



We build brands and visions.



Concepts by Jones

Hi,

I'm Kenroy, founder of
Concepts by Jones.

We have created this short presentation, hoping to capture your interest. We would love to discuss how we can contribute to the success of your real estate projects. Let's schedule a meeting soon!





Concepts by Jones

We are a real estate marketing agency.

Google reviews: ★★★★★



Our Services

1. Concept and Strategy
2. Interior design
3. Mood-boards & Shopping lists
4. Graphic design
5. Branding
6. Copywriting
7. Web- design
8. Online & offline Marketing (Plan, strategy, execution)
9. Photography & Videography
10. Illustration & animation
11. 2D & 3D visuals/ renders



Clients testimonial



It's pleasant to work with Concepts By Jones. They are highly involved and care about the goal of both customer and client.

Patrick Mur

Director at Mur Conditioning



“Kenroy is an inspiring individual. He encourages pushing the boundaries in what you seek, ensuring that you delve into the essence of your objectives. Sharp, critical, motivational, and consistently surprising, he has a knack for revealing unexpected excellent outcomes—often aligning with what you couldn't articulate or specify yourself. Graphically sharp, to the point, and surprising, yet always apt.”

Frans Kooijman

Architect Studio in Motion



“Working with Kenroy is a real joy. Not only is he a brilliant conceptual thinker, he also has a great, positive vibe that gives a lot of energy to both the project and the people involved.”

Hanneke Overhorst

Art director Luumen



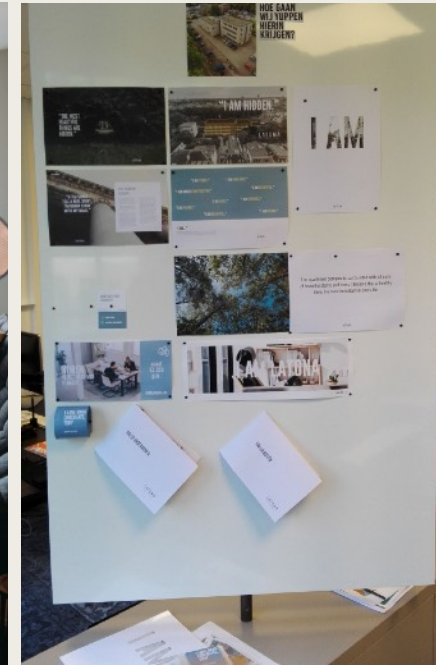
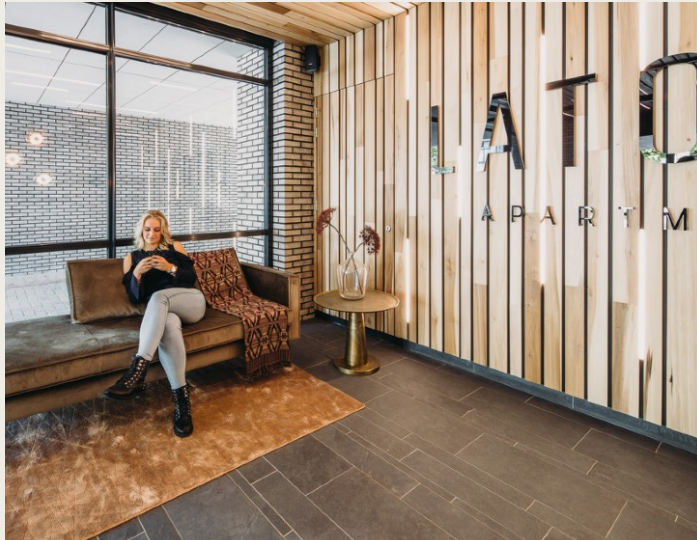
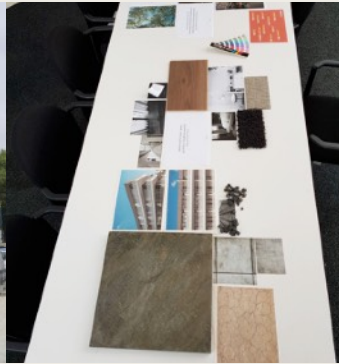
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Allow us to walk you through
a few cases.



