



PechaKucha

~~Location, Location, Location~~

Branding, Marketing, Feels



Scott Sanders
President and CEO



BUILDING FOR THE FUTURE.
LIVING FOR TODAY.



MEET THE BRIGHTLEAF TEAM: YOUR ARCHITECTS OF ATMOSPHERE

Local Builders Focused on a Better World

Having a positive impact in Chicago and its suburbs is important for BrightLeaf Homes. We acted where we saw a need and collaborated as a team for the greater good of residential building. We know we're different, and we're always getting better. How will our customers know that? By witnessing our values in action right where they live ... or intend to live, when they choose a BrightLeaf house as their forever home.





P A R E N T A L

A D V I S O R Y

E X P L I C I T C O N T E N T

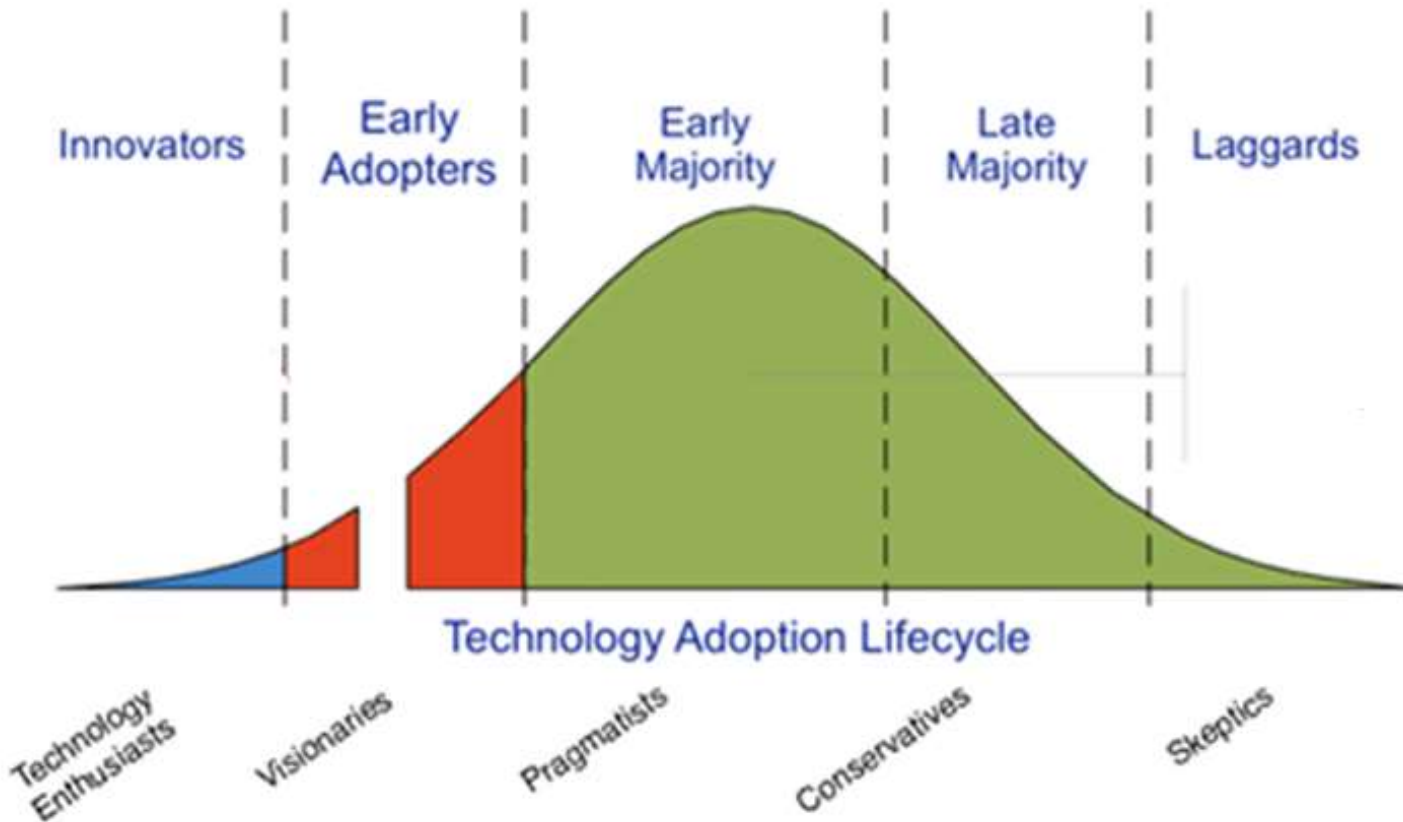
LOCAL







blu



THE REIMAGINED EASY BUILD HOME BUILDING PROCESS



By: Rick Thompson
Thu, Sep 14, 2017

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THE REIMAGINED EASY BUILD HOME BUILDING PROCESS

Building a home that fits who you are and lets you live your life the way you want to is easier than you could imagine. BrightLeaf homes are designed to save you time, money, and energy. Pick the area you want to live in, choose the right size for you, then customize your home to reflect your personal style for a perfect fit.



SIZE

CHOOSE HOW BIG, OR LITTLE YOU WANT YOUR HOME

Select from four different sized home models with customizable floor plans to fit how you need to live. All models are eco friendly, energy efficient, and unlike any other home.



ECO LIMITED

- 1,600 sq. ft.
- 3 bedrooms
- 2.5 bathrooms



ECO ONE

- 2,000 sq. ft.
- 3 bedrooms
- 3 full bathrooms



ECO TWO

- 2,400 sq. ft.
- 4 bedrooms
- 3 bathrooms



ECO THREE

- 3,200 sq. ft.
- 4 bedrooms
- 3 full bathrooms



MORE STUFF ◊ NEW STUFF ◊ CHANGES



THE
PRETTY
GOOD
HOUSE
VOLUME 2

GREEN - IT'S THE
NEW BLACK

GREEN - IT'S
COMFORTABLE

The NEXT GRAPHIC HANDBOOK FOR 21ST CENTURY HOMES IN MAINE

Helen Watts, PE

BRAND MARKETING





86%

of buyers will pay more
for a better customer experience,

but only **1%**
of customers feel
that vendors consistently meet
their expectations.



Source: CEI



A meme featuring Woody and Buzz Lightyear from the movie Toy Story. Woody is on the left, looking slightly concerned. Buzz is on the right, wearing his iconic green and purple space suit, with his right hand raised in a 'V' sign. The background is a simple, light-colored wall.

FEELS

FEELS EVERYWHERE







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