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BrandBank Delivers Branding Solution to Start Up

Onward Investors Selects Minneapolis Firm to Develop Brand Identity

MINNEAPOLIS, MN – A well-respected and seasoned team of commercial real estate professionals has selected The BrandBank to develop their company’s brand identity. Onward Investors, headquartered in Minneapolis, is a newly formed distressed commercial real estate company. It specializes in working with financial institutions nationwide on resolving troubled assets, particularly large commercial real estate transactions with construction and development-related issues.

Onward Investors turned to The BrandBank for a number of branding and marketing initiatives, including the development of its logo, Website, collateral materials and public relations strategies. The initial branding work was completed in late 2010; the Website (www.onwardinvestors.com) was launched shortly thereafter.

“The team at The BrandBank was very helpful in getting us branded and market ready,” says Dan Markee, Co-Founder and Senior Managing Director of Onward Investors. “They really understand the market we are in so we didn’t need to spend a lot of time educating them on what we offer to our clients.”

John Solberg, Onward Investors’ other Co-Founder, says that the company’s unique in that it provides an integrated team approach to leverage their significant capabilities and broad proficiency within commercial real estate. The company offers a variety of expertise in that area, including repositioning, acquisition and recapitalization, design and construction project management, workout strategies, asset management and disposition. He says the company will be marketing to commercial lenders of all sizes nationwide.

“There are a lot of companies out there trying to do what we do so we need to differentiate ourselves,” says Solberg. “I think our brand and value proposition are well positioned for these market conditions. We’re pleased with our branding process and the work by The BrandBank.”

Located in Plymouth, MN, The BrandBank is a full-service marketing firm providing business and marketing solutions to finance companies. Tom Grady, BrandBank’s Co-Founder and Senior Marketing Director, says the Onward Investors project has been a great experience for the firm.

“Onward Investors is a very dynamic company. It offers a unique solution to the distressed commercial real estate market,” says Tom Grady, BrandBank’s. “It would be very hard to find a team with their experience and track record. We are pleased we were able to deliver a solution that has worked for them.”

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