

ERA Hensley & Eiseman Logo Development and Branding



Informal postcards used as a Thank You and for events.

Troy Hensley and Susan Eiseman with ERA Breese, Craft & Hensley, a real estate office, asked CPSI to help them penetrate neighborhoods around their office. In addition, they asked for help in developing their brand so that their name would be recognized in the area.

After analyzing their competition and studying their own goals, CPSI developed:

- A new logo and tagline
- Quarterly newsletter
- Postcards (informal and formal)
- A sponsorship package
- Promotional items
- Web site (currently being created)



Troy and Susan at their booth at a Grand Prix Road Race Series event. CPSI negotiated the sponsorship, which gave them exposure online, in print and on site for 9 months. CPSI managed set-up and strike down of the booth for each event, created and produced custom shirts, banners, home-improvement guides, flyers and 2006 fitness planners.

This course map was available online, and emailed to 17,000 people. The property icons and the client logo were hyperlinked to the client's website.

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