

Keep Your Information Consistent with the Branding Center

Your name, photo, logo, and contact information appear in the tools you use every day, including emails sent through RCO3®, the MLS-Client app, and the OneHome™ client portal. The **Branding Center** is a new, centralized way to manage that information in one place, ensuring a consistent, professional experience wherever your clients interact with you.

Why Use the Branding Center?

With just a few updates, you can:

- **Position yourself as the expert** ready to guide clients and prospects
- **Personalize public-facing content** with your unique professional identity
- **Increase brand recognition**, making it easier for clients to remember you
- **Maintain consistency across platforms** with a single update

Whether you use an office brand or your own, the Branding Center keeps your information consistent everywhere it appears.

The image displays two side-by-side screenshots from a web application. The left screenshot is a 'Create Your Own Brand Kit' panel. It features a close button (X) in the top right corner. The main heading is 'Create Your Own Brand Kit'. Below this, it says 'Build your own Brand Kit to represent your personal brand across our products.' There are three numbered steps: 1. 'Start with a logo' (Recommended 525x150 pixels, 10MB maximum file size) showing a REALCOMP logo with 'Edit' and 'Remove' options. 2. 'Choose your colors' (Primary color will be applied to banners and headers, Secondary color is for elements such as buttons, and accents are for smaller details). It shows three color swatches: Primary (dark blue), Secondary (medium blue), and Accent (light blue), each with a 'Change' button. A purple callout box says 'We've chosen these colors from your logo, but you're welcome to adjust them to your liking'. 3. 'Review the Brand Kit' (If everything looks good save it to make it active across all your products). At the bottom are 'Reset', 'Cancel', and 'Save & Activate' buttons.

The right screenshot is a 'Sample View' of an email template. It has a navigation bar with 'OneHome', 'Matrix Email' (highlighted), and 'MLS-Client'. The email content includes the REALCOMP logo, 'From JULIE FISHER' with a profile picture (JF), a greeting 'Hello,', a message 'I found new properties for you to look at. Please let me know what interests you, and I will be happy to provide you with more information.', and a 'Highlights' section. The highlights section features a property card with a photo of a house, 'For Sale' status, price '\$888,888', address '86 Funston Ave', details 'MLS #12345 - Single Family Residence', '2bd', '1ba', '1,500 - 1,600 sqft', a 'Back on Market' tag, and an 'OPEN HOUSE SEP 28 - 12:00 PM - 1:30 PM' tag. A 'View Properties' button is located below the card.

How to Access and Get Started with the Branding Center

Getting started is easy. You can find the **Manage Branding** options through any of the following platforms:

- **RCO3®** -- Click your name at the top right to access the Utility Menu and select **Manage Branding** or go to **Settings** → **Branding Settings**
- **OneHome Agent Portal** -- Click the **Manage Branding** button at the top
- **MLS-Touch Mobile App** -- Open the **More** section and select **Manage Branding**

What to Expect

- When you open the Branding Center, you'll be able to review and update the information that appears across your emails, apps, and client portal.
- You can choose from available office branding options or apply your own, then preview how your information will appear before saving your changes.
- Once saved, your updates will automatically apply across supported tools.

If you have questions about the Branding Center or any other Realcomp product or service, please contact our Customer Care team at **866-553-3430 (Option 2)** or email **support@realcomp.com**