

MULTIFAMILY REBRAND CHECKLIST

When your community gets a full rebrand, new name, fresh website, and strategic identity, you'll have a lot of items on your to-do list. This handy checklist outlines the process from creative start to on-site finish so you can check off everything you need to do.

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BRAND IDENTITY

- Select Your New Name
- Create a Brand Strategy
 - Market Research
 - Target Audience & Personas
 - Brand Values
 - Brand Adjectives
 - Brand Positioning
- Write the Brand Voice
 - Taglines
 - Communication Guidelines
- Design Logo & Branding
 - Logo, Badges, & Other Marks
 - Color Palette
 - Fonts & Typography Hierarchy
 - Pattern & Texture
- Do a Lifestyle Photoshoot or Select Stock Photography
- Document New Brand Guidelines

ON-SITE SIGNAGE

- Design & Install All Informational & Promotional Signage
 - Monument Sign
 - Vehicle Wraps

- Package Locker Wrap
- Wall & Window Wraps
- Banners, Bandit Signs & A-Frames
- Wayfinding

COLLATERAL

- Audit Inventory of Old Collateral
- Design New Collateral
 - Business Cards
 - Brochure
 - Rack Card & Flyer
 - Floor Plan Cards
 - Pocket Folder
 - Letterhead & Envelope
 - Promotional Merch
- Order New Collateral

WEBSITE

- Write New Website Copy
- Design & Develop New Website
- Purchase New Domain Name
- Create New Email Address(s) With New Domain
- Launch New Website

PROPERTY MANAGEMENT SYSTEMS

- Change Entity Name
- Update All URLs
 - Application Portal URL
 - Resident Portal URL
 - Social Media URLs
- Update Visuals
 - Theme Colors
 - Logo
 - Lease Cover Page
 - Header & Footer Images
 - All Other Visual Elements
- Update Messaging & Content
 - Automated Email Messages
 - Lease Agreement
- Update Email Communications
 - Leasing Email Address
 - Email Signature
 - All "from" Sender Email Addresses
 - Custom Lead Contact Emails
 - Forward Old Email Addresses to New Emails

DIGITAL MARKETING ANALYSIS

- Update Google Analytics
 - Change Account & Property Name
 - Update Data Stream URL
 - Update Insights & Scheduled Report Recipients
- Update Google Search Console
 - Create New GSC Property
 - Verify GSC Property via TXT Record With Web Hosting

ORGANIC SOCIAL MEDIA

- Tease Rebrand Announcement
- Update Name, Imagery, Links, Bio, and Contact on Relevant Channels
 - Facebook
 - X (FKA Twitter)

- Instagram
- Snapchat
- Pinterest
- LinkedIn
- Threads
- TikTok
- Publish Rebrand Announcement

SEO & REPUTATION MANAGEMENT

- Update Google Business Profile (GBP)
- Publish Rebrand Post Announcement to GBP
- Create 301 Redirect Old URL to New URL
- Use Google Search Console (GSC) Change of Address Tool
- Update Name, Imagery, Links, Bio and Contact on Relevant Channels
 - Zillow
 - Yelp
 - Apartments.com
 - ApartmentList.com
 - ApartmentRatings.com
 - Rent.com
 - Google Business Profile
 - Apple Maps
 - All Other Listing Services & Review Sites

PAID ADS

- Update URL in Existing Campaigns
- Update All Copy
- Update All Images

ON-SITE EXPERIENCE

- Notify Vendors
- Send Announcement Email to Residents, Prospects & Stakeholders
- Record New Phone Tree
- Order New Team Uniforms (if applicable)
- Gift New Merch to On-Site Team
- Host On-Site Rebrand Launch Event

Together, let's make it *legendary*.