



HUMPHREYS INK

Hobson Realtors

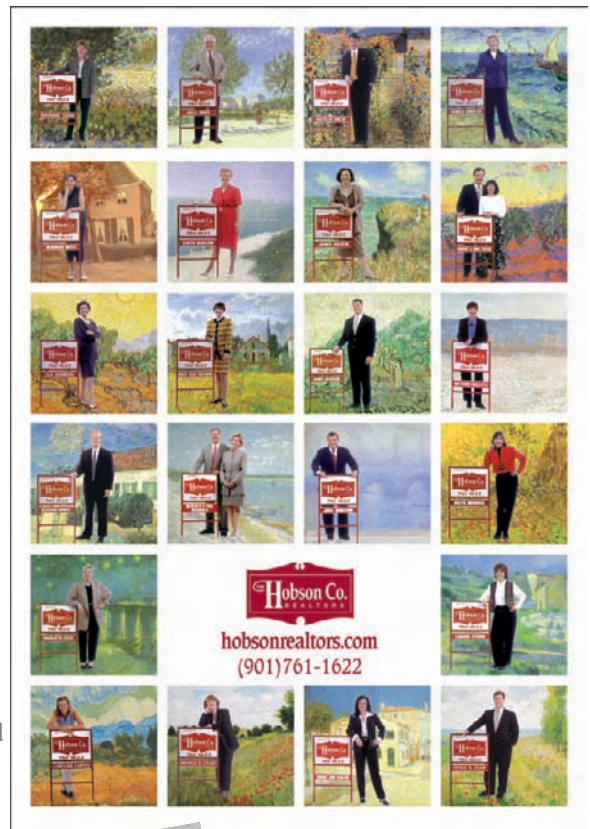
When Hobson came to us, they had no image other than the eclectic efforts of a few agents. The company specialized in representing only the best real estate properties, so an image needed to be devised that reflected that position. A quality company is all about perception. Treating every agent as an independent contractor, we gave each a unique look that still meshed with the entire group. With the promotion of one agent the others profit as well.



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