

J&C
JOHNSON & CO.

Our Story

To lessen the intimidating nature of real estate, Johnson & Co was established to provide a discreet and bespoke consultancy experience that helps people understand the industry and achieve their property ambitions.

Jack Johnson, our founder & Managing Director, originally encountered his passion for real estate in Cornwall. But it wasn't long after getting a taste of working in the industry that he relocated to central London to pursue a career in real estate.

Over a decade of closely observing the industry and building client relationships, Jack quickly noticed an increasing demand for property in Hertfordshire and Essex. People were wanting more value from their money and this was the place to find it.

Which brings us to Johnson & Co's establishment here in Hertford.

Situated in The Townhouse, our premium property consultancy invites you to a real estate experience like no other. At Johnson & Co, we are personable, discreet, and provide tailored assistance that makes the entire process that much smoother.

Devoted to client care, we also understand that stress and the emotional impacts of real estate are not entirely escapable. Which is why it was particularly important when forming the team that we chose professionals who carried integrity and compassion.

There you have it, our story. From beginning to end, it's always been about the client and that focus will always remain firmly planted in our mission.

Positioning Statement

It's important we understand how our brand identity, unique values, and ideal audience all come together to create purpose. Communicating this in one fell swoop, here we have our positioning statement.

"For people looking to buy or sell real estate, our premium property consultancy provides a discreet and personable experience like no other. Forget confusing jargon and the intimidating nature of real estate. At Johnson & Co, we promise expert assistance that will provide clarity and help you achieve your property ambitions."

Explore the core values in our statement:

Discretion

From marketing and sales to our off-market portfolio, our approach will always include

discretion. For us, this means all decision-making must be thoughtful, considerate of client needs, and maintain privacy.

Empathy

By removing the corporate atmosphere from property consultancy, we've created a more personable experience. But it's only with the empathy and compassion of our team that we are able to provide this welcoming environment.

Clarity

We're refreshingly honest. We give clients the facts and we deliver them in English too - not the jargon you hear from ordinary real estate agents. By maintaining this clarity in our communication it will ease client confusion and help us build trusting relationships.

One-line Statement & Boilerplate

One-line Statement

With our list of exclusive contacts, decades of industry expertise, and devotion towards helping clients make purposeful connections, your property ambitions are possible.

Boilerplate

Johnson & Co is a premium property consultancy. Unlike corporate agencies, we provide a discreet and bespoke experience which enables clients to achieve their property ambitions.

It's with decades of industry expertise, our list of exclusive contacts, and a personable approach that we make buying and selling property both rewarding and enjoyable.

Residential Sales Statement

Johnson & Co was established to provide a discreet and bespoke consultancy experience that helps people understand the industry and achieve their property ambitions.

Whether you're buying your first home, looking to acquire another residential property, or wanting to sell, our team of expert consultants can help. Together, our team brings decades of industry expertise and the competitive edge of local knowledge and connections within London, Hertfordshire, and Essex.

If you're in the business of selling it should also be known that we proudly embrace fresh thinking and emerging technologies. This is strongly exemplified in our marketing department where we have an in-house marketing strategist and professional photographer/videographer. With their sought-after skills and the latest technology in content creation (drone and CGI included), we guarantee to capture your home in its best light.

Would you like to discuss your property goals? We'd love to hear from you. Get in touch today for a consultation with our friendly team.

Off-Market Sales Statement

Johnson & Co was established to provide a discreet and bespoke consultancy experience that helps people understand the industry and achieve their property ambitions.

Whether you're wanting to sell or buy a property off-market, our team of expert consultants can assist your needs. With decades of industry expertise and shared devotion towards helping clients make purposeful connections, ours is a service you can trust.

Thanks to our strong relationships with developers and highly maintained off-market portfolio, our off-market sellers get the advantage of selling quickly and with complete privacy. And as for those looking to buy off-market properties, we have an ever-growing exclusive list of sellers. With access to these contacts, browsing properties away from the market will feel like a breath of fresh air.

Would you like to discuss your property goals? We'd love to hear from you. Get in touch today for a consultation with our friendly team.

