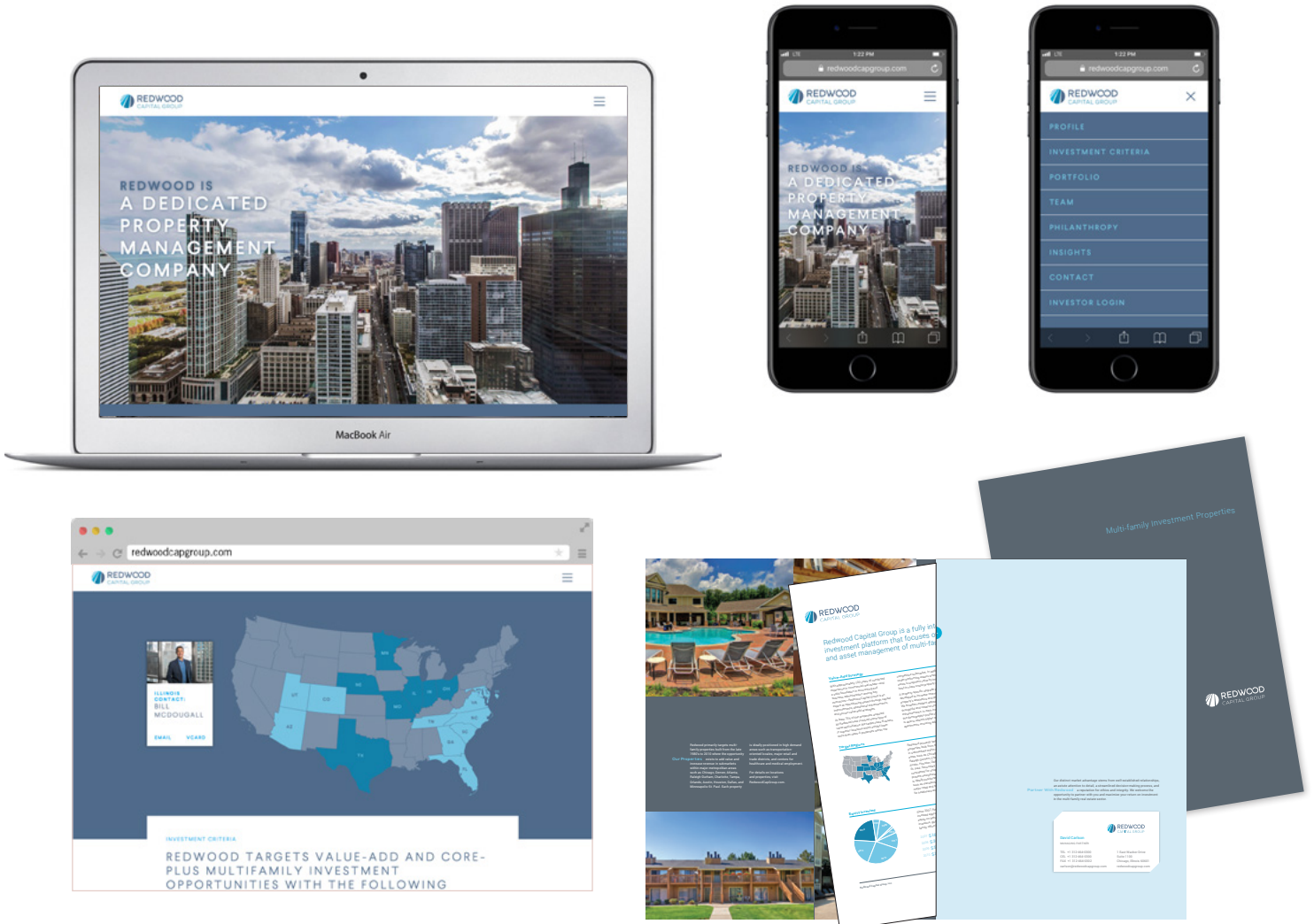




UpShift creates polished website and brochure for real estate investment group, Redwood Capital Group



challenge

Established in 2007, Redwood Capital Group is a fully integrated asset investment company that focuses on the acquisition and asset management of multi-family real estate. Their firm was growing quickly, but didn't have marketing collateral to communicate that growth or their growing capabilities. Redwood brought UpShift on board to help them create a professional & polished corporate brochure and website. They also needed a simple system to help with pitches.

solution

Our first step was to organize their offerings and create messaging that clearly communicated their breadth of capabilities. It was then important to design a brochure that was modern, professional and polished—reflecting their growing national brand & buttoned-up client service. We utilized their existing logo design to influence the overall color palette and to provide circular callouts that highlight how Redwood Capital provides a diverse selection of financial and real estate business services.

results

The brochure was well-received by employees, current clients and also helped them earn valuable new business by presenting a professional look and clearly communicating their breadth of services and nationwide portfolio. Before that piece, their homegrown marketing materials did not present them in an appropriate professional light. Based on the success of the brochure, Redwood brought us back to update their website to not only communicate a better brand image but also to give the website a better backend experience for easier updates by their staff.

industry

- real estate
- financial services

deliverables

- brochure design
- web design