

# Brand Positioning

**WE ARE**

**FOR**

**THAT DELIVERS**

**SO THEY CAN**

**BECAUSE**

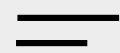
- Propel: A real estate technology platform created for realtors to find insights on properties.
- Realtors looking to efficiently gather comprehensive data on investment properties.
- Data aggregated from numerous sources providing our users with propriety insights.  
Automated powerful financial analyses for any property in seconds.  
You can update the inputs and receive the reporting in real-time.  
Provide clean and intuitive reporting.
- Search, find and analyze the best investment properties using complex financial anaylses.
- As real estate investors ourselves, we know the amount of time it takes to find and analyze investment properties so we want to provide realtors with an efficient and effective solution.

# Brand Mission

- 1 To help realtors analyze any investment property, find the best deals, and empower their clients to invest intelligently.
- 2 To provide all realtors with robust data to drive successful investment decisions for their clients.
- 3 To give realtors the tools they need to find quality investment deals efficiently and effectively.
- 4 To provide realtors with powerful proprietary data to empower their clients to make a quicker investment decision.
- 5 Shape the future for all realtors to find and analyze any investment property instantly.

# Brand Vision

- 1** To open the door on real estate investing and allow all realtors to find and analyze any investment property, anywhere.
- 2** Be the market leader for realtors to find and evaluate real estate investment properties.
- 3** Provide all realtors with the best-in-class product for finding and evaluating real estate investments.



# Brand Promise

- 1** We promise to help supercharge a realtor's business by saving them time finding and analyzing investment properties.
- 2** We promise to help realtors identify the best real estate property investments within seconds.

# Website Positioning Statements

TITLE HEADER

- **GUIDE YOUR CLIENTS TO INVEST LIKE AN INSIDER**
- **LET DATA FUEL YOUR CLIENT'S INVESTMENT DECISIONS**
- **POWER YOUR INVESTMENT DECISIONS WITH PROPEL'S POWERFUL DATA**
- **ELIMINATE INVESTMENT INDECISION WITH POWERFUL DATA**
- **INSTANTLY RECEIVE COMPREHENSIVE PROPERTY INVESTMENT ANALYSES**
- **GAIN CRITICAL INSIGHTS INTO ANY INVESTMENT PROPERTY WITHIN MINUTES.**



# Website Positioning Statements

SUB HEADER

- Propel instantly delivers crucial property investment data that matters most to your clients.
- Use Propel's powerful financial analyses and automated reporting to intelligently analyze any real estate deal, instantly.
- Empower your clients to make a quicker investment decision by providing powerful financial analyses within seconds.
- Use Propel's unparalleled property investment data to fuel your client's investment decision.
- Propel allows realtors to analyze any investment property, find the best deals, and empower their clients to invest intelligently.
- Propel enables realtors to efficiently analyze investment properties by providing powerful analyses and automated reporting.
- Instantly analyze any real estate deal with automated detailed reporting and actionable insights

# New Color Palette



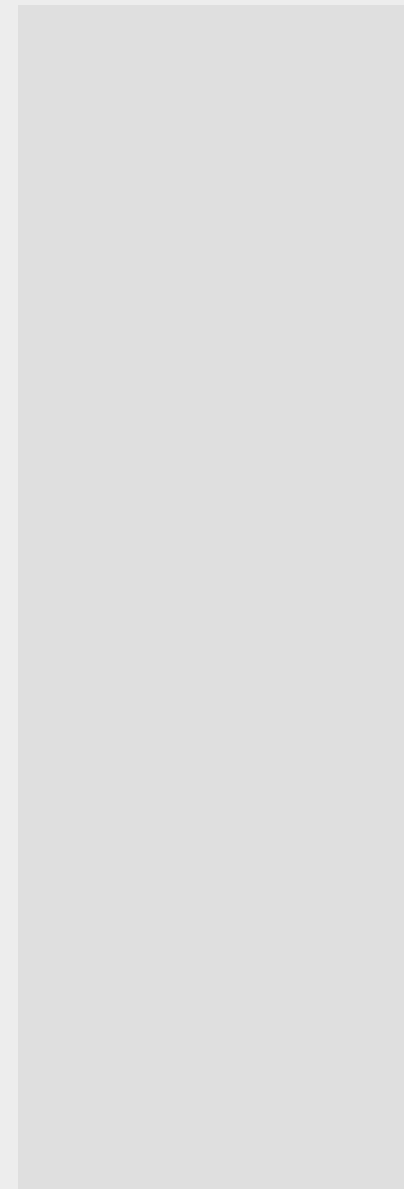
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ROYAL BLUE



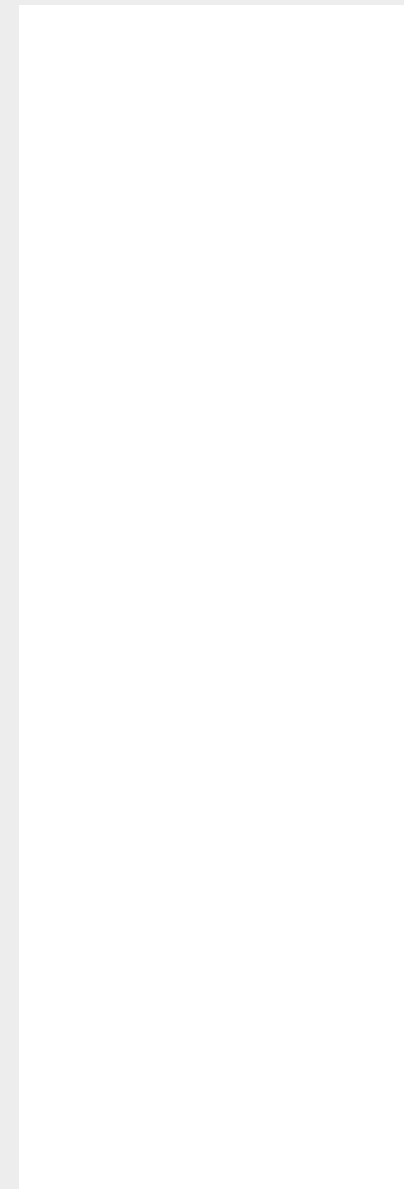
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#979DAC  
DEEP GREY



#DFDFDF  
GREY



#FFFFFF  
WHITE



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BLACK