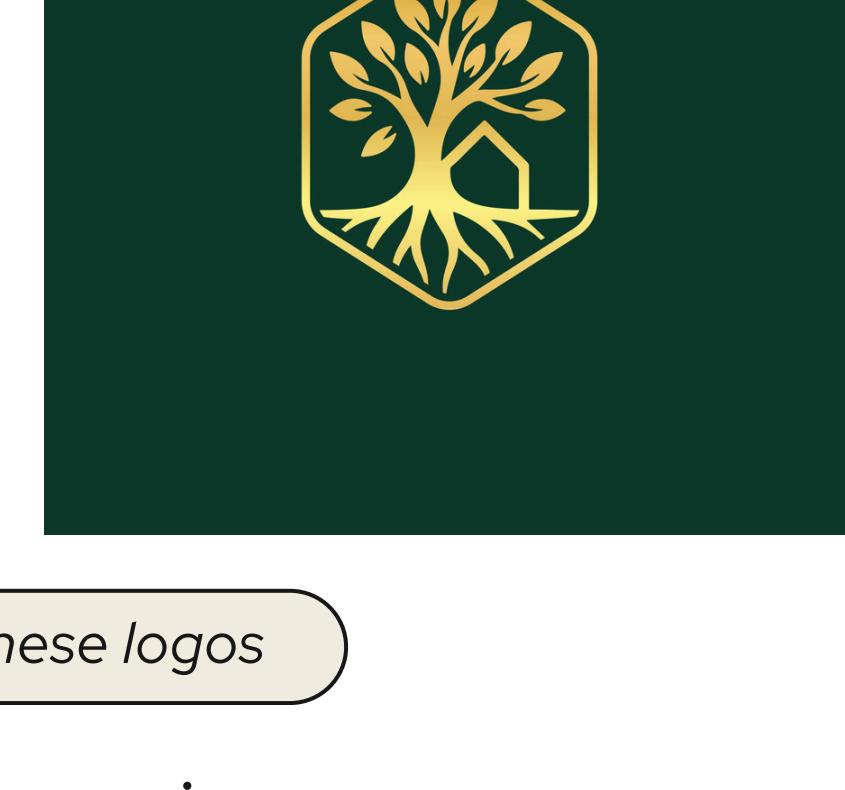
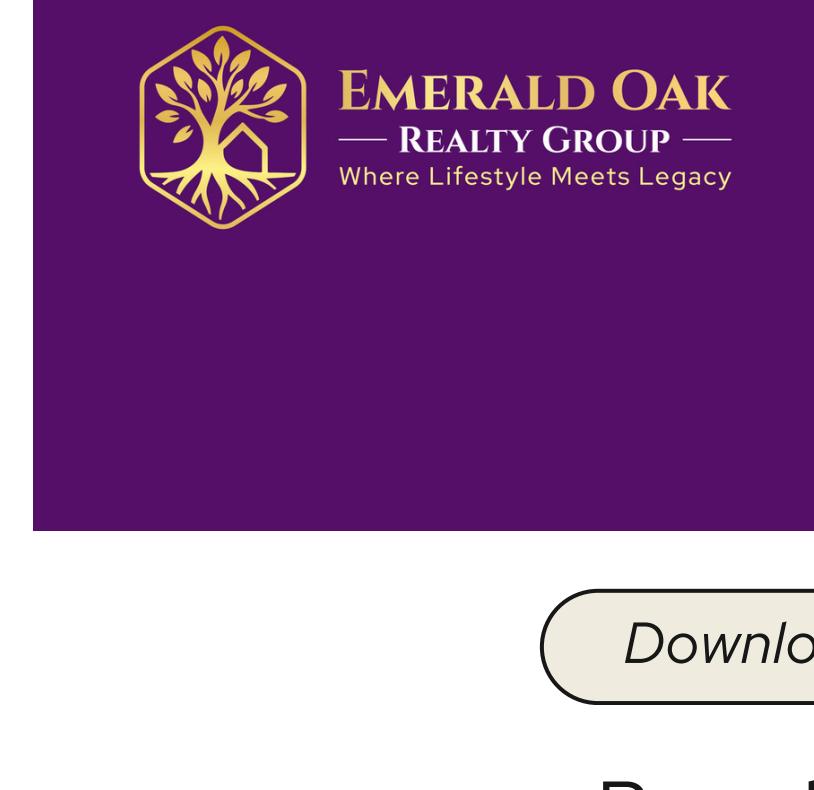
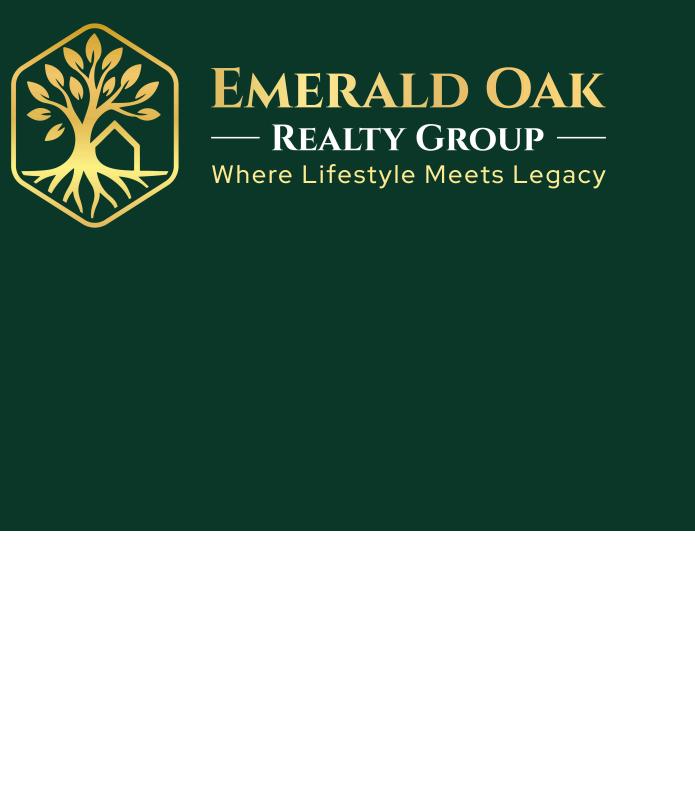




