pickup

CASE EXAMPLE · 2026

BROKERAGE INNOVATION BLUEPRINT ™

# Progressive Urban Real Estate.

A working example of how Pickup Studios partners with brokerage leadership to clarify positioning, systematize local expertise, and build scalable foundations for growth.

> *"Connecting you to the heart of the community."*

CLIENT
Progressive Urban Real Estate · Cleveland, OH

ENGAGEMENT
Advisory + Managed Services

PREPARED BY
Pickup Studios · pickup-studios.com

HOW TO READ THIS DOCUMENT

# A working example of the Brokerage Innovation Blueprint.

This is not a pitch. It's a condensed record of the thinking, diagnosis, and structure we used with one brokerage — shared so prospective clients can see how we actually work.

**01**

## Diagnosis before design

We spend the first weeks on the business, not the deliverables. The opportunities on the following pages came from that work.

**02**

## Four pillars, one Blueprint

Brand, content, recruiting, and AI leverage — built to reinforce each other, not compete for attention.

**03**

## Advisory that ships

Strategy paired with execution. We stay close to the work until the brokerage can run the system itself.

EXECUTIVE SUMMARY

# A well-established Cleveland brokerage, repositioned around what it already did best — deep neighborhood expertise.

Progressive Urban Real Estate (PURE) engaged Pickup Studios to help modernize its brand, reassert leadership in core urban neighborhoods, and build a more scalable foundation for growth.

PURE had strong history and market knowledge. Increasing competition and shifting consumer expectations created an opportunity to reposition the brokerage and introduce more system-driven growth.

Pickup partnered in an advisory capacity, delivering elements of a broader Brokerage Innovation Blueprint — focused on **brand clarity, agent enablement, and scalable content and recruiting systems**.

AT A GLANCE

MARKET
**Cleveland urban core**

FOCUS
**Neighborhood expertise**

FOUR BLUEPRINT PILLARS

- Brand & Positioning
- Neighborhood Content
- Recruiting Engine
- AI & Op. Leverage

THESIS

Turn local knowledge — the brokerage's real moat — into a repeatable system for visibility, recruiting, and growth.

SECTION 02

# Business diagnosis.

02

Four challenges surfaced through initial advisory work — each a real, addressable constraint on growth.

WHAT WE FOUND

# Four challenges, one pattern.

PURE's real advantages — legacy credibility and neighborhood knowledge — weren't translating into a modern, scalable market presence.

## 01

### Brand drift in a more competitive market

- Messaging had become inconsistent
- Differentiation unclear to new buyers and agents
- Competitors adopting more modern positioning

## 02

### Under-leveraged neighborhood expertise

- Not systematized across the brokerage
- Not consistently visible online
- Not scalable across agents

## 03

### Recruiting was relationship-based, not system-driven

- No consistent recruiting narrative or funnel
- Limited tools to demonstrate value to prospective agents
- Heavy reliance on broker and manager time

## 04

### Content and marketing weren't scalable

- Social and content efforts were inconsistent
- Agents lacked tools to participate in marketing
- No repeatable engine for visibility

THE REFRAME

*The challenge wasn't that PURE lacked expertise. It was that their expertise* **wasn't operating as a system.**

From there, the work was less about inventing something new and more about organizing what was already true — and making it visible.

STRATEGIC OPPORTUNITIES IDENTIFIED

# Four moves that compound.

## 01

### Reposition PURE as "The Neighborhood Experts"

Not just a brokerage — a guide to city living in Cleveland's most desirable neighborhoods.

## 02

### Build a scalable neighborhood content engine

Turn local expertise into social content, SEO pages, agent tools, and recruiting assets.

## 03

### Productize the agent value proposition

Make it easy for agents to answer: "Why join PURE instead of anywhere else?"

## 04

### Introduce AI to create leverage

Scale content production, support agents, and reduce manual effort from leadership.

THE BLUEPRINT

# Four pillars, designed to reinforce each other.

The Blueprint isn't a menu of services. It's a structure — each pillar creates the conditions for the next.

