

.Homes Marketing Kit

 **homes**

Your idea lives here™

Version 1.0

Introduction

Step into .Homes — the premier real estate domain name. .Homes is an unrestricted domain extension that makes it easy for home buyers, sellers, and owners to find and remember your customers' websites.

To help market .Homes, we put together a dedicated marketing kit. This kit is comprised of:

- **The .Homes Logo and Brand Guidelines** 4
- **Landing Page Content** 9
- **How to Choose Your .Homes Domains** 10
- **Top 5 Reasons to Get a .Homes Domain** 12
- **Email and Newsletter Content** 13

Use this kit to build up your marketing of .Homes. Send questions or feedback to hello@gen.xyz — we look forward to hearing from you!

The XYZ Team

About

Taglines

Your idea lives here™

Innovation lives here™

.Homes is the premier real estate domain name. Short, unrestricted, and affordable, .Homes empowers entrepreneurs and businesses to make their clients' dream home a reality.

Building a memorable brand online is more important than ever and .Homes domain names allow you to fully control your online presence. Attract potential customers with standout domain names that announce your speciality in your URL and use the latest technology in online naming. Establish your real estate or home-services company as the go-to in your area with a geographic-specific .Homes domain.

It's perfect for real estate professionals, property managers, mortgage lenders, household movers, landscapers, home designers, and all service or property providers in the home industry.

Every business, idea, and entrepreneur can build their place online with .Homes.

Logo

The logomark of the .Homes
Primary Logo is Primary Red
(#B24938).



Primary Logo

.homes

.Homes Marketing Kit

Download logos at nic.homes/files

Logo Usage

Prioritize use of the **Primary Logo** in full color whenever possible.

Always ensure that there is sufficient contrast between the logo and the background.

Maintain a **comfortable amount of clearspace** around logos at all times.

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			
Full Color White			
Single Color White			



Logo Usage

These **unacceptable logo usage** examples break branding standards and/or defy formal design principles.

Use the files we provide in our logo package to avoid these problems.

Unacceptable logo usage



Problem: Wrong colors

Use only approved brand colors as specified in these Design Guidelines.



Problem: Insufficient clearspace

Provide sufficient clearspace around logo to ensure it does not collide or appear to be apart of other artwork.



Problem: Logo is illegible on this background

Use the correct logo colorings to ensure sufficient color contrast as required by these Design Guidelines.



Problem: Logo is modified

Do not alter the logo design aside from scaling the logo proportionally.



Problem: Logo uses incorrect font

Do not alter the logo or font.



Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Dark Red #461E1D	Primary Red #B24938
#FFC4BB	#C95643

Neutral Palette

Tints & Shades

#111111	#7E7E7E	#D3D3D3	#F7F7F7	#FFFFFF
---------	---------	---------	---------	---------

Fonts

Use **Roboto Slab Regular** for main headings.

Use **Inter Bold** for all other headings.

Use **Inter Regular** only for body paragraphs, never headings.

Roboto Slab Regular

The quick brown fox jumps over the lazy dog.

Inter Bold

The quick brown fox jumps over the lazy dog.

Inter Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, mattis vel facilisis sed (Link), finibus eu tortor. Aliquam laoreet nunc vulputate diam ornare eleifend. Nunc sed nunc lacus. Nam rhoncus hendrerit nisi, id ultrices sapien vulputate sit amet. Pellentesque non lorem non ante tempus luctus id eget felis. Nulla a mollis ipsum.

Landing Page Content

Main Tagline:

Your idea lives here™

Website:

<https://xyz.homes>

.Homes creates a place for innovation

Take your brand, idea, or project to the next level with .Homes. Made to serve all facets of the home industry, .Homes is an affordable domain that makes it easy for your clients to find you online. Showcase your online presence in the best possible light with a short and valuable .Homes domain name that announces your speciality in the URL.

.Homes domains are perfect for:

- Real estate agents and brokers
- Property technology providers
- Property and real estate managers
- Mortgage lenders
- Online real estate marketplaces
- Household movers
- Property assessors and surveyors
- Landscapers and grounds managers
- Home builders
- Real estate developers
- Interior designers
- Architects
- Domain upgrades for existing websites ending with the keyword “homes”

Attract potential customers with [www.YourName.Homes](#) or stand out in your region with [www.YourCity.Homes](#). Use keyword-rich [www.YourService.Homes](#) to match what online shoppers are searching for. Proclaim your area of expertise with [www.YourCompany.Homes](#) or [www.YourBusiness.Homes](#).

Choose .Homes domains to upgrade your online presence with a standout domain name that shows you are a leader in the home industry.



