



BRAND & GRAPHIC STANDARDS

MaxLife Realty

The Visual Identity System

EDITION 2026 · MAXLIFEREALTY.COM

FOREWORD

A Message From the Broker

Welcome to the updated MaxLife Realty visual identity system.

Our brand is more than a logo — it is the promise we make to every client, every agent, and every community we serve. It stands for trust, professionalism, and the pursuit of the very best life through real estate.

This booklet is your guide to carrying that promise forward visually. It outlines how we look in the marketplace — the logos we use, the colors we print, the signs we post, the apparel we wear. When every sign, card, flyer, and post looks unmistakably MaxLife, our collective reputation grows with every transaction.

Operating procedures, new-agent onboarding, and the broker playbook now live in a separate Operating Procedures booklet. Together, the two documents cover everything you need to represent MaxLife well.

Please treat these standards as the minimum — not the ceiling. Excellence is our baseline.

Ryan Solberg

Broker / Owner · MaxLife Realty

INSIDE THIS BOOK

Table of Contents

PART ONE · THE BRAND

01	Our Brand Story.....	06
02	Mission, Vision & Values.....	07

PART TWO · THE LOGO

03	The Logo System.....	09
04	Clear Space & Minimum Size.....	10
05	Logo Misuse.....	11

PART THREE · FOUNDATIONS

06	Color Palette.....	13
07	Typography.....	14

PART FOUR · APPLICATIONS

08	Business Cards.....	16
09	Yard & Listing Signs.....	17
09a	Standard Yard Sign.....	18
09b	Premium Listing Signs.....	19
09c	Open House Signs.....	20
09d	Specialty & Event Signs.....	21
09e	Commercial Signs.....	22
09f	Banners & Roll-Ups.....	23
10	Email Signature.....	24
11	Social Media.....	25
12	Apparel & Swag.....	26
13	Vehicle Graphics.....	27
14	Stickers, Labels & Flaggers.....	28
15	QR Codes.....	29

PART FIVE · VOICE

16	Voice & Tagline.....	31
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PART SIX · COMMERCIAL

17	Commercial Division	33
18	Commercial Sign System	34
18a	Investment Sign (4×4)	35
18b	Roadside Banner (4×8)	35
18c	Land & Development Sign	35
18d	For-Lease Panel	35
19	Commercial Collateral	36
20	Commercial Voice & Messaging	36
21	Contact & Approvals.....	36

PART ONE

The Brand

MAXLIFE REALTY · BRAND STANDARDS

Who We Are

MaxLife Realty was founded on a simple belief: a home is the stage where life is lived to the fullest. Every listing, every showing, every closing is an opportunity to help a family live a bigger, better, more meaningful life.

Our name says it plainly — Max Life. Maximum value. Maximum service. Maximum life. The identity in this book is the visual voice of that promise. Used consistently, it sets us apart on yard signs, in inboxes, across social feeds, and in the communities we serve.

THE MAXLIFE CREED

We don't just sell homes — we help people live the life they've worked for.

What We Stand For

MISSION

To help every client maximize the value of their real estate decisions through honest counsel, hard work, and elite-level execution.

VISION

To be Florida's most trusted boutique brokerage — respected for results, referred for service, and recognized at a glance.

VALUES

Integrity first. Clients always. Details relentlessly. Relationships forever.

PART TWO

The Logo

MAXLIFE REALTY · BRAND STANDARDS

Our Marks

The MaxLife Realty identity is built around three primary marks. Each is drawn from the same family and may be used interchangeably depending on the application — but never altered.

PRIMARY WORDMARK

Use on all official signage, stationery, and listing marketing. This is the default lockup for anything bigger than a favicon.



MONOGRAM — NAVY

Social avatars, apparel, favicons, embroidery. The most widely-used mark across digital and apparel.



MONOGRAM — ROYAL

Digital accents, hover states, partner lockups. Use sparingly — never for primary signage.



FILE LIBRARY

All approved master files live in /06 MARKETING/01 MAX LIFE MARKETING/01 LOGOS/. Pull from FINAL VERSIONS only — never rebuild the mark yourself.

Give the Mark Room to Breathe

Clear space protects the integrity of the MaxLife Realty logo. Use the height of the letter "M" as the minimum margin on all four sides. No type, imagery, edges, or other graphics should enter this zone.



