

# GENESIS COMMUNITY MANAGEMENT

## Industry: Property Management

SB Digital + Design was tasked with a full rebrand of Genesis Community Management, a family-owned business with decades of service in HOA management. The goal was to modernize the brand while preserving the trust, relationships, and community-focused values that have been passed down through generations. This rebrand involved the creation of a new logo, refreshed branding, updated messaging, and a comprehensive redesign of the website. It was essential to clearly communicate Genesis' unique selling propositions (USPs) – their personalized, family-run approach, innovative digital solutions, and commitment to building strong community relationships.

The website redesign focused on improving user experience (UX) and included SEO-friendly layouts and content to maximize visibility in search engines. Each key page was structured with targeted messaging and optimized for future use as landing pages for specific marketing campaigns. The navigation was simplified, making it easy for both HOA boards and homeowners to find essential information, and a new client onboarding portal was integrated to streamline the engagement process for potential clients.

## Services

Brand Development | Web Development (SEO-Friendly Layout & Content) | Messaging/Copy | Marketing Collateral | Client Onboarding Strategy | Landing Page Optimization

## Notable ROI

Following the rebrand, Genesis experienced a surge in client engagement, with a 120% increase in website visits and a 200% increase in form submissions from prospective clients. The updated messaging resonated with new audiences, reinforcing trust and driving service inquiries from HOA boards across the region. The Board of Directors praised the new identity for capturing the essence of Genesis while positioning the brand for future growth.

1984



2024



GENESIS  
COMMUNITY MANAGEMENT, INC



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## Colors



## Photography



## Patterns/Icons



# GENESIS COMMUNITY MANAGEMENT



**GENESIS**  
COMMUNITY MANAGEMENT, INC.

Company Name  
0000 Address  
City, State Zip Code

September 6, 2024

TO:  
**John Doe**

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*Adam Smith*  
Adam Smith

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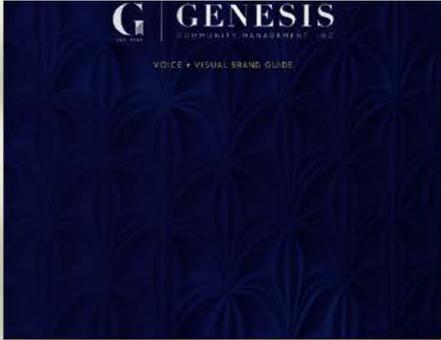
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www.genesiscommunity.com





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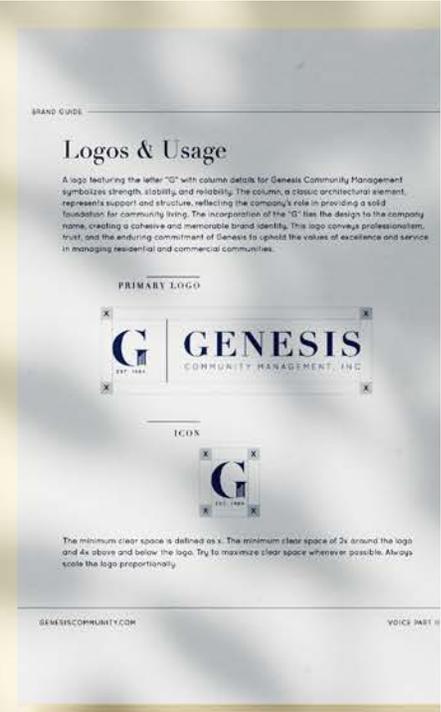
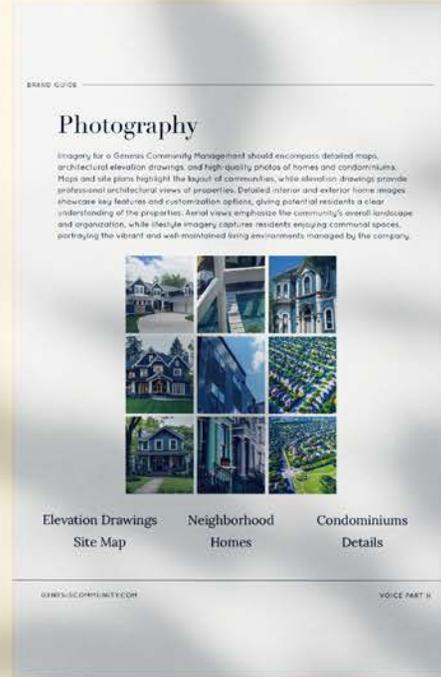
## How to use this brand guide

This guide is so much more than a set of rules around logos, colors, and typography. It is a total system of attributes that come together to make our brand instantly recognizable for those familiar and irresistible to those who aren't.