How to Choose Your .Homes Domain

Promote property listings

- www.YourName.Homes
- www.NY.Homes
- www.YourBrand.Homes

Advertise your home services

- www.Clean.Homes
- www.Siding.Homes
- www.Renovate.Homes

Bring your property technology business to the next generation

- www.Solar.Homes
- www.Surveillance.Homes
- www.Smart.Homes

Share home designs and models

- www.Family.Homes
- www.TwoBedroom.Homes
- www.Town.Homes

Offer lending options

- www.Mortgage.Homes
- www.Financing.Homes
- www.Rent.Homes

Provide landscaping services

- www.Garden.Homes
- www.Lawncare.Homes
- www.WeedRemoval.Homes

Help with moving

- www.Movers.Homes
- www.ProfessionalMoving.Homes
- www.PackUp.Homes

Brand your real estate business

- www.Smith.Homes
- www.Southwest.Homes
- www.Luxury.Homes

How to Choose Your .Homes Domain

Share interior design creations

- www.Decorator.Homes
- www.Furniture.Homes
- www.Art.Homes

Upgrade your “homes” keyword domain

- www.Sell.Homes
- www.Rent.Homes
- www.SearchFor.Homes

Promote your architecture firm

- www.Design.Homes
- www.Modern.Homes
- www.Future.Homes

Advertise properties you’re developing

- www.1MainSt.Homes
- www.Soho.Homes
- www.BeverlyHills.Homes

Build a memorable platform of listings for potential home buyers

- www.Search.Homes
- www.Listings.Homes
- www.Available.Homes

Top 5 Reasons to Get .Homes

- 1 .Homes is the premier real estate domain ending where you can build and fully control your online presence.**
 - Use `www.YourName.Homes` or `www.YourBrand.Homes` to promote your property listings on the domain made for home browsing and buying.
 - Professionally communicate with potential buyers via your `Name@YourBusiness.Homes` email address.
- 2 .Homes domains allow you to own your location or region with a domain that attracts attention.**
 - Claim `www.YourCity.Homes` to establish your website as the leading residential real estate website in your location.
 - Upgrade your domain to `www.YourArea.Homes` to appeal to home buyers and owners in your region.
- 3 .Homes domains give real estate professionals the chance to get short, valuable domain names that make it easy for clients to find you online.**
 - Close on `www.YourBrand.Homes` and increase brand recall with a domain that exactly matches your business name.
 - Shorten the length of your domain to `www.YourBusiness.Homes` and make it easy for your customers to navigate to your website.
- 4 .Homes domains promote your home-related services with a domain that matches what shoppers are searching for online.**
 - Claim `www.YourService.Homes` to promote your home-related services.
 - Assist homeowners with crafting and maintaining their homes with `www.YourName.Homes`.
- 5 .Homes domains help home builders and architects proclaim their area of expertise.**
 - Attract new clients by displaying your new builds and renovations at `www.YourBusiness.Homes`.
 - Share architectural designs and promote them to developers using `www.YourName.Homes`.

Email and Newsletter Content

Dedicated Email Content

Subject: **.Homes: Your Idea Lives Here**

Step into .Homes — the premier real estate domain name. Affordable and unrestricted, .Homes is for anyone looking to take their online presence to the next level.

Reasons to choose .Homes

- Build and fully control your online presence with a domain that exactly matches your business name.
- Attract home buyers online with a short and professional .Homes domain name.
- Claim authority in your location or region with a valuable geo-based URL.
- Rank for home-related services with a domain that matches what online shoppers are searching for.
- Appeal to your audience by announcing your area of expertise with your website's URL.

Ways to use .Homes

- Close on [www.YourName.Homes](#) and promote your property listings to homebuyers online.
- Professionally communicate with potential buyers via your [Name@YourBusiness.Homes](#) email address.
- Claim [www.YourCity.Homes](#) to establish your business as the leading residential real estate website in your location.
- Promote your mortgage, interior design, or other home-related services online with [www.YourService.Homes](#).
- Get [www.YourBrand.Homes](#) to share your architecture designs, new builds, and renovations with developers and clients.

Build your innovative online presence on a .Homes domain.

[Register your .Homes domain](#)

Email and Newsletter Content

Newsletter Content

Subject: Innovation Lives with .Homes

Craft a standout online presence with the domain made to serve the home industry online: .Homes.

Reasons to choose .Homes

- Build and fully control your online presence with a domain that exactly matches your business name.
- Attract home buyers online with a short and professional .Homes domain name.
- Claim authority in your location or region with a valuable geo-based URL like YourCity.Homes.
- Rank for home-related services with a domain that matches what online shoppers are searching for.
- Appeal to your audience by announcing your area of expertise with your website's URL.

Build your innovative online presence and make it easy for your clients to find you with a .Homes domain.

[Get your .Homes domain](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Homes

