



ABA100

2016 Winner for Brand Excellence



RECOGNISING AUSTRALIA'S
BUSINESS
INNOVATION
& **TECHNOLOGY LEADERS**

It is our great pleasure to announce that HOME789 has been officially recognised as an ABA100 Winner in The Australian Business Awards 2016 for Brand Excellence. The award recognises organisations that have achieved outstanding results through initiatives that demonstrate excellence in brand management.

We've come a long way to build a strong brand image and stand out in a sea of competitors.

"The company specialises in residential and commercial property management, property sales and project marketing. The company regards its brand to be its number one asset, and as a result they've placed a heavy emphasis on improving their operational systems, processes and policies to support HOME789 mission.

HOME789's corporate branding consists of their mission, logos, website, brochures, community responsibilities, credibility, marketing and quality. The company have focused on fostering a customer-centric experience across this branding range, aiming to deliver a clear message to a targeted



audience in a niche market. Central to this is the company logo, which has been carefully designed to embody HOME789's multi-cultural focus. With the belief that successful real-estate practices are about more than just selling property, Home789 developed a logo that embodied a sense of trust and financial freedom.

HOME789's focus on multi-cultural brand development has seen them recognised with a Brand Excellence Award in the Australian Business Awards 2016."