

 neighborhoods.com |  55PLACES.COM

**PARTNER AGENT  
BRAND GUIDE**

# Brand Overview



## Putting the neighborhood at the center of the home search.

Neighborhoods.com is the first online real estate resource to put the neighborhood at the center of the home search. By using public records data and thorough research, we define hundreds of thousands of neighborhoods across the country to deliver specificity to the home search process. Our platform invites visitors to imagine their life in a new location by providing detailed descriptions and reviews of schools, amenities, and the surrounding community. With up-to-date listings, we offer homebuyers accurate and reliable information about industry trends and new homes for sale. Through our national network of licensed real estate agents and knowledgeable experts, we guide users through every step of the homebuying process—from the initial search to closing.



## Discover what makes 55places.com different.

55places.com is changing the way people 55 and older are searching for their perfect next place. With our national network of hand-selected real estate experts, plus comprehensive information, unbiased content, and on-the-go insight about thousands of communities across the country, 55places.com is a trusted resource paving the way from here to home. From low-maintenance single-level living, active lifestyle and age-qualified communities, intimate enclaves, and everything in between, we empower visitors to make their next move the best one yet.



## Help strengthen clients' purchasing power with The 62+ Loan™.

Buying a home for retirement can be challenging, especially when met with financial obstacles. 55places Mortgage, the joint venture between 55places.com and Mutual of Omaha Mortgage, increases the homebuying capacity to those who are 62 years of age and older.

55places Mortgage guides users through the home financing process, whether that's through a Home Equity Conversion Mortgage (HECM) for Purchase or traditional funding. Options like The 62+ Loan™, an FHA-insured alternative to paying cash, allows homebuyers to make a one-time down payment from existing equity or savings, which can increase buying power and reduce out-of-pocket expenses, while eliminating monthly mortgage payments.

# Our Values

## Accessible

We present valuable information in a digestible way so visitors have the data and local insight at the forefront to make informed decisions.

## Community-Minded

There's more to homebuying than the walls people will reside within. Our process ensures that visitors also find a home within a neighborhood where they'll love to live.

## Trustworthy

With a proven track record, combined with open, honest communication, our team of real estate experts create a sense of trust and deeper connection.

## Transparent

We don't offer sponsorships or advertisements to builders or outside parties, but we do offer a local's perspective for every neighborhood we represent—meaning what visitors see on our site is accurate and reliable.

# Partner Agent Principles

## Our purpose is to help everyone find a place to call home.

In order to help people find a place they'll love to call home, we follow best practices to abide by the Fair Housing Act, which prohibits discrimination in the sale, rental, and financing of housing based on race, color, national origin, religion, sex, familial status, and disability. To support equal housing opportunities, it is critical to stay clear of "steering"—the practice of influencing or limiting a buyer's choice of communities and available real estate based on their race or other protected characteristics, as outlined above. The features and content available on neighborhoods.com and 55places.com are based on objective criteria, including third-party integrations that communicate neighborhood information.

### Collaborative

This partnership is two-sided. We work together with you and support you to make sure that you succeed. To do this, you are expected to act with professionalism, diligence, and care for all referrals provided by neighborhoods.com and 55places.com.

### Supportive

We recruit the best of the best—a group of high-performing real estate agents in a supportive atmosphere. We will coach you to be the best real estate agent you can be and help you live up to your full potential.

### Determined

We foster a sense of commitment and dedication to doing the right thing and helping people. Our real estate experts are accountable to the homebuyer and listening to their needs, and are expected to uphold the high standards of the Partner Agent Program.

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## Do

- Commit to a timely phone response and attempt contact with referrals received within 15 minutes.
- Use Huddle in real time to log follow up and correspondence with all referrals.
- Identify subsequent sales of a referral and document transactions in Huddle.
- Make all reasonable efforts to ensure conversion rates are at the highest possible level.

## Don't

- Break the Partner Agent Pledge.
- Hyperbolize or exaggerate when describing neighborhood, home, or area offerings.
- Forward or re-refer leads provided to other agents not part of the referral agreement.
- Act in a manner that tarnishes the neighborhoods.com or 55places.com brand.

