

MARKETING CONCIERGE

GUIDELINES & EXPECTATIONS

- **Custom Logos:** We celebrate brand-building milestones—*logo design is available once you've completed five transactions* or graduated from the Productivity Coaching (PC) Program. Until then, we'll help you shine with high-impact templated marketing that's fast and on-brand.
- **Custom Requests:** *Available after your first completed transaction.* Before that milestone, our polished templates keep you moving quickly and professionally.
- **Turnaround Time (Templates):** All templated design requests (flyers, postcards, social posts using KW MKE templates) will be completed within 2 business days or less.
- **Turnaround Time (Custom):** Please allow additional time for custom or heavily tailored requests (new layouts, branding builds, specialized edits).
- **Clear, complete submissions:** To help us serve you quickly, include your property details, photos, branding files, and any preferred template links when submitting.
- **Revisions:** Minor edits are typically turned around within 1 business day. Larger revisions may extend delivery timelines.
- **Rush requests:** If you have a tight deadline, note it in your submission—while not guaranteed, we'll do our best to accommodate.

KWRI GUIDELINES:

- **Proper Logo Usage:** You must use the official, approved Keller Williams logos without alteration (no stretching, rotating, changing colors or separating elements.)
- **All Marketing Materials MUST include the Keller Williams Logo.**
- **Ownership Statement:** Printed materials (i.e. Postcards) MUST include the Ownership Statement, "Each Office is Independently Owned and Operated."

SUBMIT YOUR
MARKETING
REQUEST



KWMKEMARKETING@GMAIL.COM