X = height of "M" (minimum margin on all sides)

Minimum Size

Print — wordmark	1.25" wide minimum
Print — monogram	0.5" minimum
Digital — wordmark	120 px wide minimum
Digital — monogram	48 px minimum
Embroidery	2,500 stitches max for the mark

Please Don't Do This

The MaxLife mark should never be stretched, recolored, rotated, or rebuilt. When in doubt, use an approved file from the /01 LOGOS/FINAL VERSIONS/ folder.

Never

- Stretch, squash, or skew the mark.
- Recolor to any hue outside the approved palette.
- Rotate off a horizontal baseline.
- Add drop shadows, outer glows, bevels, or gradients.
- Crop the mark or allow type to invade the clear-space zone.
- Place on busy imagery without a solid-color plate behind the mark.
- Rebuild the mark in PowerPoint or Canva — always use the source files.

PART THREE

Foundations

MAXLIFE REALTY · BRAND STANDARDS

MaxLife Colors

Navy is the foundation of our identity. Gold is the accent. Use them exactly as specified — do not eyeball. Always reproduce from the hex, RGB, or CMYK values below, never from a screenshot of previous work.

	MAXLIFE NAVY HEX #002E62 RGB 0 / 46 / 98 CMYK 100 / 66 / 0 / 55 <i>The canonical MaxLife navy — use on logos, headlines, and any field larger than a sign rider.</i>	PRIMARY
	DEEP NAVY HEX #002349 RGB 0 / 35 / 73 CMYK 100 / 53 / 0 / 62	BACKGROUND
	COBALT HEX #006BFF RGB 0 / 107 / 255 CMYK 100 / 58 / 0 / 0 <i>Royal Blue — reserved for open-house arrows and digital accents.</i>	DIGITAL
	MAXLIFE GOLD HEX #C8A856 RGB 200 / 168 / 86 CMYK 0 / 16 / 57 / 22 <i>Dividers, kickers, single-line highlights — never a full background.</i>	ACCENT
	SLATE INK HEX #0F172A RGB 15 / 23 / 42 CMYK 64 / 45 / 0 / 84 <i>Body copy + titles.</i>	NEUTRAL

DEPRECATED — #1C3160

Older business-card and email-signature artwork referenced a lighter navy (#1C3160). That variant is retired. Replace with #002E62 on the next reprint of any collateral so the brand reads consistently everywhere.

Our Typefaces

MaxLife pairs a classic serif for headlines with a clean sans-serif for body copy. Use the serif sparingly — for moments that deserve weight. Use the sans for everything else.

HEADLINE — Times / Trajan Pro

Reserve for covers, pull quotes, and named section titles. Small caps at 0.25 em tracking for titles longer than three words.

BODY — Helvetica / Montserrat / Arial

All running text, captions, forms, and signage. 10–11 pt with 1.4× leading is the default.

Hierarchy

Display headline	Times / Trajan Pro · 48–72 pt · Navy
Section heading (H1)	Arial Bold · 32–40 pt · Navy
Subhead (H2)	Arial Bold · 20–24 pt · Navy
Kicker / label	Arial Bold · 14 pt · Gold · All caps
Body	Arial / Helvetica · 10–11 pt · Slate · 1.4× leading
Caption / fine print	Arial · 8–9 pt · Gray

PART FOUR

Applications

MAXLIFE REALTY · BRAND STANDARDS

Standard Agent Card

All MaxLife agent cards follow the same layout. Name in serif, role and contact details in sans, navy background on the reverse, MaxLife monogram centered.



Navy monogram centered on card reverse

Specifications

Size	3.5" × 2.0" (standard US)
Stock	16pt gloss or soft-touch matte
Ink	4/4 full color · Navy #002E62 solid on reverse
Corners	Square
Front	Monogram upper-left · Name in Times · Role/contact in Arial
Back	Monogram centered on #002E62 navy field

VENDOR

Order through the approved Signs.com or any high quality supplier. Home printing is not permitted for agent cards.

Signage Standards

Signs are our most visible marketing asset. Every MaxLife sign — from a small rider to a 4×8 commercial banner — must reinforce the same navy, white, and gold identity. Use only the approved artwork on the following pages.

