



Bullock Tice Associates

# A BRAND ENHANCEMENT AND PROTECTION HANDBOOK FOR DEVELOPERS

**A Brand Enhancement and Protection  
Handbook for Developers**

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# INTRODUCTION

A solid brand is an incredible tool to have in a developer's arsenal: it is a sum of the factors that all associated publics think of you and your organization.

While no one would argue that a reputation is meaningless, there are still developers that may not recognize the full importance of their brand, how their brand affects their business, and how to leverage their name for their benefit. Every developer has a brand, intentional or not, our goal here is to focus on making your brand intentional.

Who are your target brand audiences? What attributes about your brand are relevant to each of these audiences? What do your development products and their environment communicate about you to each of these audiences? Is there a delta between your current actual brand perceptions and your desired brand perceptions?



This eBook will cover the basics of intentional developer branding, why it is so important to a development organization, and how a developer can use several strategies to increase long-term business through improving their brand image.

# THE VALUE OF A BRAND

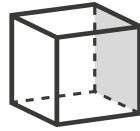


Whether you are conscious of it or not, you have a brand. A brand is a development organization's reputation multiplied by its visibility. In this age of information, your brand visibility can be multiplied exponentially (going viral), so paying attention to your brand can be crucial. It is your image, your promise to your business partners and publics, and it is how you are perceived by those who are your business associates.

As a result, a brand is just as important to a developer as it is to a retailer: it has the power to position an organization and convey their values and efforts; it differentiates you from your competitors; and it leverages your investments by offering trust, value, integrity, and an increase in long-term revenue.

