

Palise Property: Brand, Copy & Naming Conventions

The single source of truth for every content producer. Taglines, entity statements, H1 and title conventions, naming rules. Anyone producing content for Palise — in-house, agency (Social Wave), guest writers, VAs — works from this doc.

Business name is locked as "Palise Property Buyers Agency" — the site's own rendered Organization schema already uses this. One naming question pre-answered.

Four name locks still pending (resolve on the 21 April call): Steve's title, Liam's role, podcast name, education arm name. Marked **[LOCK]** in the text below. Once resolved, these assets go everywhere, word-for-word, no paraphrasing.

1. Company Statement (full, for long-form use)

"Palise Property is a nationwide Australian buyers agency specialising in sourcing and acquiring high-quality commercial and residential property investments. With offices in Parramatta, NSW, Palise Property works exclusively for the buyer — sourcing, analysing, negotiating, and acquiring investment properties across Australia."

Where: site footer (every page), About page, schema description, every directory listing, Trustpilot / Google Reviews business description, LinkedIn company page About, Facebook page About, research papers and guides (cover + author section).

Needs locking: the business name. Is it "**Palise Property**" or "**Palise Property Buyers Agency**"? Choose one and this statement uses it every time.

2. Founder Statement (full, for long-form use)

"Steve Palise is the founder and managing director of Palise Property Buyers Agency. A licensed buyers agent, published author, and host of The Commercial Property Explained Podcast, Steve is the instructor behind the Commercial Property Institute — Australia's most comprehensive online course on commercial property investing."

Where: About page, blog author bio on every post, YouTube description footer (every video), podcast show notes footer (every episode), LinkedIn profile About section, LinkedIn long-form post footer, external blogs (Blogger / Medium / Substack) author bio, research papers "About the Author" block.

Needs locking:

- Steve's title: "**Owner/Director**" (what the About page currently says) or "**Founder and Managing Director**" (what the strategy doc says) or "**Founder**"?
 - Podcast name: strategy doc says "**The Commercial Property Explained Podcast**" — feed and platforms show "**Commercial Property Investing - Explained**". Likely needs the statement rewritten once locked.
 - Education arm: strategy doc says "**Commercial Property Institute**" — domain is propertyinstituteaustralia.com.au branded as "**Property Institute Australia**" with commercial, residential, and development tracks. Statement needs rewriting.
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3. Company Short (under 160 characters — for bio fields)

"Palise Property is a nationwide Australian buyers agency specialising in commercial and residential investment property acquisition."

Where: Instagram bio, Twitter / X bio, any directory field with character limit, podcast platform descriptions, meta descriptions as a default fallback.

4. Steve Short (under 160 characters — for bio fields)

"Steve Palise — Founder of Palise Property Buyers Agency. Licensed buyers agent, author, and host of The Commercial Property Explained Podcast."

Where: LinkedIn headline variations, Twitter / X bio, podcast guest bios, speaker bios, directory profiles with character limit.

Same name locks apply.

5. Steve's Tagline (for hero / headline use)

"Helping Australian investors build wealth through strategic property acquisition — commercial and residential."

Where: LinkedIn headline, speaker card, personal bio hero.

6. Service Page Pitch (copy pattern)

"We source, analyse, negotiate, and acquire investment properties on your behalf. You own the property. We do the work."

Use on: Commercial Buyers Agent, Residential Buyers Agent, Property Planning pages as the opening line under the H1.

7. Blog Author Byline (after every blog post)

"Steve Palise — Founder, Palise Property Buyers Agency. Author. Commercial Property Institute instructor. Host of The Commercial Property Explained Podcast."

Where: byline block at the bottom of every post on paliseproperty.com and on any external blogs (Medium, Substack, Blogger, LinkedIn articles).

Same name locks apply.

8. Trust Phrases (for interspersed use in copy)

Approved short phrases. Mix and match, do not rephrase.

- We work exclusively for the buyer — never the seller
 - Education first, acquisition second
 - Steve Palise has taught thousands of Australians how to invest in commercial property
 - 42+ podcast episodes breaking down real commercial property deals (*update to 43+ once refreshed*)
 - Published author on residential, commercial, and development property investing
 - Nationwide coverage — we buy property in every state
 - Our team includes Steve and Liam — you deal with the people who do the work (*consider updating to reflect 24-person team*)
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9. Service Pillars (use exact wording)

- **Commercial Buyers Agent** — sourcing and acquiring commercial investment properties: retail, office, warehouse, industrial
- **Residential Buyers Agent** — sourcing residential investment properties, portfolio building
- **Education** — Commercial Property Institute, Residential Property Institute, Development course, books **[LOCK — confirm Property Institute Australia as parent brand]**
- **Ancillary Services** — property planning, due diligence, SMSF, conveyancing, insurance, mortgage broking, property management

10. Key Facts (for schema population)

Field	Value	Notes
Business type	Buyers agency (not real estate agent, not property developer)	AI classification depends on this
Geographic scope	Nationwide across Australia	
Office	Suite 663/57 Macquarie St, Parramatta, NSW 2150	
Phone	1300 256 704	
Founded	[to confirm with Steve]	
Founder	Steve Palise	
Named team	Steve Palise, Liam Carmody (+ 22 others listed on About page)	Person schema for all 24

11. Keywords to Use and Avoid

Use (consistently)

- Buyers agency (not real estate agent, not property consultant)
- We work exclusively for the buyer
- Nationwide across Australia
- Commercial and residential investment property
- Strategic property acquisition
- We source, analyse, negotiate, and acquire
- Independent advice — we don't sell property, we buy it for you
- Education-led approach

