



MARKETING EXPLAINED

An agent's experience, genuine client service, determination, hard work, superior sale skills and expert negotiation skills combined with a high impact, strategic and tailored marketing campaign that utilises all or a combination of the marketing tools listed below will result in a premium outcome for any property at any price point.

Internet Advertising

Advertising on a variety of real estate portals & selecting the right listing option for a particular property can have a huge impact on the end result. Statistics have proven that a "Premiere" listing can increase enquiries by a massive 550%, email enquires 4.5 times, sells 45% quicker than other properties, & put tens of thousands more dollars in a seller's pocket.

Daytime Photography

High quality, professional photographs that focus on capturing the best features of a property are crucial to showcasing a property in its best light and can mean the difference between being on a buyer's shortlist or not.

Twilight Photography

With its blending of natural & artificial light, & resulting atmospheric photos, twilight photography attracts more attention, giving a property the 'wow' factor, bringing it to life & helps buyers imagine returning to a welcoming home.

Aerial/Drone Photography & Video

Captures dramatic, compelling footage of an area & offers the ability to visualise a property from 500 metres in the air or 5 metres from the front door. The opportunity to view a property from angles previously impossible gives viewers a well-rounded, more natural experience. Another advantage is the ability to highlight the surrounding amenities.

HD Videos

Real Estate video is a key way for a property to stand out, reach a greater audience & leave a lasting impression. Potential buyers are taken on a journey through the home, focusing on the best & most compelling features, highlighting the lifestyle benefits to help them emotionally connect with a home.

Sign Boards & Picture Sign Boards

Sign boards need to be installed on time, stand out & capture the attention of drive-by traffic. They must be large, high-impact, colourful, & appealing to give the greatest visual impact. Picture boards should include attention-grabbing headlines & images that showcase a home's best features to create a story about your property.

360° Virtual, Interactive Tours & Floor Plans

Offer a unique & interactive virtual viewing experience that helps buyers to see the overall location, surrounding amenities, places of interest & navigate through a home by clicking on each photo, giving a great feel for its layout. These tours capture every detail & increase buyer interest & engagement.

Print Media

When a potential buyer reads a brochure, flyer, or eye catching, glossy magazine editorial they're devoting more focused attention to the advertised property rather than scrolling through a multitude of properties online. Property ads should be high-impact, informative, colourful & eye catching.

Copywriting

A great advertisement creates a powerful first impression, highlights a property's best features, delivers emotive, engaging copy & helps buyers see themselves living there.

Social Media Promotion

Utilises complex algorithms, a paid budget & audience demographics to target a very wide audience as well as specific locations which can often be a competitive advantage for a specific property listing.

Property Styling

Transforms properties into desirable lifestyles whilst evoking emotion & desire from prospective buyers. A styled property attracts greater buyer enquiry, more inspections, increases sales price & reduces time on the market.

Virtual Furniture

This is an affordable option to virtually furnish vacant rooms. This cutting-edge technique involves inserting images of furniture into a picture, giving a highly realistic finish.

