



# VeteranPCS

TOGETHER, WE'LL MAKE IT HOME



**BRAND IDENTITY**

**2026**



## MISSION STATEMENTS

### ORIGINAL

***Military families helping military families move.***

*Veteran & Military Spouse Real Estate Agents and VA Loan Experts You Can Trust*

### SECONDARY

***Together, we'll make it home***

*Veteran & Military Spouse Real Estate Agents and VA Loan Experts You Can Trust*

## HOW IT WORKS

### Connect

Use our map to connect with a veteran or military spouse real estate agent or VA loan expert. Every agent and lender on our site has been vetted

### Follow Up

Our team of military spouses will follow up with you to make sure you have a great experience

### Cash Back

At closing you receive \$200-\$4,000 as cash back to help with your moving costs and we donate another 10% to Charity





## CORE VALUES



### Military families helping military families move.

VeteranPCS was designed to make a difference in the lives of military families. Connecting you with fellow veterans and military spouse real estate agents and VA Loan experts you can trust and get money back after closing.

#### MOVE WITH A MISSION

Support military spouse & veteran owned businesses

- ✓ VeteranPCS is FREE to use.
- ✓ Each closing gives 10% to military focused charities.
- ✓ Military families receive a VeteranPCS Bonus at closing — \$200 to \$4,000, paid from the agent's commission



## OUR TONE

**VeteranPCS is FREE for anyone to use.**

- Find a veteran or military spouse real estate agent or VA loan expert to help buy or sell a home.
- Don't overpay when using your VA loan. Our VA loan experts are here to help.
- Get cash back when you close on a home. \$200-\$4,000.

**We've helped hundreds of military, veterans, & their families**

***Your service is your down payment***

*Many companies prey on our military community. Many companies prey on our military community.*

*We've hand selected veteran and military spouse VA loan experts to help guide you whether you're a first-time home buyer or experienced.*

***Support our veteran community***

*Support military spouse & veteran owned businesses*

***We support our veterans & military spouses***

*We charge no monthly fees for agents on the site, when you use this site you are helping a veteran or military spouse grow their business*

*VeteranPCS donates from each closing to support military and veteran focused charities*



## MOVE WITH A MISSION

***With VeteranPCS, not only do you get great service and a Move In Bonus up to \$4,000, but you also get to support veteran and military spouse businesses by working with a veteran or military spouse real estate agent and VA loan expert. On top of that, part of the proceeds of every closing get donated to a veteran-focused charity. This is military families helping military families move.***





# Founder & CEO

JASON ANDERSON

I am a lifelong learner, passionate about my family and friends, the outdoors, traveling, adventure, and trying to make a difference in people's lives. I grew up in Minnesota with a dream of flying and serving in the military. In 2012 that dream came true and I set off to fly AH-64D Apaches in South Korea, North Carolina, Afghanistan, Colorado, and Europe. My experience in the military ignited my deep passion for servant leadership. That combined with a mind for entrepreneurship led me into real estate. Every aspect of VeteranPCS has been designed with serving others in mind. I am highly passionate about this company, our team, and building a business with integrity and trust at its core. This is military families helping military families move.

## How VeteranPCS Started

“VeteranPCS was created to be different. A site dedicated to equally serving the agents as much as the military families going through a PCS or move.

*Jason Anderson*

VeteranPCS was created to be different. A site dedicated to equally serving the agents as much as the military families going through a PCS. A site that is open to anyone to use but features only veterans and military spouses now working as agents. No need to sift through reviews or stars, every agent on here has been recommended by military families that bought or sold a house through them.

VeteranPCS charges no annual or monthly fees. We simply collect a small percentage of the commission and then give back to both the military family as well as non-profits and charities.

# Meet the VeteranPCS Team

VETERANS & MILITARY SPOUSES, JUST LIKE YOU



**Stephanie Camfield**  
*Chief Creative Officer*  
**Mil Spouse**



**Harper Foley**  
*Chief Technology Officer*  
**Veteran**



**Michelle Bowler**  
*Social Media Strategist*  
**Mil Spouse**



**Beth Soldner**  
*Chief Administrative Officer*  
**Mil Spouse**



**Stephanie Guree**  
*Administrative Manager*  
**Mil Spouse**



**Jessica Brown**  
*Administrative Manager*  
**Mil Spouse**



**Tara Gould**  
*Administrative Manager*  
**Mil Spouse**

LOGO



The VeteranPCS logo represents trust, service, and guidance during one of the most important transitions a military family will experience – a move.