EMERALD OAK REALTY GROUP

Where Lifestyle Meets Legacy

Alternative Logos



[Download these logos](#)

Brand Messaging

MISSION STATEMENT

To empower established professionals and their families to find the perfect home that meets their needs today while making a sound long-term investment. We provide expertise and partnership that goes beyond the transaction. Our approach blends lifestyle goals with strategic investments that will last for generations.

CORE VALUES

► Integrity

We operate with honesty and transparency, always putting our clients' best interests first.

► Partnership

Building long-term relationships that extend beyond the first transaction.

► Education

Equipping clients with the knowledge they need to make confident, informed decisions.

► Lifestyle + Legacy

Helping clients choose homes that enhance their quality of life now while creating generational wealth for the future.

► Expertise

Our personal investment experience and "tried and true" approach allow us to offer sound, data-driven advice.

► Patience

Understanding that buying a home is a deeply personal process. We take the time to guide clients through each step, helping them discover what they truly want – even if they're not sure at the start – and supporting them through every unique transaction.

TARGET AUDIENCE - THE ESTABLISHED PROFESSIONAL FAMILY

► Demographics:

- Married couples, typically mid-30s to late-40s
- At least one high-earning W2 professional (executive, managerial, or specialized field)
- One partner may be a stay-at-home parent or part-time worker
- Children in school-age range (elementary to high school)

► Psychographics:

- Financially stable, possibly with equity in their current home
- College Educated
- Seeking an upgrade in both property value and lifestyle (location, schools, amenities)
- They are intentional with their decisions, value a high-quality lifestyle, and are open to expert guidance on making their home purchase a strong investment. They appreciate thorough communication and a patient, supportive process.

POSITIONING STATEMENT

We help established families who are ready to elevate their lifestyle without compromising their investment. By blending market insight, personal experience, and a deep understanding of family priorities, we help clients through the process of their home purchase with patience, precision, and care.

TONE & VOICE

► Approachable & Confident

Speak from experience with real estate and investment strategy.

► Warm & Relatable

Maintain a personable, family-oriented approach.

► Forward-Focused

Highlight the long-term benefits of today's decisions.

► Aspirational, Not Intimidating

Make higher-end real estate approachable without losing the elevated feel.

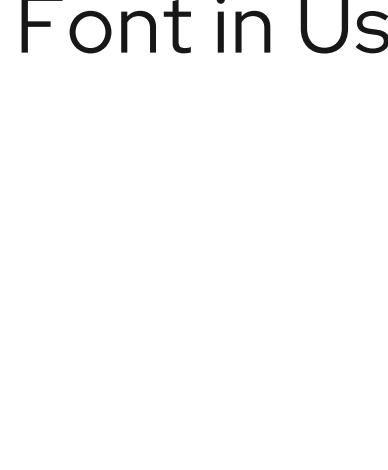
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Font in Use

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Mockups