The goal is to help you create beautiful design solutions and compelling copy that allows us to maintain consistency while also being a machine of never-ending innovation.

Please use the enclosed guidelines while creating anything and everything for our brand.

"Every interaction in any form is branding." - Seth Godin

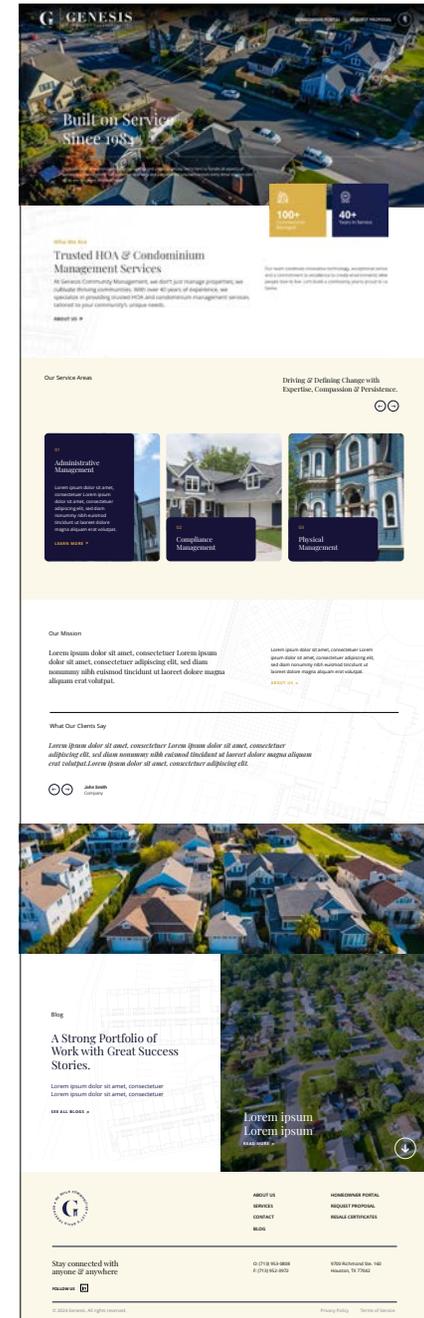