Pull Print-Ready Files From

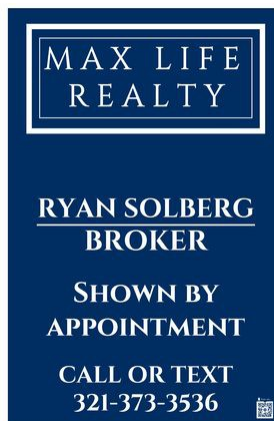
/06 MARKETING/01 MAX LIFE MARKETING/35 SIGNS/

Sign Family

- **18×24 Yard** — Standard residential listing.
- **30×24 or 36×24 Post** — Premium / by-appointment listings.
- **18×24 Open House** — Directional arrow — royal blue set (Version 4).
- **3×6 Open House Banner** — Driveway H-frame.
- **4×4 Commercial** — Investment / land / commercial listings.
- **4×8 Commercial Banner** — Roadside commercial only.
- **24×18 Coming Soon** — Pre-list teaser.
- **18×24 Agent on Duty** — Open-house front walkway.
- **24×18 Virtual Showings** — Self-access listings only.
- **33.5×78 Roll-Up** — In-home property info during showings.



18×24 Yard · Standard residential listing



36×24 Post · Premium / by-appointment



18x24 Open House · Directional arrow



4x4 Commercial · Investment / land



24x18 Coming Soon · Pre-list teaser



33.5x78 Roll-Up · In-home showing

The For-Sale Sign

The 24" × 18" navy panel is the MaxLife default for every residential listing. It pairs the wordmark box, QR code, and office phone on the navy ground — never altered.

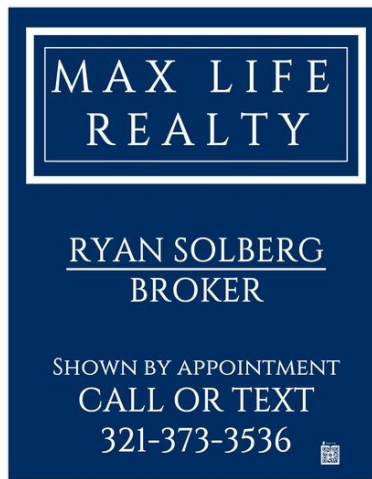


Specifications

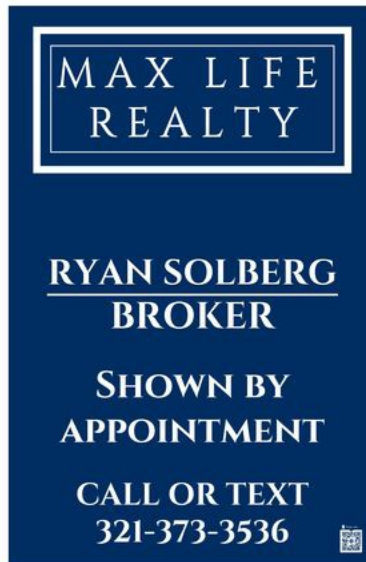
Size	24" × 18" standard panel · 6' post height
Material	6mm aluminum composite or 4mm coroplast
Colors	Navy #002E62 · White type · Gold #C8A856 rule
Lockup	MaxLife wordmark box, centered upper third
QR code	Bottom-right, links to listing page
Rider	24" × 6" agent-name rider, navy on white
Source file	/35 SIGNS/MAX LIFE REALTY SIGN MASTER 18x24/

Large-Format Signs

For luxury, acreage, or by-appointment listings, step up to the 30" × 24" or 36" × 24" vertical sign. Same identity, larger stature — reserved for broker-approved premium inventory.



30×24 · *Default premium listings*



36×24 · *Acreage / luxury listings*

Specifications

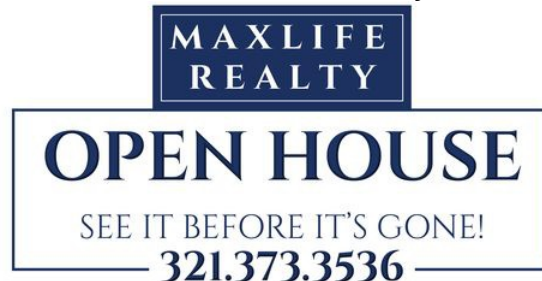
Size	30" × 24" or 36" × 24" · 6' post height
Material	6mm aluminum composite (premium) or 4mm coroplast
Content	Wordmark box, broker name, phone, QR, "By Appointment"
Use	Broker approval required — not for standard listings
Source files	/35 SIGNS/MAX LIFE REALTY SIGN MASTER 30x24/ · /36x24/

Open House Signs

Open-house signage works in sets — one at the driveway, three to five directional arrows leading traffic in from the nearest main road. Use the current royal-blue arrow set (Version 4) for all open houses.



