



From: [MULTIFAMILY EXECUTIVE November 2007](#) | Posted on: November 5, 2007

MARKETING

The New Sequoia Equities

Walnut Creek, Calif.

By: [Jennifer Popovec](#)

2007 MFE Awards

Merit: Marketing & Advertising

When one of Sequoia Equities' founding principals retired, the executive team decided it was a perfect opportunity to redefine the corporate identity and rebrand the company by evaluating who the company was and what mattered to it.

The Walnut Creek, Calif.-based company engaged its employees and external clients to encourage 360-degree feedback, making sure that the corporate identity was a true reflection of the company and that the new brand would both mirror the culture and be positively embraced by its customers. The process provided a detailed blueprint to guide the company, whose vision and goals could be summed up in the new tagline: "The Experience Matters. Experience Sequoia."

The rebranding campaign required a comprehensive overhaul of marketing and advertising at the corporate and property level, including a new logo that focuses on the word "Sequoia," redesigned Web sites that begin with the word "experience," new leasing kiosks, and redesigned marketing materials such as signage and brochures.

Sequoia Equities also is testing a leasing kiosk at one property; the kiosk is an extension of the Web site but features some kiosk-only features such as printing inserts for brochures and 3-D community maps.

Additionally, the company rolled out new training and awards programs as part of the rebranding campaign, while simultaneously establishing partnerships with vendors such as Glidden Paint and Move.com.

As a result, net income has grown, while employee retention has increased from 58 percent to 73 percent.

Related Articles

- [Sky55](#)
- [How to Avoid the Legal Pitfalls of Green Marketing](#)
- [Laramar Sales Compensation Program](#)
- [Hope for the Warriors Warrior House](#)
- [The Macallen Building](#)

[All Related Articles](#)

Related Topics

- [Marketing](#)

Subscribe to MFE's weekly newsletter!