Project: Latona

LATONA, inspired by a Roman goddess, graces Utrecht's 'Maliebaan,' standing tall on one of its finest streets. Once an old office building. To transform this into such a concept I had a unique approach: engaging the senses, greeting you with a special scent and friendly messages like, "Hi, I'm Latona. How's your stay?" Residents love playing along, treating LATONA like a real person. Their joy confirms the success of our creative concept.





Project: One Space

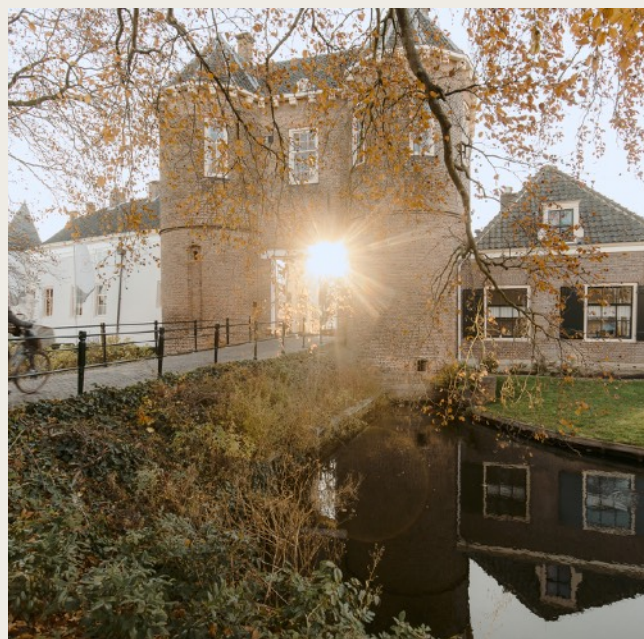
Let me introduce One Space, born out of the challenges posed by Covid-19. Anticipating limited access to public spaces, I envisioned a solution for my client, Syntrus Achmea Real Estate and Finance. The concept is straightforward – “A space where everything is in reach.” It’s a versatile building, fostering social cohesion among residents.





Project: Huize Hofland

In the past the town where this project was located had a history of protecting itself. The investors of this project were looking for a concept to build on to attract their target group. Instead of selling finished houses, the product is a land on which you can build. Doing my research on the target audience, it's clear that it would be a place where families would live. Knowing this the word protection came up again. Not so much protecting a town, but the protection of a family, a safe place where kids can grow up in a green environment.





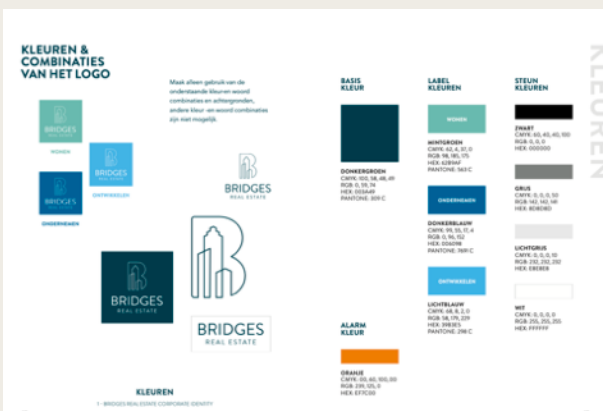
Project: Your Loman

My major client sought a concept for attracting newcomers in Utrecht, a location with intense competition. The core idea centered around the theme of 'ownership' for individuals embarking on their first apartment journey. Recognizing their desire for responsibility and personal space, I infused the branding and communication with the term 'Your' to convey a sense of individual possession and belonging.