Directional Arrow 18×24 · Royal Blue



Open House Banner 3×6 · Driveway H-frame

Specifications

Directional arrow	18" × 24" · Royal #006BFF · white type · red border
Deployment	3–5 arrows from the main road to the driveway
Driveway banner	3" × 6" with H-frame stake, MaxLife box on top
Agent on Duty	Post at front walkway during every open house (see 09d)
Removal	All open-house signage picked up same day — no exceptions
Arrow set	/35 SIGNS/OPEN HOUSE SIGNS/OPEN HOUSE SIGNS VERSION 4/

09d • SPECIALTY SIGNS

Specialty & Event Signs

Specialty signs carry MaxLife's identity into moments beyond the yard — pre-listing teasers, showings, and seller-lead generation. Use sparingly and only with approved artwork.



Coming Soon 24×18 · Pre-list teaser



Agent on Duty 18×24 · Front walkway

Specifications

Coming Soon	24" × 18" · Run 7–14 days before going active on MLS
Agent on Duty	18" × 24" · Deploy during every open house and scheduled tour
Source files	/31. COMING SOON/ · /35 SIGNS/AGENT ON DUTY SIGN/ · /35 SIGNS/VIRTUAL SHOWINGS/

09e • COMMERCIAL & LEAD-GEN

Commercial Signs

Commercial and investment listings use their own high-contrast sign system — larger formats, brighter colors, bolder type — designed to be read from the road. The seller-lead "I Need More Homes" board is used for farming and post-sale canvassing.



Commercial 4x4 · Land & commercial listings

Specifications

Commercial 4x4	48" × 48" · aluminum composite · 4x4 post
Commercial 4x8	96" × 48" horizontal banner — /COMMERCIAL 4X8/
Approval	Broker approval required for all commercial signs
Call-to-action	321-373-3536 / 855-SOLBERG · MaxLifeRealty.com

Banners & Roll-Ups

Vertical 3×6 banners and pull-up roll-ups carry the MaxLife identity into the home during showings, open houses, and office events. Order through the approved vendor — never home-print.



For Sale Banner 3×6 · Driveway

Logo Banner 3×6 · Office / events / showings



Roll-Up 33.5×78 · In-home

Specifications

Material	13oz scrim vinyl (banners) · polyester (roll-up)
Finish	Grommets on all four corners · hem stitched
In-home roll-up	Prints property info and broker contact · /09 listing banners/
Approved vendor	Signs.com MaxLife account — required for color accuracy

Standard Agent Signature

Every outgoing MaxLife email must close with the standard signature block. Keep it simple — no quotes, taglines, or large images inline.



Monogram · 80×80 px in signature block

Block Format

Name	Agent Name · Arial/Helvetica bold · Navy #002E62
Role line	REALTOR® · MAXLIFE REALTY · Gold #C8A856 · small caps
Mobile	m 321.555.0100
Email	e agent@maxliferealty.com
Web	w maxliferealty.com
Address	a MaxLife Realty, [Your City], FL
Confidentiality	Standard privilege notice in italic gray at 8 pt

Rules

- Use Arial or Helvetica at 10–11 pt.
- Name in Navy #002E62 bold. Role line in Gold #C8A856 small caps.
- No animated GIFs. No social icon banners exceeding 20 px.
- No quotes, sales taglines, or calls-to-action below the block.
- Monogram image at 80 × 80 px, linked to maxliferealty.com.

Profiles & Posts

Every MaxLife agent profile uses the navy monogram avatar, a branded cover image, and consistent handles. Post images must include one of our approved graphic templates.



Profile Avatar · 400×400 px



Cover / Banner · 1500×500 px

Profile Assets

Profile avatar	400 × 400 px · Navy monogram
Cover / banner	1500 × 500 px · wordmark on navy ground
Story cover	1080 × 1920 px · navy/gold template

Approved Handles

- Instagram · @maxliferealty
- Facebook · /MaxLifeRealty
- LinkedIn · /company/maxlife-realty
- YouTube · @MaxLifeRealty
- TikTok · @maxliferealty

Post Guidelines

- One dominant image, one clear message, one call to action.
- Gold accent rule over navy when text is required on-image.
- Hashtag set · #MaxLifeRealty #LiveTheMaxLife #SpaceCoastHomes
- Listing walk-throughs posted within 48 hours of going live.

