

APPENDIX 2 – BRAND PERCEPTION RESEARCH

As brand perception research, I conducted interviews with clients of APOLLO reality. The interviewees were selected to reach different types of clients, different age, different business experience and different gender.

The goals of the interviews were to answer following questions:

- What does the clients imagine if they hear “APOLLO reality”?
- What is the level of services of APOLLO reality?
- What is the level of communication of APOLLO reality while processing the service?
- What is the level of marketing communication of APOLLO reality?
- What is the level of branding of APOLLO reality?
- What are and should be the values of APOLLO reality?
- Who is perceived as a main competitor(s) of APOLLO reality?
- What would clients change on APOLLO reality?
- Where do the clients look for the real estate offers?

To ensure privacy of interviewees I will just mention necessary information but keep the private details unlisted.

First interviewee

First interviewee was a man aged from 50 to 60 years. This client is well experienced entrepreneur who runs several companies and employs tens of people. He uses APOLLO reality to find appropriate tenants for his flats and offices. This client said that he is in contact with APOLLO reality on monthly basis.

Second interviewee

The second interviewee is a woman aged between 20 and 30 years. She represents development company and is also engaged in several start-ups. This client uses APOLLO

reality mainly for arranging the sale of newly built flats. She is in contact with this real estate company regularly few times a week.

Third interviewee

The third interviewee is a man aged between 50 and 60 years. He is an entrepreneur working on his own. In past this client bought a property via real estate agency APOLLO reality. This client also represents majority of clients, which uses real estate agency just few times in their life. It is important to say, that the trade was made by other real estate agent, not the owner and currently main real estate agent of this company Mr. Polášek.

Special interviewee

I asked some question also the owner of APOLLO reality to see also the different perspective.

The interviews were executed in Czech so I will translate the question, responses, and other important parts to English. In the following paragraphs I will firstly write the question and then under the Response 1 (R1) to Response 3 (R3) for individual interviewees.

1. What do you imagine if you hear “APOLLO reality”?

- R1: Under APOLLO reality I imagine its owner Antonín Polášek.
- R2: Firstly, I imagine personally Mr. Polášek and then other employees.
- R3: I imagine the real estate agency and then Mr. Polášek

2. How do you perceive the level of services of APOLLO reality?

- R1: I would say that the level of the services is very good, on scale from 0 to 10, where 10 is the best, I would give 10 out of 10. The service is very comfortable.
- R2: I would say that the level of services is relevant for this region and target group.
- R3: I think that they are decent, and I had no problem with their services.
- RS: We are in the business since 2003 and I think that the level of our services is very high. We are also trying to keep up following trends, which are currently 3D scans of the properties and drone shots.

3. How do you perceive the level of communication of APOLLO reality while processing the service?

- R1: The communication is also very well. We use mainly phone and e-mail communication. If I ask for something or we agree on something it is done as we agreed. The only issue is that the agency has just one e-mail address for all employees, so sometimes I do not know who wrote me the e-mail or if the e-mail was read by the person I wanted to communicate with.
- R2: The communication is quick and without any barriers. We use mainly phone calls and e-mail for sending the documentation.
- R3: It worked, that is everything I can say about that.

4. What is the level of marketing communication of APOLLO reality?

- R1: I mainly consume this on social media, where the posts are well structured, and the texts are comprehensible. Sometimes when I walk around their boards, I look at the offer. Once I was looking for their website, I was not sure if the website is theirs or if it is someone else's.
- R2: I connect APOLLO reality with red colour, I usually see the banners and billboards while I move around the city. The main source I consume is Facebook page, where the posts are well prepared.

Then I point out that the Facebook page is just sharing post from the real estate agent's (mainly the owner's) personal accounts, and in my opinion, this should be done in opposite direction to increase the traffic on the company's Facebook page. The respondent disagreed that if the owner is doing everything on his own this doesn't really matter and even this strategy is good. Then I said that the APOLLO reality is not just about one person, and they have several real estate agents, and in this case would be better the strategy which I suggested. After pointing out this fact interviewee agreed with strategy that I proposed.

