

Apr/May/June 2008 | Vol. 6 | Iss. 2

Positive Results Case Study



Dillion Real Estate Grows 500% in One Year Despite Competition with National Brand Names

Problem

When Kim Dillion, Owner of Dillion Real Estate started her business, she faced a lot of competition from other real estate companies, as well as franchises that had the benefit of national brand names. She needed to develop a brand name for her company within the Terre Haute community, and outside that community as well.

“It was very important for us to have a very contemporary look with very clean lines,” said Kim.

Solution

“After coming up with the logo, which we were very pleased with, we have used it throughout our marketing as well as the décor in our office,” said Kim. She continues that the company uses the logo on 3 vehicles, on the shirts that staff wears every day, on banners and much more. “That logo is our identity,” she says.

Kim said that Dillion Real Estate worked closely with MillerWhite to develop a marketing plan and a website focused on the buyer agency, and what working with buyers only is all about.

Results

“Because of working with MillerWhite and developing a marketing plan, our business has grown 500%,” says Kim. “Just recently we were awarded the Fast Growing Company in Terre Haute by the Chamber of Commerce. We received that award because of our growth in the last year.” According to Kim the next step to keep growing Dillion will be to expand regionally. Discussions of expanding the website, or building an additional website focused solely on property management are underway. Kim says that the website is key to reaching out-of-state owners, which will help Dillion to continue to grow.