

rehava real estate store  
zero to hero



### Situation:

Introduce a new type of real estate company  
in the worst real estate market in decades.

### Solution:

Launch simultaneous outdoor campaigns.  
One explaining the value rehava delivers.  
The other taking on a potential roadblock.



The Benefit:  
Buy a home. Get 50% of rehava's commission.

The Potential Roadblock:  
Many are hesitant to leave their current agent.



Campaign 1:  
“Mystery Dollar Bill”





December 29, 2008 "Mystery Dollar" Billboard appears.

- News**
- Lowcountry News
  - Statewide
  - News To Go
  - National News
  - Road To White House
  - World News
  - Entertainment
  - Health News
  - Business
  - Political News
  - Sci-Tech
  - Weird News
  - Talent Bios
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  - Today In History
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## Dollar Billboards Causing Buzz in Town

posted 01/09/09 6:20 pm

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search tags: [billboards](#) • [dollar](#) • [charleston](#) •

Charleston, S.C. - There's quite a bit of buzz over some billboards in town. That's because there are three billboards that feature a giant dollar bill on them with no other information.

Adams advertising says it's a collaborative effort with a client of theirs.

They also say the motive behind the billboards will be revealed in the next few weeks.

Other than that, they're remaining tight lipped.

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"The cool thing about this is with the economy being what it is, you put a dollar bill up the size of a billboard and everyone's going to want to call and see if something is going on in the market," John Kane with Adams Outdoor Advertising said.



Stay on top of breaking news!

January 9, 2009 "Mystery Dollar" featured in local media. Outdoor company is bombarded with phone calls.



January 12, 2009 "Mystery Dollar" torn in half.

People took their best guess  
at what the billboards were promoting:

“...the dollar billboards are for McDonald’s Dollar Menu.”

“...some sort of half off sale”

“...perhaps some 50 cent menu?”

“A bank that’s cutting interest fees in half.”

“I think it’s for a strip club. Half off lapdances or something.”





January 21, 2009 the mystery was solved.

New visits to [Rehava.com](http://Rehava.com)  
were up 58% within days of the unveiling.





Now: Cloudy, 47°  
Today: Hi 53°, Lo 42°  
Cloudy

Tomorrow: Hi 54°, Lo 48°  
Mostly Cloudy  
Full forecast, radar map

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Published yesterday at 8:50 pm by Ken Hawkins.

Filed in: Real estate, Business, Offbeat, Rehava, creative, billboard.



Montage of picture by Twitter user "Shemanski"

Progress of the billboard on December 29, January 12, and January 21.

## Real estate firm's billboard causes a stir

If you were perplexed by this "dollar" billboard on I-26, you were not alone.

As you likely now know, it was Rehava's effort to grab would-be home buyers (and sellers) attention. And if you a user of the micro-blogging service Twitter, you've likely already heard about it.

Here's what Rehava had to say about it in an e-mailed press release:

*Such a campaign hit Charleston, South Carolina, on January 1, 2009, when the city got flooded with mysterious dollar billboards. Speculations started immediately. Who is behind the dollar billboard campaign; is it McDonald's Dollar Menu or maybe Geico? Many guesses were off, yet some guessed correctly. The clever campaign was introduced by rehava-real estate store that is slashing its commission in half, rewarding its buyers by giving 50% of its commission*



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- » Real estate firm's billboard causes a stir
- » Chinese New Year Gala celebrates the Year of

January 24, 2009 The Digital does a nice wrap up story.

Campaign 2:  
“Breakup With Your Agent”

When the dollar billboards where posted,  
a second rehava outdoor campaign was launched.

BreakUpWithYourAgent.com  
struck a nerve in the real estate community.





December 29, 2009 "Breakup" boards began appearing.

ADAMS

**FRUIT  
BASKET OR  
CASH  
REBATE?**

**BREAKUP  
WITH YOUR  
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14540

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HAPPILY  
EVER AFTER.