1

### Brand & Positioning System

Clarify and modernize PURE's identity around neighborhood expertise.

2

### Neighborhood Content Engine

Turn local knowledge into a repeatable growth system.

3

### Recruiting Engine

Move from passive recruiting to a system-driven approach.

4

### AI & Operational Leverage

Reduce manual workload; increase broker and agent efficiency.

PILLAR 01

# Brand & Positioning System.

**Objective.** Clarify and modernize PURE's identity so the business reads as clearly on the outside as it already runs on the inside.

REFINED BRAND MESSAGING

*“Connecting you to the heart of the community. Partner with local experts who live, breathe, and know every corner of greater Cleveland.”*

## What was delivered

- Refined brand messaging centered on neighborhood-first positioning
- Website overhaul aligned to the neighborhood strategy
- Consistent voice across all marketing materials
- Refreshed logo, color system, and signage

## Impact

- Clearer differentiation in a crowded market
- Stronger emotional connection with buyers exploring city living
- A more compelling story to use in recruiting

# From legacy badge to neighborhood-ready system.

BEFORE




**Heritage badge.** Trusted, but read as small-scale and difficult to extend across digital, social, and recruiting surfaces.

AFTER




**Progressive Urban**
Real Estate, Inc.

**Neighborhood-ready.** Confident wordmark, modular "P" mark for avatars and app surfaces, a clear green that holds on photography and print alike.

PALETTE

| PURE Green | Ink | Paper | Support Grey |
|---|---|---|---|
| #00A651 | #1A1A1A | #F4F4F0 | #636363 |

TYPOGRAPHY

DISPLAY · BOLD SANS

**Cleveland, known block by block.**

BODY · HUMANIST SANS

Short, declarative, neighbor-forward. Every page of the site and every agent-facing asset reads in the same voice.

POSITIONING LINE

**“Connecting you to the heart of the community.”**

One line, repeated across web, recruiting, and agent collateral.

VOICE

*“Partner with local experts who live, breathe, and know every corner of greater Cleveland.”*

# Real streets. Real rooms. The brand shows up where Cleveland lives.

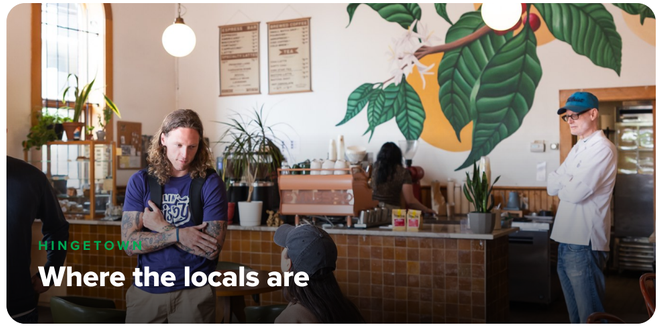
Every neighborhood story anchors to the places agents and buyers actually spend time — markets, coffee shops, side-streets, porches. The imagery system is photographic, unfiltered, and locally sourced.




OHIO CITY · HERO FEATURE

**The market that makes the neighborhood.**

West Side Market — anchor of the Ohio City guide and the "Living in Ohio City" landing page.



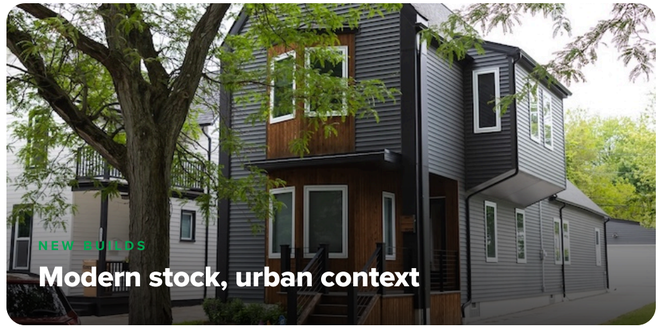
HINGETOWN

**Where the locals are**



DETROIT SHOREWAY

**Streets worth knowing**



NEW BUILDS

**Modern stock, urban context**

WHERE IMAGERY GOES

**Neighborhood guides, social, recruiting, listing pages — all drawing from one library.**

- Landing pages
- Instagram
- Agent decks
- Recruiting site

# Neighborhood Content Engine.

**Objective.** Turn local expertise into a scalable growth engine — one input, many outputs, compounding over time.

INPUT

### Target neighborhoods

Ohio City, Tremont, Lakewood, and peers — structured content per neighborhood.