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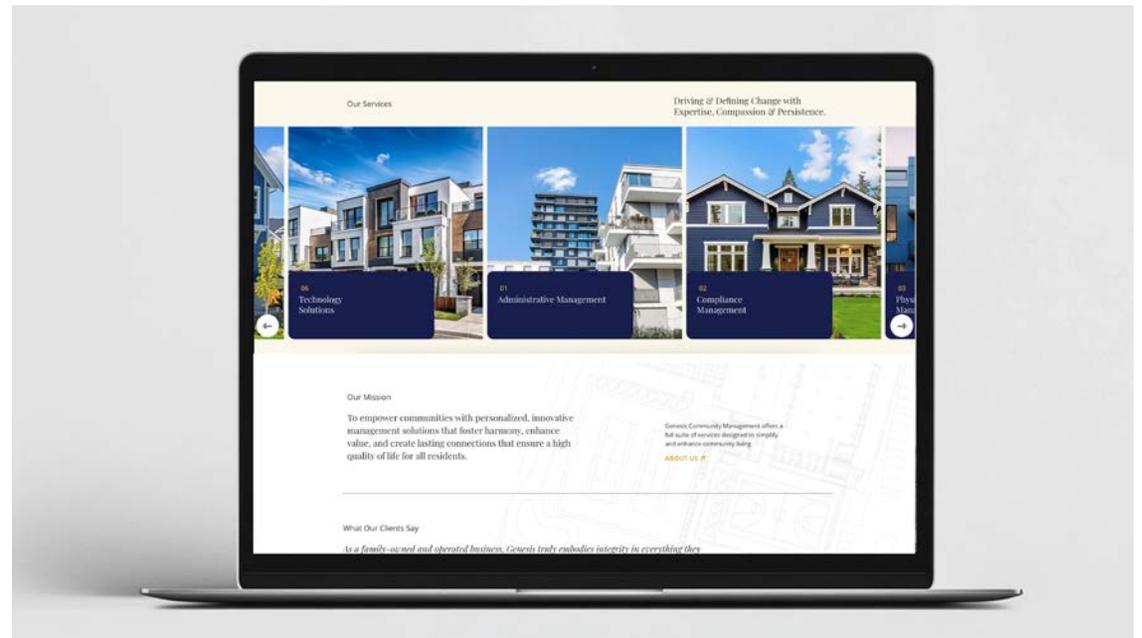
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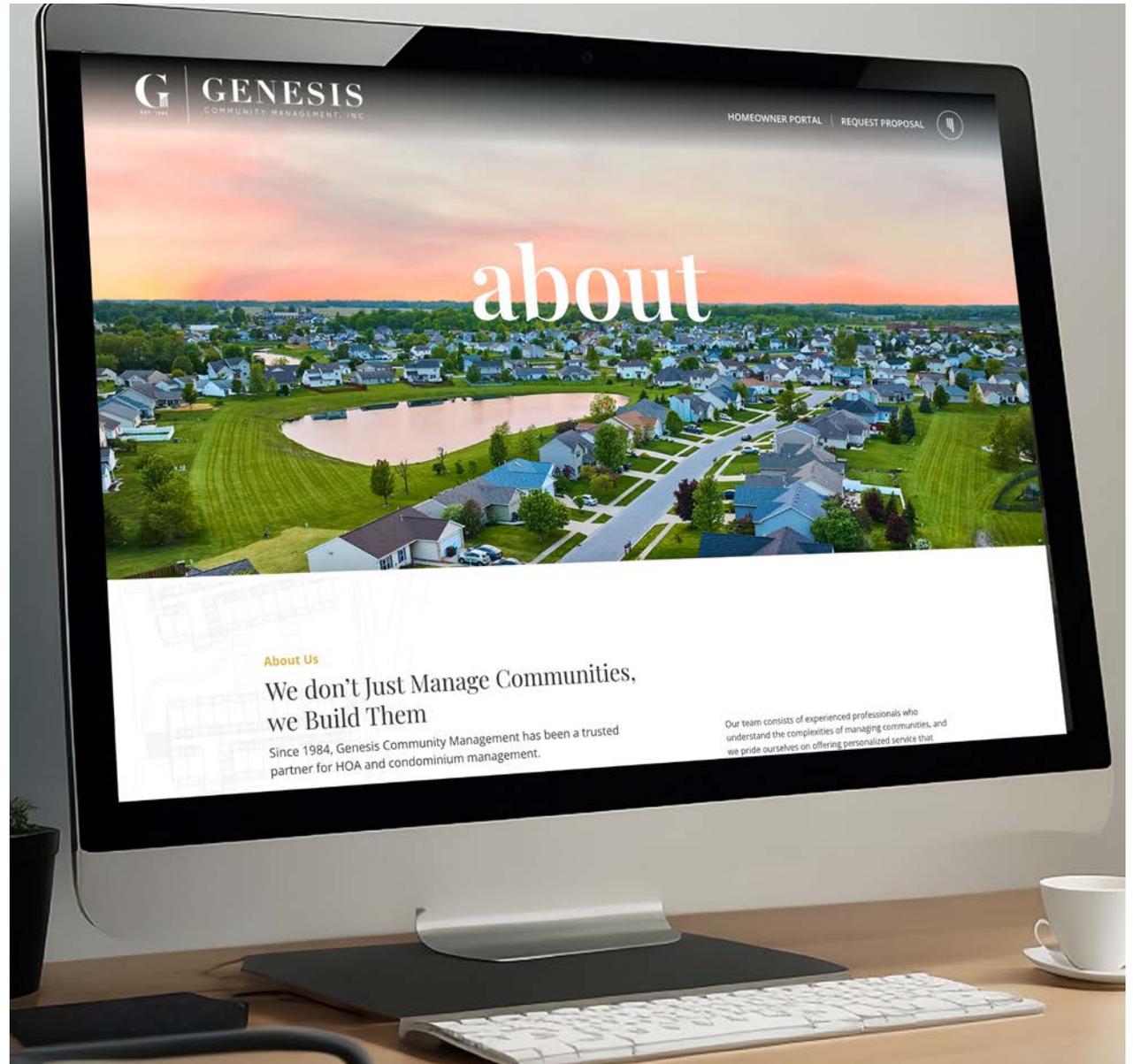
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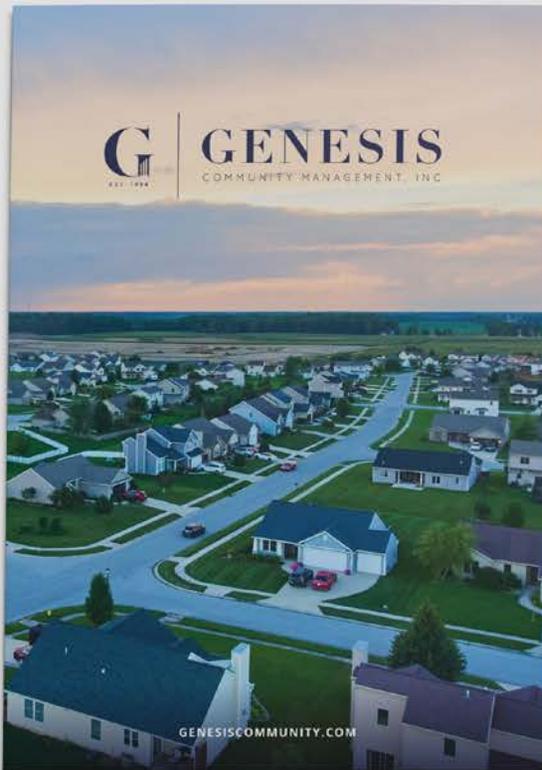
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## About Us