BREAKUP  
WITH YOUR  
AGENT.COM

P3586

ADAMS

**CHA-CHING.**

**BREAKUP  
WITH YOUR  
AGENT.COM**

P3614

The billboards directed people to visit  
[BreakupWithYourAgent.com](http://BreakupWithYourAgent.com)





## **IF YOU LOVED ME, YOU'D GIVE ME HALF YOUR COMMISSION.**

Legally there is no reason your real estate agent can't give you half of their commission when you buy a home. Why don't they do it? They don't like change. We do.

Buy your next home through the rehava real estate store and we will give you half of our commission. And it's tax-free. This applies to any home in South Carolina, regardless of price, location, new construction or a historic property. Close the deal with rehava and you will receive a check for 50% of our commission and exceptional service to go along with it.

[Ready to start shopping for your next home? Click here](#)

Visits to [BreakUpWithYourAgent.com](http://BreakUpWithYourAgent.com)  
were up 92% in the first week of January.



## A Grievance is Filed.

Several real estate agents felt rehava's campaign violated the National Association of Realtors code of ethics, saying a Realtor shall not attempt to interfere with another Realtor's clients.



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## Rehava ads spark ethics complaint

By Molly Parker

[mparker@scbiznews.com](mailto:mparker@scbiznews.com)

Published Feb. 16, 2009

One local real estate company's ad campaign — encouraging homebuyers to “break up” with their agents — has stirred up so much controversy that the broker in charge is canceling it.

Steve deGuzman, owner of the Rehava Real Estate Store that opened last summer in North Charleston, says he has done nothing wrong. Still, deGuzman said he will halt the campaign out of “professional courtesy.”

Some billboards have already come down, and deGuzman said the advertisements posted on the stall doors of dozens of public restrooms will disappear soon. He also plans to take down the campaign's accompanying Web site, [www.breakupwithyouragent.com](http://www.breakupwithyouragent.com).

Several real estate agents have alleged that deGuzman's campaign violates articles of the National Association of Realtors code of ethics. Mainly, they say deGuzman's ads flout an industry standard that says a Realtor shall not attempt to interfere with another Realtor's clients. The opening line on deGuzman's Web site asks viewers: “Is it time to break up with your agent?” The entire ad campaign is based on this premise.

It follows with a list of other questions, such as: “Is your current agent giving you half of their commission when you buy a home?” “Do you feel trapped in a real estate relationship?” and “Is it time to move on?”

An official grievance against deGuzman has been filed with the Charleston Trident Association of Realtors. If it is found that deGuzman violated the code, the infraction could merit simply a requirement that he take an ethics refresher; or it could result in a yanking of his Realtor title — a rare sentence for first-time offenders.

Grievances filed against Realtors are not generally made public. DeGuzman forwarded the complaint to the Charleston Regional Business Journal.

DeGuzman said he's being targeted because other agents are intimidated by his business model.

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February 16, 2009 the grievance is made public.

## Realtors Spoke Out:

“Why would anyone want to use this company...”

“Who approved this type real estate business...?”

“Who is changing the rules in the middle of the game?”



## Consumers Spoke Out:

“Let's see – why can't one real estate agent go after existing clients of another one? Why this muzzle – this just protects the agents and keeps the commissions artificially high...”

“With the market the way it is, Rehava gives people a way to list their homes for less. 3% of a \$300K home is \$9k. A listing with Rehava is \$3k.”

“It just doesn't make sense to go the 'traditional' way. I don't think ANY agent works hard enough to justify that much in commissions.”

“It is good that real estate companies are trying to save consumers' money.”



Recognition In The Creative Community.