**A good brand drives your business forward.**



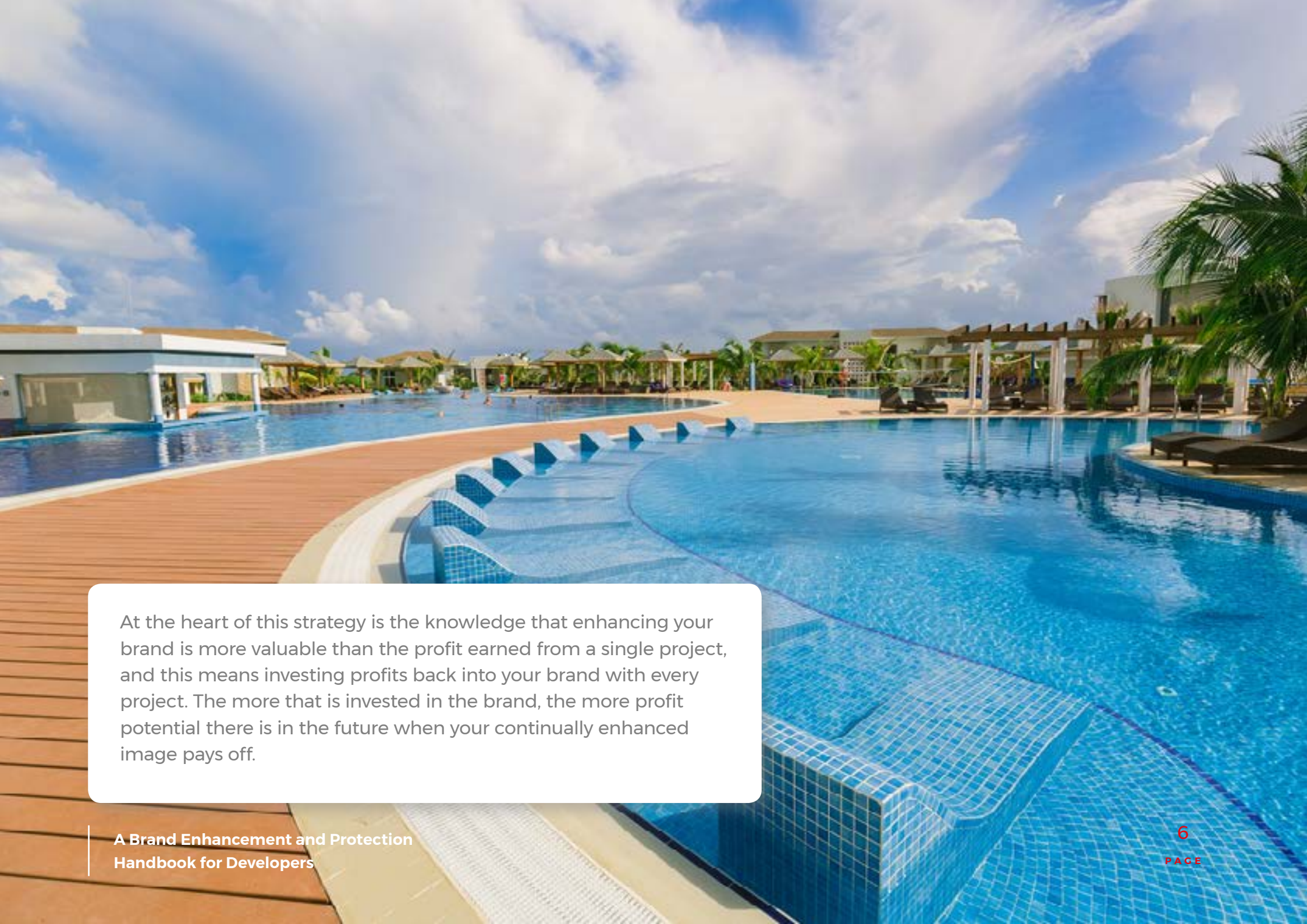


# BRAND-DRIVEN DEVELOPING

Every project that a developer creates is their brand. Your brand relies on your attention to design, your choice of site, and how well the two match in addressing your market and vision. Consciously considering your brand with every project is just as important as any other factor in a development project, including the yield. A brand should be calculated as a form of yield – it is an investment, after all.

Combining brand requirements along with monetary yield in the initial economic model is the best way to remain conscious of your brand. This is the basis of brand-driven developing.

*Once you understand your image, choose development projects that are manifestations of what your brand represents – and continue to make decisions throughout the whole process that go hand-in-hand with this image.*



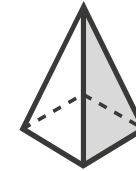
At the heart of this strategy is the knowledge that enhancing your brand is more valuable than the profit earned from a single project, and this means investing profits back into your brand with every project. The more that is invested in the brand, the more profit potential there is in the future when your continually enhanced image pays off.

# THREATS TO A DEVELOPER'S NAME

To know what threatens a brand, a developer must first understand who is affected by their brand. They can be broken down into four groups: the investors, the governing body, the occupants/customers, and the community. Each of these are affected by your development organization in separate ways, so they require a separate strategy for each.

Disappointing investors affects your reputation and opportunities for future projects. Investors love a safe investment, and will generally not invest otherwise.

The city, county, or other governing body are potential threats to a project if you have a less than positive brand: they control permits, fine on infractions, and approval reviews. Common ways of antagonizing the governing body is disrupting traffic, skirting regulations, causing preventable litigation, and leaving a general mess.



Occupant, or rather customer, satisfaction can go either way. It all depends on how well your vision matches its site, on how the market and demographics expectations. Understanding your customers is crucial and cutting essential corners should be avoided.

If community buy-in is not secured for your proposed development - the community around your potential site can rally against your development organization and lobby the governing jurisdiction to shut you down. If you diminish rather than compliment a neighborhood in the eyes of those who live there, then the public will have a negative association with your brand and not support your development.