# Frequently Asked Questions

## What’s an “elevator pitch” description of neighborhoods.com and 55places.com?

At neighborhoods.com, we put the neighborhood at the center of the home search. To do that, we provide detailed descriptions and reviews of schools, amenities, and the surrounding community for thousands of neighborhoods across the country. With access to up-to-date listings and our licensed network of real estate experts, buyers have accurate and reliable information to find a place they’ll love to call home.

55places.com changes the way people 55 and older search for their perfect next place to live. We provide comprehensive information about thousands of low-maintenance single-level living, active lifestyle and age-qualified communities, intimate enclaves, and everything in between. We also have up-to-date home listings and a national network of real estate experts to help people make their next move the best one yet.

## How are neighborhoods.com and 55places.com different?

Each website serves the purpose of helping everyone find a place to call home. However, neighborhoods.com serves all homebuyers of all ages looking for city or suburban living, while 55places.com serves a niche audience; typically people 55 and older who are looking for a low-maintenance single-level residence, an active lifestyle or age-qualified community, an intimate enclave, or anything in between.

## What does being a Partner Agent mean?

Being a neighborhoods.com and 55places.com Partner Agent means you’ve been recognized as a top talent in your designated market area. Out of all candidates, only a small percentage of applicants are selected to join the program. Being the best of the best means you are held to high standards; you are expected to uphold our values and provide exceptional service while representing our brands.

## Are there two different Partner Agent Programs?

No. The Partner Agent Program represents our two real estate brands: neighborhoods.com and 55places.com. Some Partner Agents receive leads on each website, while others only specialize in one. While both are designated online real estate resources that put the neighborhood and community at the center of the home search, each serves a unique audience. Admission into the program means you have been hand selected based on your willingness to work hard, your knowledge of the neighborhoods and communities you represent, and your commitment to the Partner Agent Pledge.

## Can 55places be used interchangeably with 55 plus?

No. The term “55plus” should never be used when referring to 55places.com. If you have a question about our brands, or how to describe them to clients, reach out to your Regional Sales Manager.

## Are communities on 55places.com also on neighborhoods.com?

In most markets and states, yes, but not all.

## Why are the phrases “Partner Agent” and “real estate experts” used interchangeably?

While you are recognized as a Partner Agent in our program, we use the phrase “real estate expert” externally on our website and in our branding to clearly communicate your proficiency to our visitors and prospective leads.

## Should neighborhoods.com be capitalized?

When speaking about neighborhoods.com in reference to the product and website, always use a lowercase “n,” except if using it to start a new sentence. Only when referencing the larger company—the entity that represents neighborhoods.com, 55places.com, and 55places Mortgage—should Neighborhoods.com have a capital “N.”

Think about it this way: if it’s “on” neighborhoods.com, use the lowercase ‘n’ and if it’s “at” Neighborhoods.com, use the uppercase ‘N.’

## Can I use the brand logos in my personal advertising?

Yes, if used correctly. Please refer to the logo usage guidelines in this document.

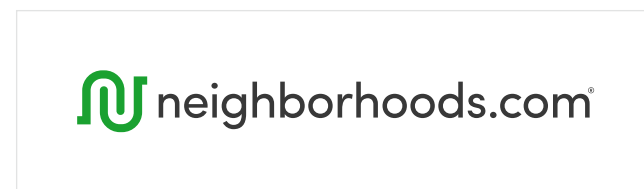
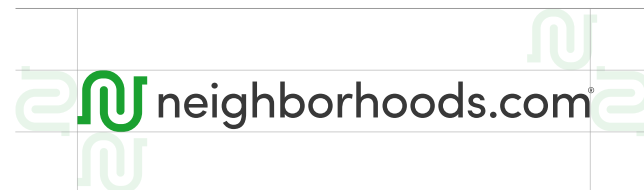
# Visual Identity

As a Partner Agent, you have access to a variety of logos. This section exists to help navigate which logos should be used, and when. Follow these guidelines to ensure proper usage and don't hesitate to reach out with any questions.

## Logo Usage

The neighborhoods.com and 55places.com brand logos, which contains both a logotype and logomark, is a single element. That means the green neighborhoods “N” should not be separated from the “neighborhoods.com” text, nor should the red pin be separated from 55places.com or 55places Mortgage.

To maintain the integrity of the logo, a clear space must be allowed around the logomark. By securing a certain amount of “breathing room”—which is a clear space, equal to one unit on all sides—more attention is drawn to the logo itself. This should not be infringed upon or framed by copy or other graphic elements. When in doubt, air on the side of more space than less.