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Blu Tack: sticky tape  
DDB Worldwide, Singapore



NAMPAK: Beerspill  
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Rehava Real Estate Store: Half three  
Hook, Charleston, SC



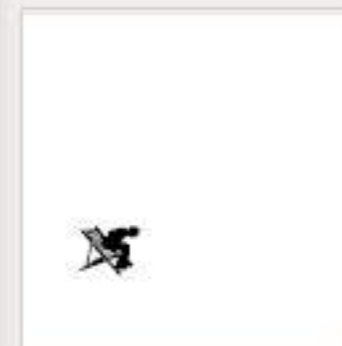
Kit Kat: Bench  
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The Recording Academy: Lenny  
TBWA\Chiat\Day, Los Angeles



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Best: TV Print Outdoor Radio Interactive

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### Rehava Real Estate Store: Half three

Three phase billboard that needed to sell the fact that Rehava will give buyers half their commission when they buy a house. Created by Hook, Charleston, South Carolina



View hi-res

Share link: [social media icons]

Product: Rehava Real Estate Store

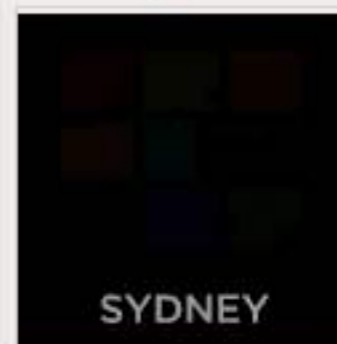
Agency: Hook, Charleston, SC

Creatives: Brady Waggoner (Creative Director)  
Jason Johnson (Art Director)  
Tom Jeffrey (Copywriter)

Country: United States of America



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## Agencies In Strange Places: 16th in a Series

An agency that refers to its staff as "Hookers" is one to be reckoned with, in my book. Of course, the shop--located in the port city of Charleston, SC--refers to itself as [HOOK USA](#), but still.

Here's their reason for being:

Our reason for being is to help businesses do business better. Simple as that.

One business [HOOK USA](#) is "helping do business better" is [Rehava](#), a Charleston real estate brokerage. The Hookers are encouraging people who own real estate and want to part with it to "[Break Up With Your Agent](#)".



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SOUL INDUSTRY

*a novel*

While the Rehava Outdoor Campaigns were running,  
Re/Max added fuel to the fire.

In November 2008 Re/Max filed a complaint with the U.S. Trademark office,  
stating that Rehava's logo was too similar to Re/Max.

March 7, 2009 an article on Charleston.net breaks the story.



# The Post and Courier



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## Re/Max says local agency's logo too similar to its own

It's big guy vs. little guy

**BY KATY STECH (CONTACT)**  
The Post and Courier  
Saturday, March 7, 2009



A dispute has erupted over a trademark request filed by Rehava Real Estate Store, a small agency in North Charleston.

Re/Max, a national real estate franchise, is challenging the agency's filing, saying the Rehava name and logo design are too similar to its own.

Rehava said it sees little if any resemblance.

"When I first got this case, I went

**Do you think the Re/Max and Rehava names and logos look similar?**

Yes

No

VOTE

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What do carat, cut, clarity, and color mean?



top ads



topHome

The article on Charleston.net was shared on Reddit,  
Fark, Twitter and a few local blogs.

There article asked readers if they thought  
the two logos looked alike. The answer was pretty clear:

Yes 1% 221 votes  
No 98% 15763 votes



The Public was outraged by Re/Max.

Readers, bloggers and folks on twitter voiced their opinions.



New visits to Rehava.com  
were up 74% within days of the Re/Max suit  
hitting the news.



Posted by [realintheus](#) on March 7, 2009 at 6:28 a.m. ([Suggest removal](#))

This is pure foolishnessssssssss!!!!!!

---

Posted by [katsplay](#) on March 7, 2009 at 6:29 a.m. ([Suggest removal](#))

"It goes beyond that," Scoville added. "If you chop the top off of the 'h,' you (almost) have the 'm' in Re/Max. The next letter is an 'a,' and if you take the 'v' then you have half of an 'x.' "

If you have to do ALL of that, then they don't look very similar!