Designed with simplicity and intention, the logo reflects VeteranPCS's mission to support military families while elevating the professionals who serve them.



ALTERNATIVE DESIGN

Veteran**PCS**



COLOR VARIATIONS





## COLOR PALLETTE

The VeteranPCS logo uses a bold, patriotic-inspired color palette:

- Red represents service, sacrifice, and dedication.
- Blue reflects trust, stability, and professionalism.

Together, these colors reinforce VeteranPCS's commitment to the military community while remaining welcoming and modern.



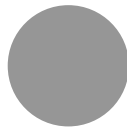
## COLOR PALLETTE



#282D6D



#89090C



#969696



#D9D9D9



#9AA0DD

## GRADIENTS



## OPACITY



black 37%



navy 40%

## ICONS



## FONT



The typography used in the VeteranPCS logo is clean, bold, and highly legible. This ensures clarity across all platforms — from digital screens to printed materials — while maintaining a strong, confident presence.

The balance between strength and simplicity reinforces VeteranPCS as a modern, trustworthy resource for military families.

### FONTS

#### HEADER FONT

**TAHOMA BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

#### BODY TEXT FONT

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

### SECONDARY

#### SECONDARY HEADER FONT

**LATO BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

#### BODY TEXT FONT

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

### ITALIC

#### BODY TEXT FONT

**LATO BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

#### BODY TEXT FONT

*Lato Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

## IMAGERY



## LARGE CHECKS

Transparency of a trusting successful experience.

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## MILITARY HOMECOMING

Emotional relatable sacrifice.

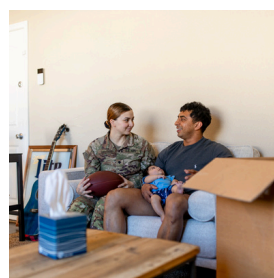
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## MOVING MILITARY FAMILIES

Relatable imagery to connect with moving military veterans and families.

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## DEPLOYMENTS & TRAINING

relatable military sacrifices.

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## MILITARY FOCUSED CHARITIES

Storytelling through support for our veteran focused non-profits

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## OUT REACH & AUDIENCE



## AUDIENCE OVERVIEW

**Majority U.S.-based military audience**

**Strong national & international reach**

**Primary audience includes:**

Veterans

Military spouses

Active-duty service members

Families preparing for PCS moves

## TRAFFIC & ENGAGEMENT HIGHLIGHTS

**Organic search is the top traffic driver**

4,400+ users from Google Organic

1,900+ direct users monthly

62,000+ events recorded monthly

8.8 events per active user

## MONTHLY DIGITAL REACH

**18k+**

monthly website visits

**7k**

new users monthly

**2k+**

email subscribers

**3.5k**

engaged social followers

## TOP PERFORMANCE

blogs & resources

**3.5k**

mil pcs moves blog

**900+**

mil bases blog (multi states)

**20k**

BAH calculator

**VeteranPCS Toolkit is a rapidly growing, high-interest resource 311% growth**

PCS & homebuying guides trusted by military families



## OUR IMPACT

Every closing creates real, measurable **impact**. By using VeteranPCS, or spreading the word, you're supporting veteran and military spouse businesses, nationwide.

## STATISTICS

**\$544,000+**

given back to military families

**\$54,000+**

donated to military-focused charities

**\$193M+**

in real estate transactions supported

**370+**

veteran & military spouse professionals  
listed

**250+**

VA loans utilized

**30+**

military internships supported



## WHY OUR AUDIENCE

**Trusts us**

*VeteranPCS is built by veterans and military spouses who understand the realities of PCS moves, VA loans, and military life. Our audience doesn't just visit — they rely on our tools, guides, and network to make informed, high-stakes decisions during major life transitions.*





## WHO WE WORK WITH

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VeteranPCS partners with organizations and brands that serve, support, or engage the military community. We work with mission-aligned partners who value trust, education, and real impact for military families navigating relocation and homeownership.

## WHAT YOU CAN EXPECT

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Partners can expect authentic storytelling, targeted exposure to a military-focused audience, and collaboration rooted in shared values. VeteranPCS prioritizes meaningful partnerships that educate, empower, and create measurable impact for military families.



**Chief Creative Officer &  
Community Outreach**

Stephanie@veteranpcs.com

VeteranPCS.com

248-978-8525

## LET'S WORK TOGETHER

Whether you're looking to collaborate on content, sponsor military-focused resources, or explore a mission-driven partnership, we'd love to connect. Together, we can support military families, amplify trusted resources, and make a meaningful impact.

*Steph*