# OBTAINING A DESIRED IMAGE

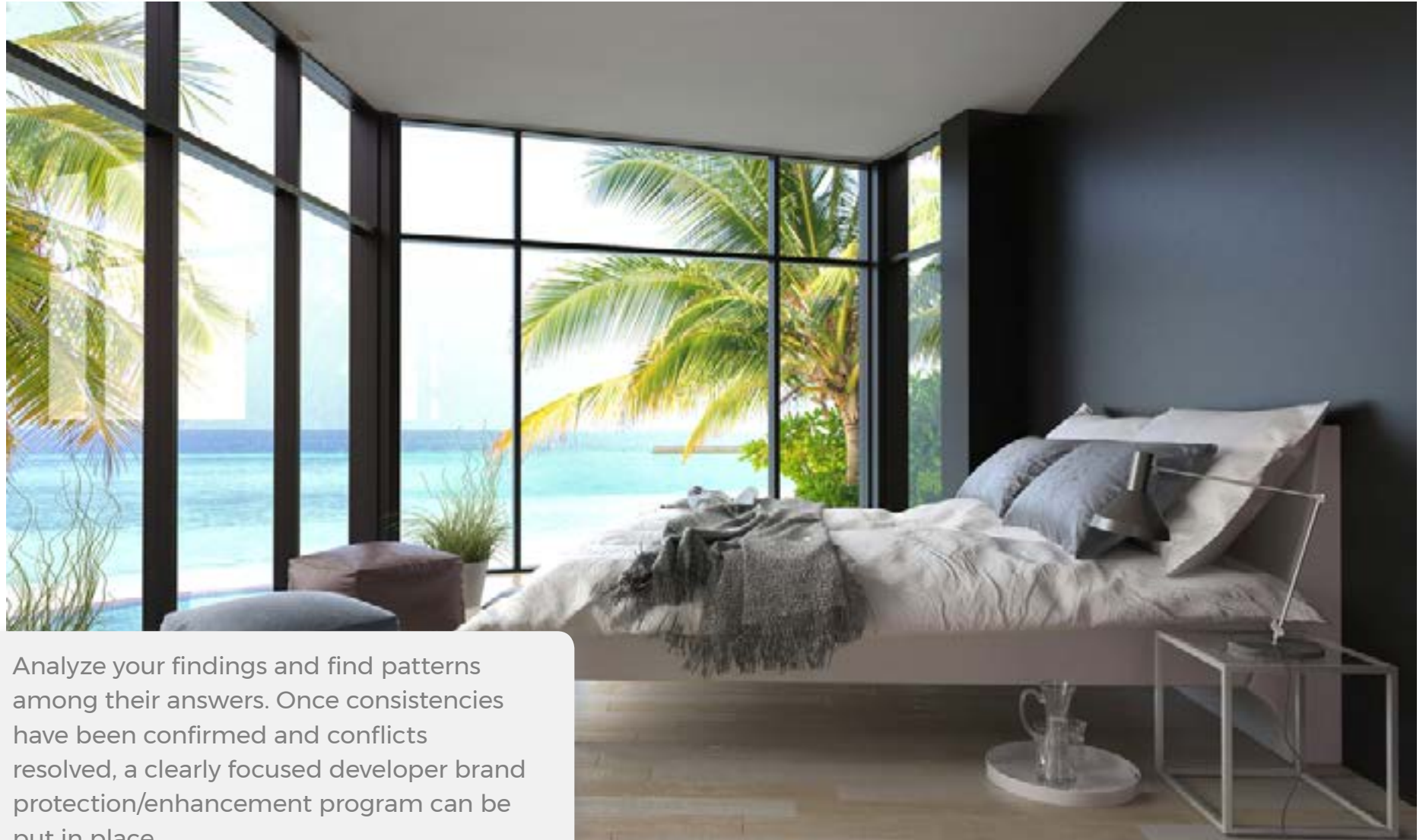


Market research, both internal and external, is the first step. In exchange for this, a clear portrait can be painted of your current strengths and weaknesses, and a roadmap can be made to achieve your brand-related goals.

Begin by identifying and dividing your development organization team into brand stakeholders' groups. From here, identify each stakeholder's individual perceptions to the following subjects: your current brand; your primary and secondary brand publics; your brand's promise, experience, and corporate image in relation to each public; and your desired brand in relation to each public.

This can be as simple as asking the members of your organization these questions and mapping their results.





Analyze your findings and find patterns among their answers. Once consistencies have been confirmed and conflicts resolved, a clearly focused developer brand protection/enhancement program can be put in place.



# ENHANCING A BRAND



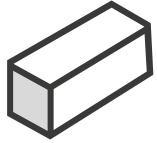
The Hippocratic Oath is often credited with the phrase of “do no harm”.



The meaning behind it is to make decisions that do not result in situations that package your product in a negative light and that convey a message to the public of an uncaring entity that only seeks profit.

In practice, this means adding to the neighborhood when matching a vision to a site, and recognizing the needs of your target demographics. This will manifest in your brand being associated with these features, and ultimately result as an affinity between public support and your name.

Choose projects that complement their locale, invest in value-driven design, and consciously consider your brand and its effect on the community with every decision.



# PROTECTING YOUR REPUTATION

Once a brand has been developed, it is an investment of its own. Your reputation as a developer is worth more than any single project, and just like any other investment, it must be treated with care. If necessary, alter your design to incorporate public needs. There are always strategies to change a vision to encompass the public interest. The ideal target outcome is win - win verses compromise.

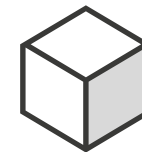
An acceptable accommodation for the community may not truly affect your bottom line, but rather leverage profits back into your development through increased patronage and enhancing your company's image as an investment in the future.





Avoiding complaints and litigation is a high priority when it comes to protecting a brand, followed by realistic planning and making prudent design / value engineering decisions that will not reduce building longevity or post occupancy systems performance.

Deliver on time, your customers depend on you. Make sure you plan for contingencies and that critical milestones are met during development delivery. Don't speculate. Be sure of your permitting requirements.





# IN CONCLUSION

Taking an active interest in a development organization's brand is one of the best career moves that a developer can make. Congratulations on making the decision to be conscious of your reputation and its effect on others.

This choice will drive better project opportunities for years to come, and the result will be the best projects that you can create.





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# BULLOCK TICE ASSOCIATES

Bullock Tice Associates (BTA) provides design integrated development management support services focused on delivering critical development outcomes / success factors.

We plan, design, and execute with a pro-forma and jurisdictional navigation mindset in crystallizing and executing the developer's brand driven vision. From this approach, we have built a regional reputation on creativity optimizing a site's development margin and mitigating development risk while protecting and enhancing the developer's brand.

If you are considering undertaking a development project in the North Gulf Coast region, let's talk.

We offer a **no cost needs and options review** that will help you identify the most cost effective way to proceed from where you are in your development process.



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