---

Posted by [justmyview](#) on March 7, 2009 at 6:46 a.m. ([Suggest removal](#))

Maybe with the recessions and downturn of business, Remax is trying to eliminate a competitor.

---

Posted by [CMR](#) on March 7, 2009 at 7:44 a.m. ([Suggest removal](#))

Absolutely ridiculous dispute.

The RE/MAX attorney must be a crackhead!

"If you chop the top off of the 'h,' you (almost) have the 'm' in Re/Max. The next letter is an 'a,' and if you take the 'v' then you have half of an 'x.' "

Say what???

---

Posted by [abitskeptical](#) on March 7, 2009 at 8:01 a.m. ([Suggest removal](#))

The logos are so dissimilar that at 1st I didn't even notice the rehava logo & thought the P&C failed to put the rehava logo for comparison. (I did notice it after looking for it)

This must be about squashing all threatening competition.

Tags: [re/max](#) [rehava](#)

« [Prev](#) [Next](#) »

Dear Re\Max,

You are uniformly being mocked by all of the internet for your ridiculous logo lawsuit. It is honestly one of the dumbest things many of us have ever seen and we all know it is a petty attempt at bullying an upstart real estate company. Furthermore, I, along with countless other now think of this petty, childish, and downright stupid lawsuit whenever we see your outdated logo. So maybe you should just go ahead and change it and save everyone the trouble of this waste of our legal system.

I know the person reading this email had nothing to do with this decision and I'm not mocking all of the employees for this, only those who had any input on this ridiculous PR disaster (and anyone who agrees with the decision.) So to them I say, good job making complete asses of yourselves and your company.

Here's some links of thousands of people making fun of how stupid your company now looks:

<http://www.fark.com/cgi/comments.pl?IDLink=4254225>

[http://www.reddit.com/r/reddit.com/comments/83irg/my\\_friend\\_from\\_remax\\_the\\_new\\_reddit\\_logo\\_pissed/](http://www.reddit.com/r/reddit.com/comments/83irg/my_friend_from_remax_the_new_reddit_logo_pissed/)

<http://tinypic.com/view.php?pic=wbzh1&s=5>

<http://img5.imageshack.us/img5/1824/redditballoon.jpg>

<http://s5.tinypic.com/xcm8zt.jpg>

<http://www.neatorama.com/2009/03/10/logo-fight-remax-vs-rehava/>

<http://realestate.about.com/b/2009/03/10/remax-rehava-confusing-1-agree.htm>

<http://hookusa.wordpress.com/2009/03/09/remax-attacking-rehava-says-rehava-logo-looks-too-similar-to-remax/>

And try to do a twitter search of yourself and see what the public is saying. I'm sure someone at your disconnected company knows how to do that, check with your interns. Way to endear yourselves with the current crop of first-time home buyers. Seriously, you guys are a punchline now that will live with this bullshit lawsuit for a long time to come. Again, this probably isn't to you Mr./Mrs email reader, so please pass it on to your very stupid bosses.

Thanks,

-First time home buyer who will never pay you a cent for any service.

**Lewis, Geoff** to me, Barbara

[show details](#) 4:27 PM (35 minutes ago) [Reply](#) |

This afternoon RE/MAX is withdrawing our opposition to the federal trademark registration of rehava real estate.

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### HTML for Websites

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### IMG Code for Forums & Message Boards

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Use commas to separate e-mail addresses.

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Embed code:

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<http://tinypic.com/view.php?pic=wbzh1&s=5>

<http://img5.imageshack.us/img5/1824/redditballoon.jpg>

<http://s5.tinypic.com/xcm8zt.jpg>

<http://www.neatorama.com/2009/03/10/logo-fight-remax-vs-rehava/>

<http://realestate.about.com/b/2009/03/10/remax-rehava-confusing-1-agree.htm>

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---

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[show details](#) 4:27 PM (35 minutes ago)

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This afternoon RE/MAX is withdrawing our opposition to the federal trademark registration of rehava real estate.