Avoid

- Real estate agent (fundamentally different service)
 - Property consultant (too vague)
 - Investment advisor / financial advisor (regulatory implications, no AFSL)
 - "Guaranteed returns" or "passive income guaranteed" (compliance risk)
 - "Australia's leading" without evidence (67 superlative claims flagged in audit — reduce)
 - "Industry-leading" (same problem)
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12. Rules for Using This Doc

1. **No variation.** Copy the exact text. Paraphrasing is the enemy.
 2. **Everywhere means everywhere.** If a statement belongs on LinkedIn, it also belongs on Medium, podcast show notes, Facebook, guest blogs, directories.
 3. **Schema descriptions match too.** The description field in Organization schema and Person schema must match the statements word-for-word.
 4. **Anyone producing content for Palise** — VAs, external agencies (Social Wave), content writers — receives this doc and the instruction: use the statements exactly as written.
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13. Page naming and title conventions

Every page type has a pattern. Content producers do not improvise — they pick the pattern and plug in the specifics.

H1 and title tag patterns by page type

Page type	H1 pattern	Title tag pattern
Homepage	Value prop + what we do	Brand — nationwide service + geography
Service pillar	Service + benefit, no superlatives	Service + geography + brand
Calculator	Tool name + specifics (geography + year)	Tool + geography + year — brand
Blog post	Question that matches the search	Question — brand
About	About + founder + brand	About — brand
Staff page	Name — role at brand	Name — role — brand
Podcast episode	Ep N: topic as question	Ep N: question — show name
Contact	Contact + brand	Contact — brand
Resource (lead magnet)	Resource name + what it does	Resource name — brand

Worked examples

Page	H1	Title tag
Homepage	Nationwide Australian Buyers Agency — Commercial & Residential Property	Palise Property Buyers Agency — Nationwide Commercial & Residential Property in Australia
Commercial Buyers Agent	Commercial Buyers Agent — We Source, Analyse, Negotiate and Acquire	Commercial Buyers Agent Australia — Palise Property
Stamp Duty Calculator	Commercial Property Stamp Duty Calculator (Australia, 2026)	Commercial Stamp Duty Calculator Australia (2026) — NSW, VIC, QLD, WA, SA
About	About Steve Palise, Founder of Palise Property Buyers Agency	About — Palise Property Buyers Agency
Liam's staff page	Liam Carmody — General Manager at Palise Property Buyers Agency	Liam Carmody — General Manager — Palise Property
Podcast ep 17	Ep 17: Why Commercial Property Might Be the Wrong Fit for You	Ep 17: Why Commercial Property Might Be the Wrong Fit — Commercial Property Investing Explained
Blog post example	How Do I Calculate Net Yield on a Commercial Property?	How Do I Calculate Net Yield on a Commercial Property? — Palise Property

H2 conventions

- **Prefer questions** where the content answers something a buyer would search: "What is a commercial buyers agent?", "How much does a buyers agent cost?", "Can I buy commercial property through my SMSF?"
- **Statements are fine for non-search sections** like "What we do", "Our process", "Who this is for"
- **Avoid:** "Why Choose Us", "About Our Team", "Services" — too generic, no value prop, no search intent

What to avoid in H1, titles, and meta

- **Superlatives without evidence:** "Australia's Leading", "Industry-Leading", "Best", "#1", "Top"
- **Vague generics:** "Welcome", "Home", "About Us"
- **Just the page name with no context:** "Commercial Buyers Agent" with nothing else
- **Marketing speak:** "World-class", "Cutting-edge", "Game-changing"

14. Name consistency rules

Business name

- **First mention on any page (including schema and meta):** "Palise Property Buyers Agency"

- **Subsequent mentions in the same page:** "Palise Property"
- **Do not use:** "PPBA", "PPB", "the agency", "we" without antecedent

Steve's name and title

- **First mention on any page:** "Steve Palise, [locked title] of Palise Property Buyers Agency"
- **Subsequent mentions:** "Steve"
- **In character-limited fields (Instagram bio, Twitter):** "Steve Palise — [short title]"
- **In schema `jobTitle`:** the locked long-form title

Steve's title — recommended defaults for the call to confirm:

- **Long form:** "Founder and Managing Director" (*matches strategy doc, most formal, best for schema*)
- **Short form:** "Founder" (*for short bio, Instagram, Twitter, character-limited*)
- **Avoid:** "Owner/Director" (too functional, weaker signal for press and AI)

Liam's name and role

- **First mention:** "Liam Carmody, General Manager at Palise Property Buyers Agency" [**LOCK — recommend "General Manager" per About page**]
- **Subsequent:** "Liam"

Podcast name [**LOCK**]

- **Recommended:** Use the actual feed name — "Commercial Property Investing — Explained"
- **Do not use:** "The Commercial Property Explained Podcast" (strategy doc version, does not match the feed)

Education arm [**LOCK**]

- **Recommended:** Use the domain name — "Property Institute Australia"
- **Tracks:** "Commercial Property Institute", "Residential Property Institute", "Property Development Institute" (as sub-brands)
- **Do not use:** "Commercial Property Institute" as the parent brand

15. The Name Lock Checklist (resolve before anything goes live)

Fill this in on the 21 April call. Once locked, update this doc and version-stamp it.

Entity	Option A	Option B	Option C	Locked
Business name	Palise Property	Palise Property Buyers Agency	—	
Steve's title	Owner/Director	Founder and Managing Director	Founder	
Liam's role	General Manager	Senior Buyers Agent	—	
Podcast name	Commercial Property Investing - Explained	The Commercial Property Explained Podcast	—	
Education arm	Property Institute Australia	Commercial Property Institute	—	

Once the five are locked, rewrite the statements above to use them consistently, and treat this as v1.0 of the Palise brand copy. Every content producer works from it from that point on.