helped to sell more than 100,000 homes and have generated over \$30 billion in revenue.

We work in all areas of residential real estate. Our brand development expertise extends to industry partners, homebuilders, master plan community developers, mixed-use developers, as well as multi-family and apartment communities across the country.

Throughout our history, Milesbrand has had the honor of working with many of the leading real estate brands in the world including: Disney, Newland, Orco (the largest developer in Europe), Hines, Lendlease, Shea Homes, True Homes, London Bay Homes, Thomas James Homes, Momark, Paul Schumacher Homes, Barron Collier Companies, Ave Maria, The Seaside Institute, and Urban Land Institute of Colorado.

THREE-STEP PROPRIETARY BRANDING PROCESS

1. BRAND CHARRETTE
2. BRAND POSITIONING
3. BRAND PLAN

BRANDING STRATEGY

- Brand Charrette (Audit)
- Brand Positioning
- Brand Promise
- Naming
- Logo and Graphic Identity
- Brand Plan (Go-to-Market Plan)

ONLINE CAPABILITIES

- Website Design
- Organic Search
- Paid Search
- Digital Advertising
- Email Marketing
- Social Media Advertising
- Content Marketing
- Analytics

OFFLINE CAPABILITIES

- Omni-channel Advertising Campaigns
- Marketing Collateral
- Signage and Wayfinding
- Discovery Center & Sales Office Displays
- Media Planning and Placement



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