We don't just Manage Communities, we Build Them. Since 1984, Genesis Community Management has been a trusted partner for HOA and condominium management.

With a focus on transparency, integrity, and innovative solutions, we work closely with communities to foster environments where residents can thrive. Over the years, we've evolved our services to meet the changing needs of communities while staying true to our core values of service and excellence.

Our team consists of experienced professionals who understand the complexities of managing communities, and the pride members see offering personalized service that reflects the unique culture of each neighborhood we serve.



## Who We Are

### Trusted HOA & Condominium Management Services

At Genesis Community Management, we don't just manage properties; we cultivate thriving communities. With over 40 years of experience, we specialize in providing trusted HOA and condominium management services tailored to your community's unique needs.

## Our Mission

To empower communities with personalized, innovative management solutions that foster harmony, enhance value, and create lasting connections that ensure a high quality of life for all residents.



## Our Values & Philosophy

As a family-owned business with generations of service, we combine traditional values with modern and technologically advanced solutions to provide exceptional property management services for homeowner associations (HOAs). Our commitment to personalized service, innovative technology, and community engagement ensures that every client feels valued, and every community thrives.

## What We Offer

### We Strive to Stand Out as a Trusted Partner in Property Management

At Genesis, we don't just manage properties—we build lasting partnerships that improve your community's quality of life. With over 40 years of experience, we offer a full range of services tailored to meet the unique needs of your community.



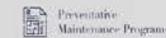
**Administrative Management**  
Our team manages your association's budget, handles accounts payable and receivable, and provides detailed financial reporting. We also coordinate board meetings, prepare documentation, and manage vendor contracts to ensure your community runs efficiently.



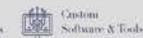
**Compliance Management**  
We handle everything from resolving disputes to ensuring compliance with local laws and community rules. Regular inspections and reports help us stay ahead of potential issues, ensuring that your community remains a desirable place to live.



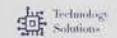
**Physical Management**  
We manage all maintenance and repair projects, working closely with trusted vendors to keep your property looking its best. Routine assessments allow us to address issues to ensure long-term value and aesthetic appeal.