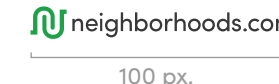


The size of the logo depends on where you are using it, and should never be smaller than one inch for print purposes, or 100 pixels for digital.

### Minimum Scale for Print



### Minimum Scale for Digital



### Keep the following in mind when using logos.

- There should be adequate space or “breathing room” around the logo.
- When adjusting the logo, it should be no smaller than one inch or 100 pixels.
- When adjusting the logo, make sure the logo is scaled proportionally so as not to distort the image.
- Logos should never be placed on colors other than white or light grey; they should always be clear and visible.
- The logo should not appear blurry, which means taking a screenshot of the logo applied somewhere else is strictly prohibited. If the logo appears blurry, either make it smaller or select a larger file.
- Do not change the color or spacing of the logos. Only use the files provided in the Huddle library.
- As a Partner Agent, you have access to PNG and JPEG files. The PNG has a transparent background and the JPEG has a white background. Pay attention to the application of the logo in order to determine which should be used.

If you ever have any questions about logo usage or need help locating the files, reach out to the sales administration team.

# Visual Identity

## neighborhoods.com Logo

The neighborhoods.com logo should be used when referencing the neighborhoods.com website and/or the company. The logo is a single element and should always contain the green “N” and the logotype.



## Co-Branded Logo

When referring to both neighborhoods.com and 55places.com, use the co-branded logo. There are two versions: a horizontal lock-up and a stacked vertical lock up. Use whatever version best fits the application, but do not adjust the provided spacing.



## 55places.com Logo

The 55places.com logo should be used when talking about 55places.com. The logo is a single element and should always contain the red pin and the logotype.



## Partner Agent Logos

The Partner Agent logos were created to give an identity to the Partner Agent Program. These logos are only to be used in email signatures or as part of your personal branding (like your Facebook profile picture, for example). For more information, go to the “Email” section of this guide.



# Visual Identity

## Typography

Helvetica should be used for all Partner Agent materials. This includes, but is not limited to emails, documents, presentations, sales collateral, etc. Use size 12 font in either black or dark grey.

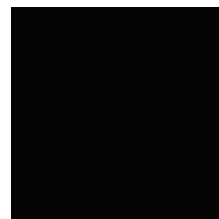
**Aa** Aa Aa

### Helvetica

Bold, Regular, Light

## Colors

All text should be dark grey or black. If you would like to use a color, please reference the palette below. If you are creating materials relating to 55places please use the greys and red, and if you are creating materials for neighborhoods.com please use the greys and the green. Colors should be used as an accent, not as your primary color. Please use discretion.



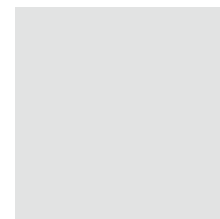
#000000



#333333



#999999



#e1e1e1



#1aa130



#ba2a23



# Emails

## Email Signatures

We understand each brokerage has their own brand guidelines; however, whenever possible, it is strongly encouraged that neighborhoods.com and 55places.com is included in your email signature. This helps strengthen brand awareness—whether that’s related to our websites or your personal brand. Examples of application are below.

### Option 1



### Option 2



*Note: Link the Partner Agent Logo to your bio page.*

**Arial Bold 10**

*Arial Italic 10*

Arial Regular 10

Arial Regular 10

### Instructions:

1. Go to your email settings to edit your signature.
2. [Open this document](#) and copy the entire signature of your choice.
3. Paste your signature into the text field. When you paste the email signature table, there may be extra space which you can delete.
4. Update your name, title, cellphone number, and image accordingly.
5. Hyperlink your logos:
  - Link the Partner Agent logo to your agent bio.
  - Link brand logos to the corresponding website homepage.
6. Make adjustments if necessary based on your email provider.

## Email Templates

There are email templates available in Huddle for certain use cases. [Follow these instructions](#) to access available email templates and make stronger connections with your leads.

Example:

### Initial Email (after initial phone call voicemail):

Subject: Your Inquiry Regarding <Community Name>

Dear [Lead Name],

I am responding to your request for information regarding [COMMUNITY/NEIGHBORHOOD NAME] on [NHDS/55p]. A few minutes ago, I left you a voice message, and wanted to follow up with an email. I specialize in this neighborhood and look forward to connecting with you.

