

Make Your *Mark*

The Open Door P: A Guide for Professionals Members

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SECTION 01

The Opening *Frame*

Professionals recently introduced a new mark. Not just a new logo. A new way of saying what this membership group has always stood for.

The Open Door P is exactly what it looks like. A door, held open. It speaks to what good agents do every day: open doors for people stepping into new chapters of their lives. A first home. A fresh start. A business built from the ground up.

The Agents of Change campaign carried it into the real world, through real agents in real communities. This guide brings that same energy to the local level. Every time the P shows up in the right moment, with the right people, it tells the story of who we are. Professionals.



SECTION 02

The *Occasions*

Agents of Change is not just a campaign. It is a statement about who Professionals people are and the impact they have in the communities where they live and work. Every time you hold the P, you are carrying that statement into a real moment. These are the rituals that bring it to life.

01



Hand Over the Keys. Hold Up the P

The settlement. The moment everything the agent has worked for lands in the hands of the person it was always meant for. New keys. New chapter. New home. This is what it is all for, and it deserves to be captured properly.

Hold the P. Hand over the keys. Take the shot. Buyer, agent, P. With the signboard if it is still up, without if it is not. Frame it wide or tight. Make it feel like the celebration it is. Because for that buyer, this is one of the great days of their life. And your office was part of making it happen.

02



Welcome to the Team

A new team member joining your office is worth marking. Hand them the P on day one and take the shot. It is a small gesture that says something real: you are part of something bigger than this office. Use the smaller P for a solo portrait, or gather the whole team for a group welcome with the large P held front and centre.

03



Out in the Community

When your office sponsors a local sporting club, shows up at a school event, or gets behind a community cause, the P comes with you. Pass it around. Let the community hold it too. A local coach, a school principal, a charity organiser alongside your team. That shared moment communicates something a solo shot never can. Professionals is genuinely local, not just locally present. The community sees the brand. The brand sees the community.

SECTION 02 — CONTINUED

The *Occasions*

04



On the Road

Away days and team off-sites are where culture gets made. Pack the P. Whether it ends up in a serious team photo or an extremely unserious one at a winery, those images build belonging. Post them. People love seeing the humans behind the brand.

05



In the Room

Training sessions, workshops, and conference days are natural P moments. Hold it up for the group photo at the end. It grounds the occasion in something larger than a single office and reminds the room that everyone in it is part of the same membership group.

06



Listings, Opens, and Walkthroughs

Listing launches and open homes are some of the highest-visibility moments an office creates. The P held by the listing agent before an open is a natural brand moment, confident and local. For property videos and walkthroughs, have the agent hold the P to close. It is a simple, consistent sign-off that ties every piece of content back to the brand. One gesture. Instantly recognisable.

07



Milestones and Awards

Sales milestones, anniversaries, recognition nights. These are the moments people frame and hang on the wall. Make sure the P is in the shot. Not as a backdrop. Held. As a character in the story.

SECTION 03

A Few *Simple* Rules

The P is a great piece of brand equipment. It goes almost anywhere. A few places it does not go:

01

Do not place it in situations that would embarrass your office or the group

If you would not want it on the front page of a local paper, it should not be in the shot.

02

Do not use it as a joke at the brand's expense

Playful is good. Disrespectful is not. There is a clear difference and you will know it when you see it.

03

Do not obscure, alter, or deface the P

No stickers. No paint. No modifications. It is not a canvas. It is a mark.

04

Do not use it in contexts that have nothing to do with your business or the Professionals brand

The P represents your membership. Keep it relevant.

Use your judgement. If it feels *right* for the brand and right for the moment, it probably is.

SECTION 04

Three Sizes. *One* Mark

There are three sizes, and the logic is simple. The large P is built for groups. It holds its own in a room full of people and reads clearly across a wide shot. The two smaller P's are better suited to singles or pairs, where they sit naturally beside a person rather than towering over them.



For groups

Large

Built for groups. Holds its own in a room full of people and reads clearly across a wide shot.



For pairs

Medium

Sits naturally beside a person rather than towering over them.



For singles

Small

Sits naturally beside a person rather than towering over them.

Experiment. Move it around. Try different angles. The Open Door P is a bold, confident shape. It can handle a bit of creative interpretation.

SECTION 05

Share *It*

When you take a great shot with the P, do not let it sit in your camera roll. Post it. Tag **@professionalsrealestate** and use *#ProfessionalsRealEstate* so the group can find it. And send it through to marketing@professionals.com.au to be considered for the Professionals content library. The best moments from offices across Australia and New Zealand help tell the story of what this membership group actually looks like on the ground.

Real people. Real moments. Real *brand*.
That is the *whole* idea