Wear the Brand

MaxLife apparel is always navy or white — never other colors. The monogram sits on the left chest; the wordmark may be used on the back.

Approved Pieces

- **Polo shirts, button-downs, quarter-zips** — Navy or white only.
- **Caps** — Navy with white embroidered monogram.
- **Jackets** — Navy softshell with monogram left chest.
- **Swag** — Pens, notebooks, tumblers in navy / gold / white.

Production Specifications

Embroidery thread	Navy #5381 (approx. PMS 281) · 2,500 stitches max
Screen-print	Plastisol on 100% cotton · one-color gold or white on navy
Floor mat	3' × 5' rubber-backed Olefin · navy field, gold trim
Mouse pad	9.25 × 7.75 in · full-color sublimation
Mugs / tumblers	Laser-etch logo — no full-color print

Vehicle Graphics

Magnetic panels turn every agent's car into a moving billboard. Keep panels simple: logo, phone, and URL — no more. Remove magnets weekly and wash the surface underneath to avoid marking paint.

Specifications

Material	30-mil vehicle-grade magnetic sheet
Size	12 × 18 in (car door) · 18 × 24 in (SUV / truck)
Finish	Matte laminate — no gloss (reduces glare on video)
Colors	Navy field · white MAXLIFE logo · gold underline
Info lockup	Agent name, phone, maxliferealty.com — nothing else
Care	Remove + clean weekly · never install on fresh paint (<30 days)

Stickers, Labels & Flaggers

Small-format items make MaxLife visible in everyday moments — on a notebook, in a mailbox, across a closing packet. Order in bulk through the approved vendor list to hold color accuracy across runs.

Mailbox Flagger

Size	8.5 × 11 in (full-bleed)
Stock	100# gloss cover · UV coated
Placement	Removable adhesive · targeted farm routes
Copy	1 stat + 1 CTA + QR code

Mailing Labels

Address labels	Avery 5160 (1 × 2-5/8 in) · /28. ADDRESS LABELS/
Return labels	Avery 5167 (1/2 × 1-3/4 in) · /39. RETURN LABELS/

Closing Stickers

- Die-cut logo stickers for closing packets, notebooks, folders.
- Order through stickermule.com MaxLife account.

QR Codes

QR codes bridge print to web. Every MaxLife sign, postcard, or flyer should carry the QR that matches its call-to-action. Print codes at a minimum of 0.8 in / 20 mm square with a clear quiet zone.

Standard Destinations

Homepage	maxliferealty.com
Home Value tool	maxliferealty.com/homevalue
Neighborhood pages	maxliferealty.com/{neighborhood}-homes
Agent profile	maxliferealty.com/agent/{first-last}

Production Rules

- Minimum printed size · 0.8 in / 20 mm square.
- Quiet zone · at least 4 modules of white on all sides.
- Contrast · always dark code on light field — never reversed.
- Test · scan with two phones before sending to print.
- Always pair the code with the destination URL in small type beneath.

PART FIVE

Voice

MAXLIFE REALTY · BRAND STANDARDS

How We Sound

MaxLife sounds confident, warm, and direct. We are professionals who happen to be approachable — never pushy, never jargon-heavy, never gimmicky.

OFFICIAL TAGLINE

Live the MaxLife.

Do & Don't

- ✓ Write like a trusted friend with expertise.
- ✓ Use short sentences. Lead with benefit.
- ✓ Celebrate the client — make them the hero.
- ✓ Say what you'll do, then do it.
- ✗ Use industry jargon or alphabet soup.
- ✗ Over-promise ("guaranteed!", "best ever!").
- ✗ Bury the point under adjectives.
- ✗ Copy competitor slogans or memes.

Before & After

BEFORE

"Absolutely stunning MOVE-IN READY dream home in a highly sought-after community! Don't miss this once-in-a-lifetime opportunity! Priced to sell fast!!!"

AFTER

"Three bedrooms, a quiet cul-de-sac, and a screened porch facing the morning sun. Come see it Saturday."

Commercial

MAXLIFE REALTY · BRAND STANDARDS

17 · COMMERCIAL DIVISION

Scope, Market, and Voice.

MaxLife Realty's commercial division operates under MaxLife Development (maxlifedevelopment.com). It is purpose-built for investors, owner-users, and developers — not retail homebuyers. The brand standards below apply to every commercial listing, flyer, sign, and pitch that goes out under the MaxLife name.

