

Pre-Course Preparation (Real Estate)

Hi there, first of all thank you for enrolling Emarsity course. To ensure you hit the ground running on Day 1 of the course, we have prepared this Pre-Course Checklist for you to complete.

It **very important** that you fulfill the items mentioned in this checklist to have an effective learning experience with us.

1. Inform us Domain Name you want (at least 2 days before course start)

- i) Decide your domain name and check the availability at Vodien.com/domain-names
- ii) Think of something catchy or brand-able. Try to avoid having your name and mobile number as domain name i.e. paultan91112233.com.
- iii) You can google for any new project name and look at other agents' domain names for ideas.
- iv) It is **not recommended** to buy .com.sg as you require an ACRA cert verify. Choose others like .sg, .com, .org and .net.
- v) After checking the domain is available, [whatsapp us](https://www.whatsapp.com) or email us social@emarsity.com, latest 3 days before course start.

2. Start to create Logo for your website.

You need to be proud of your website and having your own logo will help you focus on nurturing this new brand. It will be perfect if you can have your logo ready when the course starts.

- i) Before you create your logo, think about the color theme you want for the website. Colors play a big part in how visitors perceive your website.

You need to find your Primary and Secondary color.

Remember the HEX code (i.e. #f60916) for the colors as you will be using it in throughout your website. I found this excellent tool to explore the color theme you want.

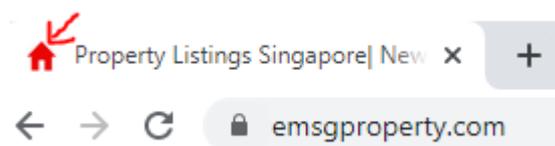
canva.com/colors/color-wheel -> Pick your Primary color and the complementary color. You can export the Palette as PDF and keep for further reference.

- ii) We compiled the brand assets you may need so you can request accordingly from the logo designer.

- **Logo (300 x 130 pixels)** both JPG (white background) and PNG formats (transparent background). Tell the designer the color theme you want from (i). This is to upload to your website.

- **Source file of logo (.ai or .psd)**. If you wish to print out in brochure or namecard, you can send source file to printer. With the source file you can also make logo edits in future.

- **Square Favicon (120 by 120 pixels)** This is the icon that we place in the browser tab. Good for branding.



- (OPTIONAL) Facebook Business page banner (820 by 312 pixels). Option to use this banner for your Facebook business page.

iii) To find logo designers, you can go to [Fiverr.com](https://www.fiverr.com) and search logo designer.

- Look at the average review rate of the freelancers and their portfolio.

- PM a few of them at the same time and wait for their reply.

- The average cost of doing the brand assets above should vary between 30-50USD.

- I have worked with both of these designers

https://www.fiverr.com/graphic_store

<https://www.fiverr.com/idealgraphics7/design-real-estate-logo>

They know the requirements well. You can contact either and mention referred by Kelvin.

3. Be well equipped for the course

This is an intensive 3-day practical course so you need to come equipped.

i) Bring a Laptop. Tablets and Phablets are not good enough. There will be charging points and Wifi network.

ii) Bring a Mouse. This will greatly help you move around the campaign dashboard. With the amount of hands-on, using fingers on mousepad can be tiring.

