

Resolution Partners Project Brief

Brand: the unique story that people recall when they think about your organization. Composed of a name; a position in a market relative to your peers; a promise of what you'll solve; a communicated personality; product and service offerings, and and a price position.

1. Name

Resolution Partners

(Question for Max: LLC? Inc.?)

2. Position

Resolution Partners is a leading provider of legal services to the financial services industry. We represent lenders in judicial foreclosures.

We have extensive knowledge of property law, and a high capacity of handling high volume workloads. Through our leading-edge workflow technology, we help lenders settle foreclosures with greater accuracy, efficiency, and security.

3. Landscape of peers, partners, rivals

Anselmo, Lindbergh & Associates

<https://anselmolindberg.com>



- WordPress template
- Standard quality, excessive stock photography
- <https://anselmolindberg.com/default/>

Codilis and Associates PC

<http://www.codilis.com>



- [Weebly CMS](#)
- excessive stock photos and excessive image-over-text treatments

Fisher and Shapiro LLC

<http://www.fisherandshapirolaw.com>

<https://www.housingwire.com/articles/illinois-judge-stays-1700-fisher-and-shapiro-foreclosure-cases>

- Probably shut down company
- Maybe they became...

<http://www.fishercohen.com>



FISHER | COHEN | WALDMAN | SHAPIRO LLP

- epagecity CMS
- extremely old, out of date presentation

McCalla Raymer Leibert Pierce

<https://www.mccalla.com>



- Huge, multi-state, multi-service
- Multiple services, not only foreclosure
- WordPress website with excessive stock images (see recommendations)

- Brutal [online reviews](#)

3. Promise

What is your core value offer? What is The One Thing you promised that will keep customers coming back? Make it fun sized. "Evernote: remember everything."

Resolution Partners: accurate, efficient, secure foreclosure settlement.

4. Brand personality

*Personality characteristics are human psychological qualities that influence how one behaves, thinks, and feels in different situations over time. By **brand personality** we mean characteristics that describe how the brand aspires to interact with the marketplace over time: its voice, tone, and behavior.*

Siegel & Callahan is about no-nonsense rescue and protection for individuals and businesses against unfair property taxes. **Resolution Partners** seeks to be the flip side of that coin: a highly efficient legal services team for financial services to efficiently process foreclosures.

Max C: “think aggressive, efficient, ninja, ‘clean kills,’ job done, a touch of dark.”

Top 5 characteristics

- Proactive
- Disciplined
- Efficient, yet Precise
- Consistent
- Trustworthy

Other characteristics

- Assertive
- Competent
- Confident
- Diligent

- Formal
- Incisive
- Logical
- Motivated
- Systematic

5. Product and service offering

What are the products and services you offer?

Judicial foreclosures for banks. This service involves case management, task followups, court appearances, and prompt responses and feedback.

Customers

Describe your customer segments, goals, experiences. What relationships do you develop, support, and retain? How do your customers perceive value offered, created, and captured? Why do customers buy from you? What customer aspirations do you fulfill? What is the customer journey map — their experience from awareness, through consideration, to conversion, to post conversion?

Review the Fannie Mae firm requirements:

<https://www.fanniemae.com/content/guide/servicing/f/2/04.html>

Why do customer buy from you? What aspirations do you fulfill?

- Banks want foreclosure closed in one year or less
- Banks want the process done efficiently, correctly, and securely

Customer Journey

1. Max meets banking administrators and executives, through existing networks and personal relationships.
2. Banks rank and grade law firms on an ongoing basis: how promptly do they reply? Are there extraneous fees? Have deadlines been met? Did they have a tidy process? Were there problems? Were all emails answered promptly?
3. Bank teams get together monthly to determine case distribution across firms: “40% to firm x, 1% to firm y,” etc., on the basis of the grades.
4. Resolution Partners will begin to receive cases, few at first, through Max’s network.

5. Resolution Partners will build its reputation. Banks will be impressed with process and efficiency, and increase RP's monthly workload.

6. Price Position

Foreclosure costs that can be billed to the borrower by the bank are government regulated. Resolution Partners can negotiate different internal prices and fees, based on its effectiveness. Our pricing strategy is primarily **regulatory bound** and secondarily **value-based**.

At the start, Resolution Partners will likely use **competition-based pricing**: charge less than competitors to build contacts, learn the industry, win an initial book of business, and build successes.

Recommendations

Brand Presentation

Consider mccalla's use of stock photography:

MRLP
McCalla Raymer Leibert Pierce

[Locations](#) [Practice Areas](#) [Professionals](#) [Resources](#) [About Us](#) [Careers](#) [Contact](#)

Eviction Outsourcing

The McCalla Raymer Leibert Pierce national eviction management group provides one point of contact for management of a nationwide eviction portfolio.