**Preventative Maintenance Programs**  
Our proactive maintenance plans include working with reserve study experts key community areas, such as roofs, roads, and shared facilities. By addressing potential issues early, we help reduce unexpected expenses and maintain property values.



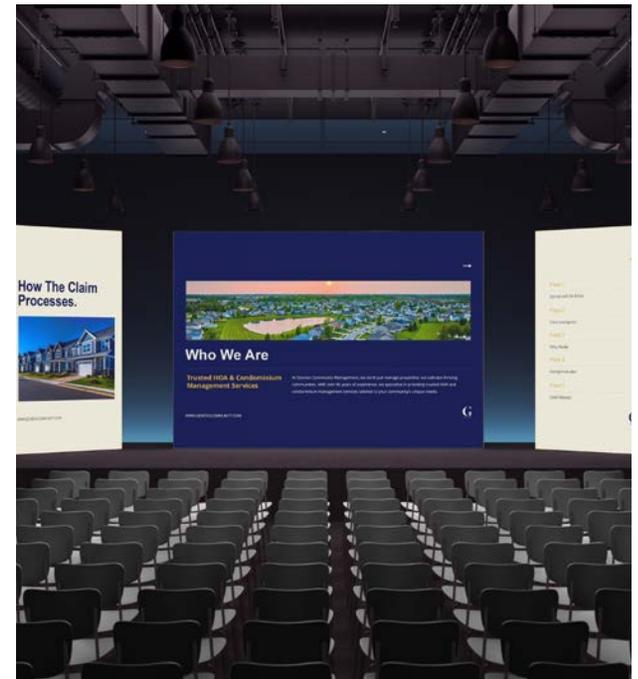
**Custom Software & Tools**  
Our proprietary platform offers easy access to financial reports, maintenance requests, and important community updates. With a user-friendly interface, board members and residents can effortlessly stay involved in the community's operations.



**Technology Solutions**  
Our technology solutions include automated reporting, communication platforms, and data-driven insights that improve transparency and streamline processes. With real-time access to vital information, we empower boards to make informed decisions and keep residents connected.

What truly sets us apart is our holistic approach to community management, where we combine advanced technology, a deep understanding of community dynamics, and a commitment to personalized service. Our "built and thriving" is our ability to create a seamless blend of digital efficiency and human touch.

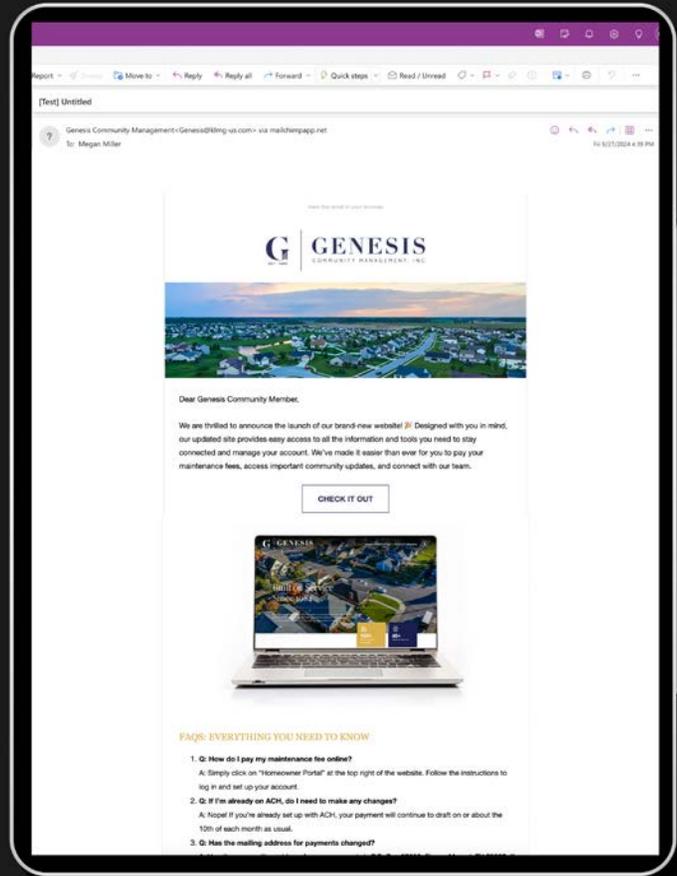
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