Thank you for your input.

### Geoff Lewis

Senior Vice President  
RE/MAX International, Inc.

---

**From:** Addy, Barbara

**Sent:** Wednesday, March 11, 2009 9:48 AM

# LIGHT 'EM UP: DIGITAL CONSIGLIERE

"YOU DETERMINE THE LEVEL OF YOUR INVOLVEMENT." -T. DURDEN



TUESDAY, MARCH 10, 2009

## Logo Fight: Re/Max vs. Rehava

Um... Re/Max, your logo is ugly. Quit going to court to fix your own problems. And the Rehava.com logo looks absolutely nothing like yours.

No one would ever get the two companies mixed up.

### Sent to you by mike via Google Reader:

LOGO FIGHT: RE/MAX VS. REHAVA  
via Neatorama by Alex on 3/10/09



Do the two logos look similar to you? They do, according to the trademark attorneys of Re/Max, a national real estate franchise. They're challenging the trademark application of a real estate startup Rehava, which has a new commission structure that is different than the established culture:

*Adam Scoville, Re/Max's legal counsel, said he can explain.*

*First of all, both names start with "r" and have logos with accent lines near the letter "e," he said.*

TWITTER-PATED

Hehe... tv station doesn't proofread maybe? <http://bit.ly/xaFf4> about 15 hours ago

Pure Audi awesomeness: <http://bit.ly/MOsF2> I'll take one of each, please! about 15 hours ago

@Lani\_L Yup. released on 3/31/99. Hard to believe that. [about 15 hours ago](#)

@LoriMNelson I once ran my entire hand through bulk candy... @habichradio looked at me like I was crazy. And then I thought about it. yuk. about 15 hours ago

What movie came out 10 years ago that "revolutionized" movie making? <http://bit.ly/cBdR8> about 16 hours ago

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By [James Kimmons](#), About.com Guide to Real Estate Business

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## RE/MAX & Rehava Confusing - 1% Agree

Tuesday March 10, 2009

Yesterday I posted about the [action filed by RE/MAX to stop the use of the name "Rehava"](#) by a small South Carolina real estate brokerage. Well, the local Charleston, SC newspaper did a story on it, and decided to survey their readers to see how many believed that the names were similar. You can check [the latest survey results here](#), but here's what they were when I checked:

- 1%, or 221 readers believed the names were similar.
- 15,763 said they were not.

The comments with the poll are quite interesting as well. Voting is supposed to count for something in this country, so let's see if this kind of common sense is recognized in TradeMark law. Many thanks to Vladia Jurcova over at [Stylee PR & Marketing](#) for putting me onto this story.

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- [REALomonics](#)
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- [Future of RE Marketing](#)

## Social Media scores another victory.

Five days after the Re/Max suit hit the news, public backlash forced the 3rd largest real estate firm in the U.S. to drop its claim against Rehava.



# The Post and Courier

—postandcourier.com—

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Tuesday, March 31, 2009

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## Re/Max drops complaint against Rehava

BY KATY STECH ([CONTACT](#))

*The Post and Courier*

Thursday, March 12, 2009

Re/Max executives are no longer objecting to a name and logo patent request from Rehava Real Estate Store, a small agency in North Charleston.

### Previous story

[Re/Max Re/Max says local agency's logo too similar to its own](#) published 03/07/09

The Colorado-based realty franchise had complained that Rehava's name and brand marks were too similar. But Rehava officials claimed that the complaint was an attempt to hurt the small business, which offers controversial rebates to home buyers.

A Post and Courier article on the dispute drew more than 90,000 views through its Web site and from referring traffic from other sites that picked up the story, and prompted some to send angry e-mails to Re/Max's headquarters, said Rehava attorney Doug Kim. Kim had a copy of Rehava's response to the complaint on his desk when he heard about the withdrawal.

"I'm going to throw that away now," he said.

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