ENGINE

### AI-assisted production

Prompt-driven generation; repeatable workflows for social, blog, and listing support.

- "Living in [Neighborhood]" guides
- Weekly neighborhood spotlight posts
- Short-form video scripts
- SEO-driven landing pages
- Market insights & agent perspectives

IMPACT · Consistent visibility in target markets · Agents positioned as local experts · Compounding SEO and social reach

COVERAGE MODEL

# One system. Every neighborhood that matters.

Each neighborhood runs the same content template — guides, market insights, lifestyle stories, agent perspectives — so coverage deepens over time without re-inventing the process.

NEAR WEST
### Ohio City
Historic market district, walk-up townhomes, food scene.

NEAR WEST
### Tremont
Gallery & restaurant corridor, skyline views.

INNER RING
### Lakewood
Family-dense, walkable retail, lakefront adjacency.

NEAR WEST
### Detroit Shoreway
Gordon Square arts district, rapid revitalization.

LAKEFRONT
### Edgewater
Lake views, park access, condo & SFH mix.

EAST SIDE
### University Circle
Cultural core; medical & academic demand.

DOWNTOWN
### Downtown Cleveland
Loft conversions, walkability, new inventory.

+ EXPANSION
### Next cohort
Collinwood, West Park, Cleveland Hts., Shaker Hts.

**GUIDE**
"Living in [Neighborhood]"

**INSIGHTS**
Monthly market reads

**LIFESTYLE**
Highlights & spotlights

**AGENT VOICE**
Local POV content

PILLAR 03

# Recruiting Engine.

**Objective.** Shift from passive, relationship-only recruiting to a narrative-led, system-driven approach.

RECRUITING NARRATIVE

*“Shape Cleveland's future, shape your career.”*

The brokerage that owns the neighborhoods people want to live in.

## What was created

- A clear recruiting narrative tied to market leadership
- Defined ICP — the ideal agent profile
- Recruiting messaging and outreach structure
- Early-stage concept for a Recruiting Tool product

## Future-state vision

IDEA STAGE

A digital recruiting experience where prospective agents can explore neighborhoods, see how PURE supports marketing, and understand the tools and differentiation available to them.

PILLAR 04

# AI & Operational Leverage Layer.

**Objective.** Reduce manual workload and increase broker & agent efficiency — a quiet layer underneath the other three pillars.

INTRODUCED

## AI-assisted content generation

- Drafting listing descriptions
- Generating neighborhood insights
- Internal knowledge support (future)

CONCEPT

## Broker support app

Agent Q&A, ticketing, voice / text intake — a single surface for the requests brokers field every day.

CONCEPT

## AI-assisted compliance

Transaction guidance and policy retrieval — applied to the highest-friction, highest-risk parts of day-to-day operations.

IMPACT · Faster content production · Reduced reliance on manual marketing processes · Early foundation for tech-enabled brokerage operations

IMPLEMENTED VS. IN PROGRESS

# Where the work stands today.

IMPLEMENTED

## Shipped with PURE.

- Brand refresh and positioning
- Website aligned to neighborhood strategy
- Initial content direction and structure
- Ongoing advisory on marketing and growth

IN PROGRESS / EXPANDING

## Building out.

- Neighborhood content engine buildout
- Recruiting system formalization
- AI workflow integration

FUTURE OPPORTUNITIES

## On the roadmap.

- Full recruiting platform / tool
- Broker support system (app concept)
- Deeper analytics and performance tracking