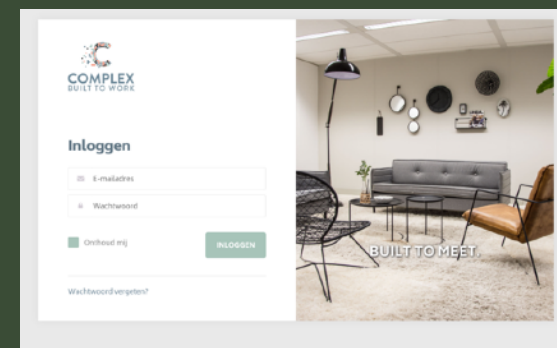
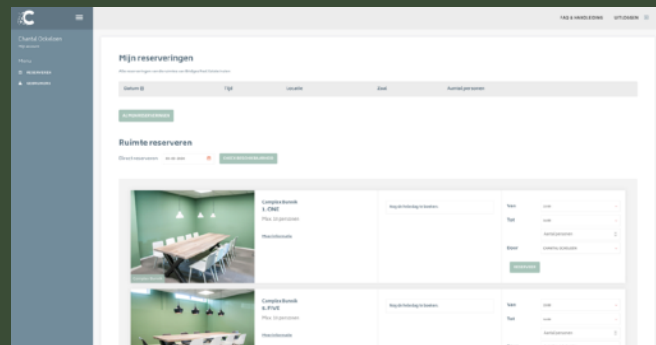
Project: Bridges RE rebranding

A real estate agency sought a comprehensive rebranding, encompassing a new photography style. Given their emphasis on living, working, and development, I devised various strategies to align their branding with the specific needs of the market.



Project: Complex branding

I conceptualized "Complex" as a workspace, and its logo vividly conveys this idea. The varied shapes within the logo dynamically move towards and away from the incomplete 'C.' Complex is a shared workspace where diverse professions coexist, offering opportunities for interaction, though not mandatory. The dynamic nature of the space reflects its high mutation rate as people come and go.



syntrus | achmea
real estate & finance

DOCK
WIZE. 

lumen

 Pensioenfonds
Horeca & Catering

KINDER
HULP 

de IDEEËN
FABRIEK
van Pieters

MUR

PORTAAL

REHAM  VERHUUR

 Kennedy West

 AHAM
VASTGOED



Our added value for you!

Investor



Our concepts allow investors to gain revenue on their projects.

Project manager



Our concepts are often used by PM's to get permission from the government.

Architect



An architect will get inspiration from our concepts, sometimes even changing the construction to fit the concept.

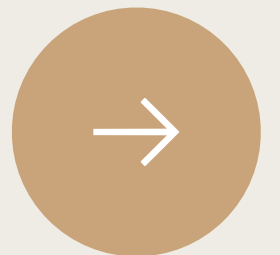
Agent/ Realtor



This group uses the storytelling from our concept, to present a project in a unique way and attraction in the market.

Mission

We believe real estate has the ability to change the future of **people, nature** and **social impact**. So our mission is to create impactful concepts that not only look and feel good, but will better the lives of future generations.





Kenroy
Concept Developer



Mitch
UX & Webdesigner



Ruksar
Web-Developer



Gina
Photography



Alex
Illustration & Animation



Jessica
(Interior) Architect



Stefanie
Project Management



Boris
Social Media Expert



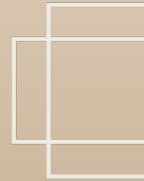
Vy
Graphic Designer



Our core values

Versatile

From concept creation to online marketing, our integrated approach delivers cohesive solutions through skilled professionals.



People – Centered

We prioritize sustainability and community impact, ensuring our projects benefit people and the environment, attracting your target.

Real – Estate

We specialize exclusively in real estate marketing, ensuring tailored strategies and deep industry knowledge.



Concepts by Jones

Know more?

Here's a [video](#) and a link to my agenda,
feel free to [schedule a meeting](#)!

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