TAGLINE

“Local Expertise. Investor-First Approach.”

ASSET CLASSES

- Retail, office, industrial, and mixed-use income property
- Single-tenant NNN with national credit tenants
- Multifamily acquisitions
- Shovel-ready, build-to-suit, and raw land
- Multi-tenant value-add and repositioning opportunities

MARKETS

Six Central Florida / Space Coast counties: Orange, Brevard, Lake, Seminole, Osceola, Volusia, and Polk. Projects outside this footprint require broker approval.

WHAT SEPARATES COMMERCIAL FROM RESIDENTIAL

- Longer sales cycles — measured in quarters, not weekends. Pacing of marketing reflects that.
- Language is numbers-first: cap rate, NOI, DSCR, price per SF, GLA, zoning, entitlements.
- Buyers are repeat investors, 1031 exchangers, and funds — not first-timers. Credibility signals (deal comps, underwriting, OM quality) matter more than emotion.
- Off-market and quiet-placement activity is normal and expected. Not every listing hits the MLS.

18 · COMMERCIAL SIGN SYSTEM

Built for the Road, Not the Cul-de-Sac.

Commercial signs live on highways, arterials, and raw land frontage. They must read at 55 mph from 300 feet. That drives every choice: larger formats, higher contrast, shorter message, bigger phone.

SIGN FAMILY

- 4×4 Investment Sign — standard commercial listing (retail, office, industrial, NNN).
- 4×8 Roadside Banner — high-traffic arterials and billboard-style roadside.
- Land & Development Sign — shovel-ready lots, build-to-suit, raw land.
- For-Lease Panel (vertical) — office, retail, medical, flex space availability.
- Coming Soon / Under Contract riders — same dimensions as the host sign.

COMMON STANDARDS ACROSS ALL COMMERCIAL SIGNS

- Colors: MaxLife Navy #002E62 ground, MaxLife Gold #C8A856 accent bars, white type. No other colors.
- Type: Times / Georgia serif for headline + phone; Arial Bold for kicker and footer bar. All caps for kicker and footer.
- Phone: 321.373.3536 — large, serif, centered. The phone is the single most important element.
- Web: maxlifedevelopment.com — always, not maxliferealty.com.
- Tagline footer bar: “Local Expertise. Investor-First Approach.” — navy type on gold.
- Broker name: “Ryan Solberg · Broker” is required by Florida law on commercial signage where the office name is less prominent.
- Never place a commercial sign without a permit check — many municipalities regulate commercial signage more strictly than residential.

18A · INVESTMENT SIGN (4x4)

The Default Commercial Listing Sign.

Used for retail centers, small office buildings, industrial flex, and single-tenant NNN listings. 48" × 48" aluminum composite on a 4x4 post, or ground-mounted where frontage allows.



48" × 48" Investment Sign · Navy ground, gold kicker & footer

SPECIFICATIONS

- Size · 48" × 48" · 4x4 post, 8' above grade
- Material · 6mm aluminum composite (ACM), two-sided print
- Kicker bar · INVESTMENT OPPORTUNITY / FOR SALE / FOR LEASE — navy type on gold
- Title · MAXLIFE COMMERCIAL stacked, Times serif, centered
- Content line · Asset classes — RETAIL · OFFICE · INDUSTRIAL · NNN
- Phone · 321.373.3536, serif, 150+ pt
- Web · MAXLIFEDEVELOPMENT.COM, Arial bold all caps
- Footer bar · Tagline, navy type on gold

18B · ROADSIDE BANNER (4×8)

Highway-Grade Visibility.

For arterials, major intersections, and billboard-scale placements. 96" × 48" horizontal. Used when the property has roadside visibility a 4×4 can't carry.



96" × 48" Roadside Banner · Monogram left, content right

SPECIFICATIONS

- Size · 96" × 48" horizontal · steel frame or 4×6 double posts
- Material · 13oz scrim vinyl (banner) or 6mm ACM (rigid)
- Left third · Navy monogram with thin white border, full-height
- Right two-thirds · Kicker (FOR SALE · FOR LEASE, gold), title, phone, web
- Footer bar · Asset class strip on gold, navy type
- Mounting · Requires broker approval for placement; some municipalities cap banner size at 32 sq ft

18C · LAND & DEVELOPMENT SIGN

For the Dirt and the Dream.