As an agent with [BROKERAGE NAME], I am able to help you with new construction properties as well as resale homes in [GEOGRAPHIC COVERAGE AREA]. I am excited to speak with you so I can learn why you are considering a move and what you are looking for in your next neighborhood and home.

Please call me at your convenience. I will answer any of your questions, and can even arrange for you to see some neighborhoods and homes for sale.

I look forward to helping you find the right neighborhood and home.

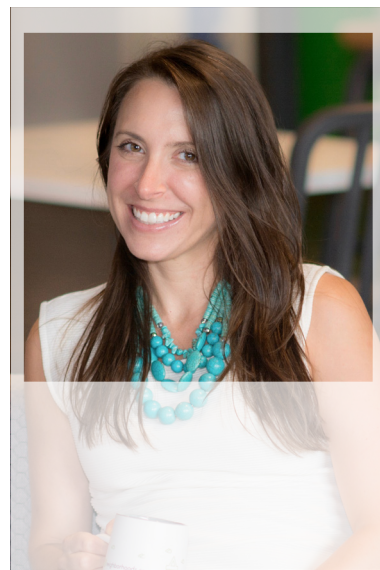
[PROFESSIONAL EMAIL SIGNATURE]

# Partner Agent Headshots

To maintain superior image consistency on our websites and to make sure you are best represented, follow the headshot guidelines below.

## Headshot Requirements

- Photos must be standard size and in color.
- The minimum photo size is 800 x 600 pixels. A good, clear, smartphone photo should suffice.
- After your photo is submitted and approved, it will appear on the website cropped. Please do not crop the photo in advance.
- Photos must be clear, not blurry or pixelated. Test this by zooming in on the picture.
- The subject (you) should be staged in the center of the photo facing the camera with a friendly expression. Do not wear sunglasses or hats.



## Taking a Successful Photo

- **Natural Lighting:** The best time to take a photo outside is on an overcast day mid-morning or in the afternoon. Bright days, especially at noon, are generally the worst time to take a photo because the overhead sun will cast shadows and give the subject “raccoon eyes.”
- **Focal Point:** The agent (you) should be the main subject of the photo but there should be plenty of space around the agent’s head and body, ensuring the head and shoulders are completely visible.
- **Backgrounds:** The main subject should be in focus, not the background. However, the background should be representative of the area where the agent works, ideally containing local or natural elements of that environment.

# Resources

## Materials in Huddle

There is an “Agent Resources” library available in Huddle. Here you will find brand assets, like logos and email signatures, printable one-pagers explaining why clients should use a Partner Agent to buy and list their homes, as well as shareable articles and guides, written by the content team. To access this, log into your Huddle account, go to the “Libraries” tab and click “Agent Resources.” From there, folders are divided by brand.

- Branded Assets
- One-Pagers
- Evergreen Content
- Document & Slide Templates
- Business Cards (RSM & Brokerage)

## Partner Agent Store

Sometimes attire can be your best branding asset. As a real estate expert, you have access to the [Partner Agent Store](#). Here, you can purchase branded shirts, jackets, bags, car stickers, etc. to take neighborhoods.com and 55places.com with you wherever you go!

## Get Social

Let’s connect. Join the [Partner Agent Facebook Group](#) to stay updated on the latest announcements, connect with other program members, and answer questions proposed by the internal team.

Like and follow our brand social media channels to easily share relevant information with your audience.

55places.com



neighborhoods.com



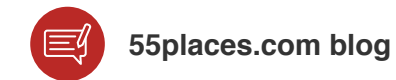
## Content to Support You

### Brand Blogs

The content and marketing team publishes hundreds of articles each year that are strategically catered to audiences looking for specific real estate, neighborhood, and community-related topics. New content is released each day and is accessible on each website’s blog.



neighborhoods.com blog



55places.com blog

### Sign Up for Newsletters

You are also encouraged to sign up for newsletters to get the hottest content straight to your inbox, which you’re welcome to share on your personal social media platforms and newsletters.



neighborhoods.com newsletter



55places.com newsletter

### Partner Agent Program Communication

For news specific to the Partner Agent Program, keep an eye out for weekly and monthly communication delivered via email.