



# Realty Executives Branding Campaign

**High Quality Signage that benefits all....**

## **Steps to Implementation**

1. January 26<sup>th</sup> - 27<sup>th</sup> - Announcement to Company
2. February 1<sup>st</sup> – April 1<sup>st</sup> - Executives develop their own personalized sign and start your promotion.
  - a. Contact A & E Reprographics to develop your new look by emailing them at:  

[RealtyExec@a-erepro.com](mailto:RealtyExec@a-erepro.com)
  - b. Work with the A & E Design department to create your look. There is no charge for this service from A & E.
  - c. Pick your sign type and order along with other materials if you wish.
  - d. Start your promotion for the change to your clients. Materials will be developed and distributed to the company on February 28, 2017

## **Ordering procedures for reimbursement from RENA**

1. Company will only reimburse for property sign panels. Open house signs and other materials are at your expense.
2. Company will reimburse Executive based on the number of listings the Executive/Team has on file on the date of order plus 5 additional signs.
3. Executive pays the A&E bill and submits a copy of the paid bill to the RENA accounting office for reimbursement within 10 working days.
4. Executive must order a minimum of 5 signs to receive reimbursement.
5. Company will reimburse 75% of the cost of the signs only.
6. If you can find a better pricing for signs and with the same sign style (die-cut at the top of the sign) from another company other than A&E Reprographics please submit all the specifications to [renaexecutiveservices@realtyexecutives.com](mailto:renaexecutiveservices@realtyexecutives.com) for approval. Approval must be given in writing from the company before the company will reimburse you.
7. Maximum number of signs the company will reimburse for = 700.

**Ok to use signs once you have received your order**

**Company Sign Advertising Campaign Starts in Northern Arizona - April 15, 2017**