In my opinion this little conflict of views is also helpful because it proves that the clients mostly connect APOLLO reality just with one real estate agent.

- R3: I perceive that they are using red colour in combination with black and white. In case of boards, I recognised that they have several posters of the same property at one board, which in my opinion is not good strategy.

5. What is the level of branding of APOLLO reality?

- R1: There is not one specific logo, the used materials (such as website, e-mail signature, posters, etc.) are not unified. The company also uses one e-mail address for all employees, so it is harder to find out who sent the e-mail (if it was from the owner or his assistant).
- R2: The branding is not so good.
- R3: Honestly, I do not care about the branding that much. I negotiated with them few times and now I do not need any of their services.

After I showed the respondent materials that are currently in use, he responded that it should be united.

- RS: I perceive that our branding is one of the weak points and I want to improve this part of our business.

6. What are the values of APOLLO reality?

- R1: I perceive that the values of APOLLO reality are reliability, willingness, and credibility.
- R2: I would say that their values are loyalty, satisfaction, and readiness.
- R3: In my opinion it is seriousness, which covers everything.
- RS: We strive for pro professional services and satisfaction of all involved parts in the business. Before closing the agreements, I usually ask all the people if they are satisfied with the all the conditions and try to fulfil all their needs. Every time we end the meeting, I want to go out with the fact that everyone is satisfied. Also, I understand that many of the clients does not use our services more than once per life and that their decision can influence a lot. So, I feel a respect to this business, and I approach every trade with humility.

7. Who is perceived as a main competitor(s) of APOLLO reality?

- R1: I connect the real estate business mainly with APOLLO reality. Other real estate agencies that I know would be První realitní, and then two real estate agents: Lenka Balijová and Kamila Buráňová (which are operating under the real estate franchise RE/MAX)

After I showed the list of possible competitors (real estate agencies operating in this region), the interviewee also marked M&M reality.

- R2: I would say Mrs. Horenská (První realitní).

After I showed the list of possible competitors, the interviewee also marked Sluneční reality and RE/MAX.

- R3: I would say that the main competitor might be RE/MAX, because I see them almost everywhere I go.

After I showed the list of possible competitors, the interviewee also marked Sluneční reality, Zvonek, and M&M reality

- RS: As competitors, I perceive real estate agencies Zvonek, Remach, Sluneční reality and M&M reality.

8. With what would you like to connect APOLLO reality with?

- R1: I would like to connect it with good relationships, beneficial and interesting business, and seriousness.
- R2: I would say that the previously mentioned values are sufficient for this company (loyalty, satisfaction, readiness).
- R3: I would say again the seriousness, which I mentioned before. Also, readiness and complex service regarding real estate transfers.

9. If you have an opportunity to change something in APOLLO reality, what would it be?

- R1: I would create some company identity, then hardly push the new logo everywhere, and create other related stuff such as business cards, letterhead, mail signature, etc.
- R2: I would employ one young and creative person, at least for part time.
- R3: I would do something with advertising same property several times at one board. It seems like they do not have anything to offer.

10. Where do you look for the real estate offers?

- R1: Mainly on social media.
- R2: I use the portal Sreality.cz, also I look while going outside and asks Mr. Polášek.
- R3: If I have free time, I look at the boards which are along the way and sometimes on the internet. But I do not actively look for some property.

Conclusion

I would say that the overall result from this research is that the level of services of APOLLO reality is high. The communication during the business should be improved just by creating individual e-mail address for each employee. The marketing communication channels are relevant but should be covered by the same branding identity. The branding overall should be united. The competitors perceived by the owner and by the client is more or less same, but clients added to the list of possible competitors two other real estate agencies. Clients would like to connect APOLLO reality with seriousness, loyalty, satisfaction, readiness, and complex services, which correspond with the values, which the owner of the APOLLO reality brings into the business.