Land & New Home Sales Statement

Johnson & Co was established to provide a discreet and bespoke consultancy experience that helps people understand the industry and achieve their property ambitions.

Interested in buying land or building a new home? Or maybe you're curious about potential development opportunities and are considering buying/selling a multi-development site. Well, whatever your goals may be, we can provide expert advice and guidance for every step of the way.

Devoted to the marketing, sales, and development consultancy of land and new build homes, here is the list of relevant services we provide:

- Search & Acquisitions
 - Land & Development Sales
 - Development of Appraisals/Valuations
 - Scheme Viability & Assessment
 - Scheme Design, Unit Layout, & Size Advice
 - Planning Permission Application
 - New Home Sales & Site Sale Negotiators
 - Marketing & Support
- Would you like to discuss your property goals? We'd love to hear from you. Get in touch today for a consultation with our friendly team.

About us



Jack Johnson
Founder & Managing Director

After his first taste of the real estate industry as a Sales Negotiator in Cornwall, it wasn't long before Jack realised he had met his passion. Young and eager to throw himself into the deep, in 2009 he relocated to busy central London to pursue his career.

For the decade that came, Jack worked mostly in Mayfair, Marylebone, and Knightsbridge where he dedicated his time too closely studying the finer details of the property market. It was there, in later years, that he spotted a trend. Londoners were beginning to expand their property investment to Hertfordshire and Essex in search of better value for their money.

Of those wanting to move included many of his clients. With this Jack saw an opportunity. He could challenge himself to a new location and, this time around, start his own business. Within less than a year his idea had come to life; Hertfordshire & Essex's premium property consultancy, Johnson & Co.

From its founding, Jack knew that he wanted the company to pave the way for real estate. He couldn't just set up shop, he had to make Johnson & Co an example of change. With this desire came the establishment of a bespoke and discreet service that would focus almost entirely on client care. It's a personable approach and one that Jack is proudly leading into the next decade of real estate.

01992 364005 // jj@johnsonandcoestates.co.uk



Sonia Scully
Office Manager

Born and raised in Hertfordshire, Sonia brings to Johnson & Co not only her passion for real estate but also her invaluable wealth of local knowledge. From Ware to Hoddesdon and our very own Hertford, she is a genuine resident of Hertfordshire county.

Utilising her keen eye for detail and love of Hertfordshire, Sonia has spent over 15 years committed to the property industry. During this time her variety of roles have included sales, customer care, estate management and travel.

Always welcoming and down to earth, Sonia's charisma and strong network make her the perfect person to head up our Residential Sales and New Homes divisions.

01992 364005 // ss@johnsonandcoestates.co.uk

About us



James Buckmaster
Marketing Director

Known for his charm and enthusiasm, James brings a certain energy to Johnson & Co that inspires everyone around him to think big and push conventional boundaries.

Based in Hertfordshire, James is a creative specialising in content production and social media management. Despite having creative qualifications, he learnt photography, videography and his digital marketing skills outside of the classroom.

Instead of waiting to be taught, he dove headfirst into the creative industry and gained the support of highly successful mentors. With their guidance and his independent drive, it wasn't long before he found himself as Marketing Manager of a well known real estate company.

James later moved to Australia where he spent two years as a Freelance Content Director. During this time he took on large project opportunities such as directing social content for P&O Cruises Australia and for the Australian LGBTI Awards.

Since being back on British soil, James has continued to create exceptional content and has notably assisted Getty at royal events. With his expertise and unwavering passion for visual content, we are thrilled to have him head up our marketing department.



Helena Falco
Administrator

Growing up, Helena got the chance to learn from an early age about the world of real estate thanks to her father being a property developer. It was during these years of watching her dad work passionately in his business that she too developed a keen interest in property development.

Helena's desire to learn more about the industry has led her to take on the role of administrator at Johnson & Co. With her lively personality, she brings the industry knowledge learned from her father and a newfound love for interior design.

A people-person at heart, Helena's confidence, compassion, and communication skills make her an exceptional front-of-house administrator.