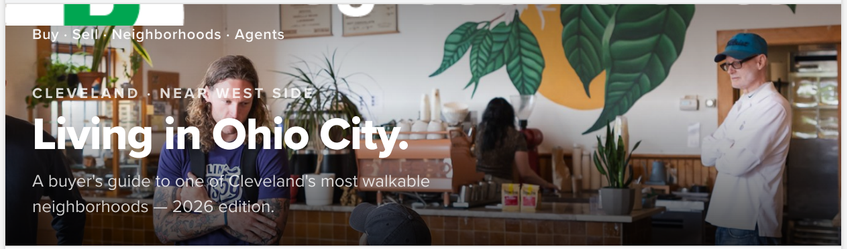
REPRESENTATIVE SAMPLES

# What the engine produces.

Three representative outputs in PURE's voice and brand — one content artifact, one recruiting voice example, one agent-enablement asset.

## NEIGHBORHOOD CONTENT · PURE.COM

progressiveurban.com/neighborhoods/ohio-city




SEO LANDING PAGE
progressiveurban.com/neighborhoods/ohio-city

AGENT-AUTHORED

## RECRUITING VOICE

Progressive Urban Real Estate, Inc.

OUTREACH · V1

*"At PURE, you're not just another agent — you're the expert in a neighborhood people want to live in."*

APPLIED TO

Intro emails · event invites · recruiting landing headline · LinkedIn outbound.

## AGENT ENABLEMENT

PLUG-AND-PLAY KIT

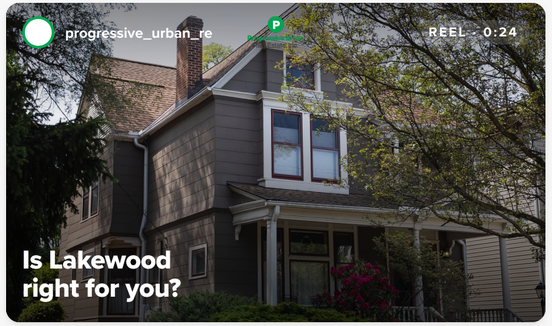
- ✓ Pre-written social posts, ready to personalize
- ✓ Listing description enhancements
- ✓ Local market talking points by neighborhood

Every agent, same baseline of quality — without waiting on leadership.

progressive_urban_re
Tremont, Cleveland · Carousel




**#LiveProgressive** · Instagram carousel · 5 slides · agent-shot photography




MARKET TALKING POINTS

### Ohio City · Q1 2026

| | |
|---|---|
| Median | $289K |
| DOM | 18 days |
| YoY | +6.4% |
| Walk score | 88 |

For listing conversations & open houses.

# Still evolving — and already reading differently in the market.

### EARLY SIGNALS

- Stronger brand clarity among clients and agents
- Improved consistency in marketing output
- Increased agent engagement with content
- More structured recruiting conversations

### LONG-TERM EXPECTED IMPACT

- **Increased listings** in target neighborhoods
- **Higher-quality agent attraction** via a clearer value proposition
- **Stronger market share** in core urban areas

**4**

pillars working in concert, not in isolation

**3+**

core neighborhoods on the same content system

**1**

recruiting narrative reusable across every conversation

**∞**

content surface area, held together by one engine

HOW PICKUP WORKS WITH CLIENTS

# Advisory and execution — layered, not separated.

PURE's engagement wasn't delivered as one standalone artifact. It reflected the structure of a full Brokerage Innovation Blueprint, which can be formalized and expanded for future clients.

MODE 01

## Advisory

- Strategic direction
- Positioning and growth planning
- Ongoing guidance with leadership

Where most engagements begin.

MODE 02

## Managed services

- Execution of brand and marketing initiatives
- Content and messaging development
- Stewardship of the systems we design

So strategy actually ships.

LAYERED IN

## Blueprint thinking

- Brand & positioning
- Recruiting engine
- Content system
- AI & operational leverage

The frame under every engagement.

THE NEXT PHASE

# The next phase of brokerage leadership will require clarity, not noise.




If your brokerage, MLS, or PropTech company is trying to translate real advantage into a real system — let's build your roadmap.

REQUEST A STRATEGY CONVERSATION

PICKUP-STUDIOS.COM