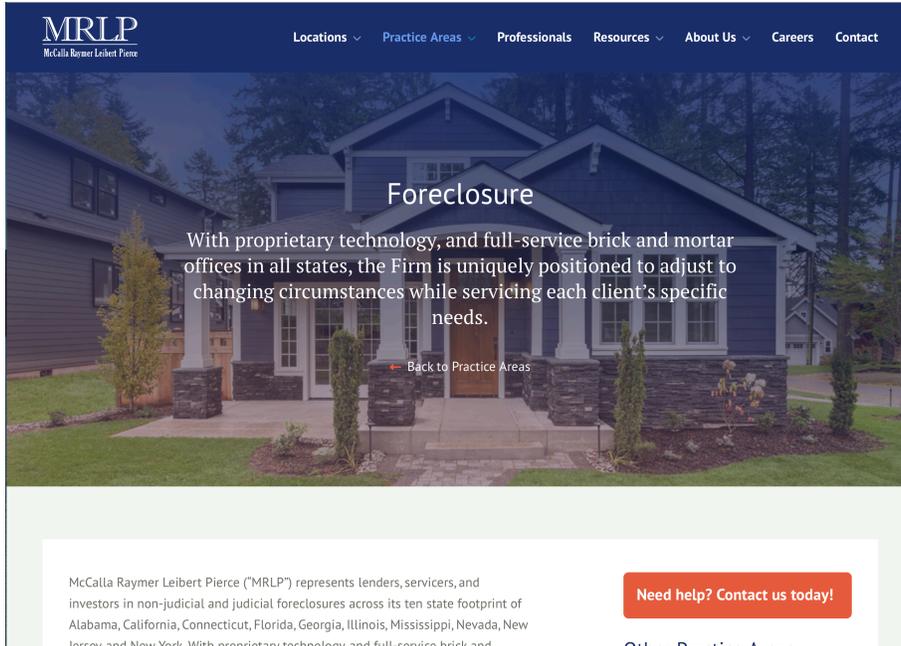
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EVO is the name of the proprietary technology platform that McCalla Raymer Leibert Pierce created to assist our clients with the management of their occupied nationwide portfolio. Specifically, as our client's needs evolved, McCalla Raymer Leibert Pierce innovated with new tools to provide legal assistance. EVO, the national eviction outsourcing platform was thus created sixteen years ago to

[Need help? Contact us today!](#)

[Other Practice Areas](#)

<https://www.mccalla.com/practice-areas/eviction-outsourcing/>



<https://www.mccalla.com/practice-areas/foreclosure-title-clearance/>

They've used a photography heavy Wordpress website — something appropriate to sell a summer beach home — that forces the use of header and other images throughout; so they to stuff stock photography into communication contexts where it is not appropriate.

Opportunity

Avoid building web pages that seem like ads for a real estate broker to find your dream home— when it's really eviction outsourcing. Avoid friendly, cute typography. **Build the brand voice around typography alone: effective, image restrained/eliminated, professional, documents.**

Brand symbols

Logo

Formal, conservative, concise, no historical or banking references, tight. Probably accompany with tagline for clear messaging.

Colors

TBD, probably use a range of greys with a single accent tone; **consider an off standard blue to contrast with S&C.**

Typography

Formal. Not 'friendly' per se. Highly professional.

Imagery

Avoid if possible.

Collateral

Business cards

Website

Max: "I'd like the website to feel as if you were already in some software, in a utility, an environment where you're in control, you have tools, and everything is extremely efficient. You can move quickly and seamlessly to get your result. You're in control. A touch of dark or "Bourne identity" feel?"

Website tactics (work in progress)

- Consider a a qualifications section, eg.: using Fannie Mae firm requirements, how can we make this efficient, tool like? Check lists?
- Create one page PDFs, downloadable from clear calls to action. Print-ready to take to meetings, with clear qualifications, readiness, experience

Brand tactics

What tactics do you use to show what your brand has to offer?

Social media marketing

Business LinkedIn page only. Given the nature of the project and brand communication conflicts with Siegel & Callahan, don't associate Max or other staff to the page. (still to be determined).

Website / landing pages

Consider a "single scrolling site" website landing page, focused on foreclosure service. Create tool-like interfaces (qualifications section, eg).

CRM

This is critical and the core of this project. The CRM will enable regular followup, lead followup, and eventual conversion from marketing-qualified lead to sales-qualified lead. Probably, interface to HubSpot?

Content marketing

None to launch. Consider representation at meetings, conferences, training.

Paid advertising

Consider, but the primary means of client acquisition is through relationships and networks first, not Google searches.

Email list

Potentially useful on a quarterly basis, from CRM, indicating firm advances, successes in the field, technology.