BRAND GUIDELINES

LOGO

Our logo is made up of two elements. The combination of these elements must not be altered in any way.

We prefer our logo to occupy the top central area of the page but this is optional and it can be positioned in any of the four corners of the page, screen or environment.

For one-off merchandise or promotional items, there is no set position for our logo, but please be aware of its legibility and exclusion zone.

Colour



Reverse



Mono



LOGO - WITHOUT STRAPLINE

For flexibility, the logo can be used without the strapline, for example when the logo is used at a small scale.

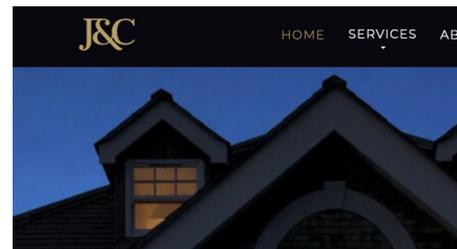
It can also be used as a graphic element when the Johnson & Co. name appears nearby, to avoid obvious repetition.



Business card



Website



Social media



LOGO - SIZES & EXCLUSIONS

There is no predetermined size for using the logo. The proportion should be determined by the overall document size and space allowing for full visibility. However please do not use the logo under the minimum size shown.

To ensure our logo is visible in all implementations, the logo needs to be surrounded by clear space.

This exclusion zone is the minimum area that must always be kept free of any type or graphic element.



Exclusion zone

Minimum size



With strap minimum size

Print 25mm width



Without strap minimum size

Print 15 mm width

BRAND GUIDELINES

LOGO - BACKGROUND

When using our logo it is important to maximise contrast. Always make sure the logo is visible over the background, this is most important when it is placed over a image.

Ideally the logo colour should stay in Gold, whether it is on a white or black background. It shouldn't be placed over any other solid colour, but can be used in reverse if required.



BRAND GUIDELINES

COLOUR PALETTE

We are flexible in the way our palette is used. We embrace black but understand there are design limitations, therefore it may be necessary to use gold or white.

If possible the logo should always be produced in gold, however on occasions it may be necessary to use the logo in white or in black where colour printing is not possible.

We have provided colour references for Pantone, CMYK, RGB and Hex values.

Black



Black

C 0 M 32 Y 8 K 0

R 127 G 185 B 39

Hex #FAC4D1

Gold



Pantone 871C

C 30 M 32 Y 70 K 2

R 183 G 161 B 102

Hex #b7a166

White



White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

Hex #FFFFFF

FONTS

Our house typeface is Montserrat, due to its wide variety of weights which allows flexibility across communication material.

As a Google font it has the ability to work across PC, Mac and web. The full font family can be downloaded free from fonts.google.com

On occasions, ITC New Baskerville, can be used as a feature typeface, to add contrast to the document layout. This is at the designer's discretion.

Primary

Montserrat Thin

Montserrat Extra Light

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Semi Bold

Montserrat Bold

Montserrat Extra Bold

Montserrat Black

Secondary

ITC New Baskerville Regular

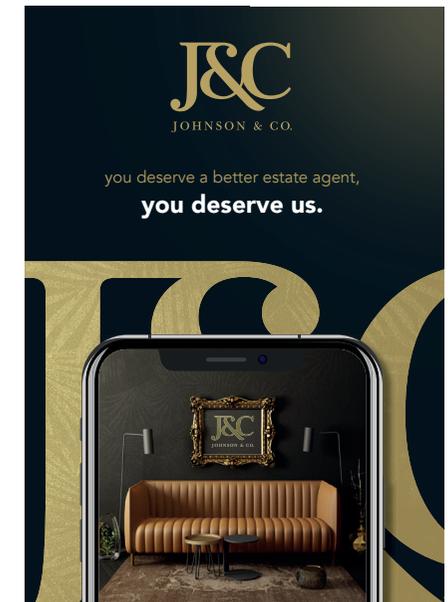
ITC New Baskerville Bold

APPLICATION - PRINT

Stationery



Leaflet



Contact us

01992 364005

sales@johnsonandcoestates.co.uk

114-116 Fore Street
Hertford
Hertfordshire
SG14 1AJ