Purpose-built for raw land, shovel-ready parcels, and build-to-suit offerings. Leads with the most important three numbers a developer asks: acreage, zoning, and price. Designed to read clearly across a field or vacant lot.



Land & Development Sign · Gold header, three-stat board, broker CTA

SPECIFICATIONS

- Size · 72" × 48" horizontal · 4×6 double-post ground mount
- Material · 6mm ACM, two-sided print
- Header · LAND FOR SALE on gold, navy serif
- Subhead · SHOVEL-READY · BUILD-TO-SUIT · RAW LAND in gold
- Three stat boxes · ACREAGE / ZONING / PRICE — values printed as needed or left blank for field labels
- Contact · Broker name and phone, 321.373.3536
- Footer · 6-county market footprint on gold

18D · FOR-LEASE PANEL

The Window-Mount Standard.

Vertical format for storefront windows, office-park monument panel inserts, and on-building mounts. Leads with available SF — the one number a prospective tenant needs before they will call.



For-Lease Panel · Vertical format, SF-forward

SPECIFICATIONS

- Size · 24" × 36" vertical · inside-window or surface-mount
- Material · 4mm coroplast (short-term) or 6mm ACM (long-term)
- Kicker · FOR LEASE on gold bar
- Wordmark box · MAXLIFE COMMERCIAL in white frame
- Center stat · AVAILABLE SQ FT, large serif
- Asset strip · OFFICE · RETAIL · MEDICAL · FLEX
- Phone and web · 321.373.3536 and MAXLIFEDEVELOPMENT.COM

19 · COMMERCIAL COLLATERAL

What We Print and Send.

Commercial deals are won and lost on documentation. These are the standard pieces — they all use the same navy/gold/white brand system as the signs, and all reference maxlifedevelopment.com.

OFFERING MEMORANDUM (OM)

- Front cover · Full-bleed property photo or rendering, navy gradient overlay on bottom third, gold rule, MAXLIFE COMMERCIAL wordmark
- Executive summary · 1 page — asset, location, price, cap rate, NOI, deal highlights
- Financials · T-12 income, pro forma, rent roll, OpEx breakdown — all in the house template
- Market · 6-county map, trade area demographics, key comps
- Broker CTA · Ryan Solberg · Broker, direct line, maxlifedevelopment.com

INVESTMENT FLYER (ONE-PAGER)

- Single 8.5" × 11" or 11" × 17" layout · hero image, price, cap, NOI, unit count, CTA
- Use for email distribution, inbound inquiry response, and conference hand-outs

PITCH / CAPABILITIES DECK

- 12–18 slides · capabilities, track record, deal analyzer, market research, broker bio
- Use in first meeting with new investors, seller pitches, and sponsor introductions

EMAIL SIGNATURE (COMMERCIAL VARIANT)

- Same format as residential but title line reads "Broker · MaxLife Commercial"
- Address line · maxlifedevelopment.com, NOT maxliferealty.com

20 · COMMERCIAL VOICE & MESSAGING

Numbers First. Jargon Never.

Commercial buyers are busy. They do not need to be romanced; they need to be respected. Commercial voice is the same MaxLife voice — confident, warm, direct — but tightened and numbers-first.

DO

- Lead with the number the reader cares most about (cap, price, SF, acreage).
- Say what the property is — “7,200 SF multi-tenant retail, 95% leased, NNN.”
- Cite comps and sources. Investors check everything.
- Offer the straight answer: net-at-close, worst-case DSCR, realistic timeline.

DON'T

- Use residential language (“dream,” “charming,” “move-in ready”). Those kill credibility.
- Promise cap rates you haven’t underwritten.
- Bury the deal under adjectives. Investors want the pro forma, not the prose.
- Mix residential and commercial identity in the same piece. Pick one.

KEY MESSAGES

“Local Expertise. Investor-First Approach.”

- Direct relationships with 1031 exchangers, NNN funds, and private capital.
- Institutional-grade underwriting with the MaxLife Deal Analyzer.
- Transparent net-at-close before listing. No surprises at the closing table.
- Off-market sourcing across six Central Florida / Space Coast counties.

21 · CONTACT & APPROVALS

Questions? Ask.

For anything not covered in this booklet — new templates, co-branding, sponsorships, community partnerships, or unusual formats — please get written approval before production.

BRAND APPROVALS

MaxLife Realty

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