

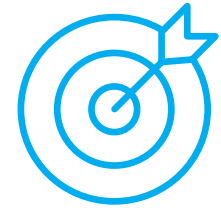


## Marketing your home.

What it takes to put your property on the market.

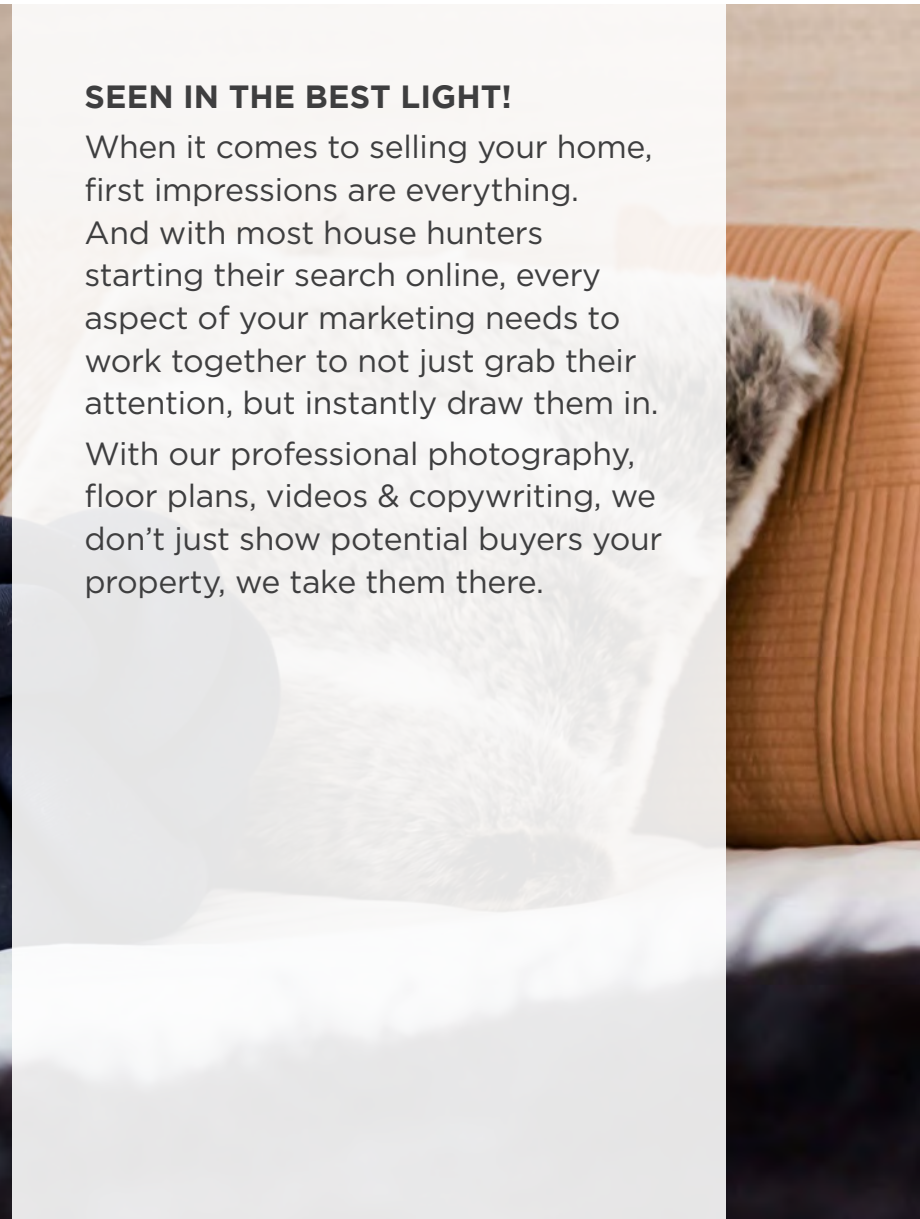
# Photography, Floor Plans, Videos & Copywriting

TARGETED MARKETING



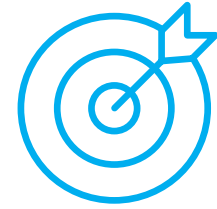
## SEEN IN THE BEST LIGHT!

When it comes to selling your home, first impressions are everything. And with most house hunters starting their search online, every aspect of your marketing needs to work together to not just grab their attention, but instantly draw them in. With our professional photography, floor plans, videos & copywriting, we don't just show potential buyers your property, we take them there.



# Eye Catching Signage

TARGETED MARKETING



## FOR SALE SIGNBOARDS

An integral part of any real estate marketing campaign, signboards raise local awareness that your property is on the market.

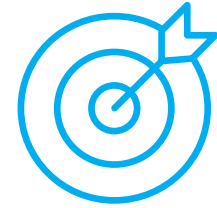
Erected at the front of the property - for the entirety of the sale - our eye-catching signboards work as a 24/7 sales tool that captures local buyers, those who may not be looking online and even impulse buyers.

We'll work with you to create the most effective sign to help position your property for success!



# Email Direct Marketing

TARGETED MARKETING



## i. Email Direct Marketing

With a current database of over 6,500 contacts (and growing), you'll have direct access to an expansive client list we have been building and servicing for over 15 years.

  
**6,500+**

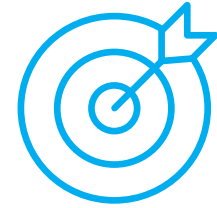
## ii. Qualified Client Database

Made up of local, interstate and international buyers, our database is full of buyers looking for properties just like yours.



# Online Marketing & Social Media

TARGETED MARKETING



## i. Online Presence

Did you know that 95% of buyers now search online?

By exposing your property to the online market via a carefully planned, targeted online campaign, your property will reach interested buyers, ready to make a purchase.

As part of our digital marketing campaign, we feature a comprehensive listing of your property including professional photos, copywriting and floor plans to broadcast your property to buyers on the following websites:



95%

 realestate.com.au





 onthehouse.com.au  
Your Home for Property Research

 reiwa.com  
Be WA Street Smart

# Local Area Marketing

## TARGETED MARKETING



1

2

3

### 1. Local DL letterbox drop

Once the property is LIVE online, and before the first home open, we drop the local area to ensure locals are aware of property being marketed. Not only can this help to capture your local 'passive' buyer, but it can also attract a larger crowd at the first open. The larger the crowd at the first open the better, as it gives a great impression of demand and can create a sense of urgency among potential buyers.

### 2. Window Brochures

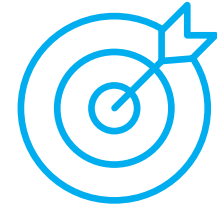
With our office located on Albany Highway in the heart of East Victoria Park, we make the most of our prime location by promoting all our listings to the large amounts of daily foot traffic. We display all our listings as full colour brochures in the street-front windows causing a surprisingly large number of people to stop, and often enquire about a property.

### 3. A4 Colour Brochures

Given to any parties who attend the home open, our A4 colour brochures are a selling tool in themselves and include all the main features of your property plus professional photos and floor plan.

# Local Area Marketing

TARGETED MARKETING



**The West  
Australian**

**The  
Sunday  
Times**

 **Community**  
newspaper group

#### 4. Newspaper Advertising

In today's digital world, newspaper advertising still remains an incredibly efficient way to market your property. On top of its ability to capture the passive buyer, using print together with your online advertising has been shown to reduce selling time and increases your sale price.

#### 5. Editorials

Research suggest that a large proportion of prospective buyers tend to come from the surrounding area which is why advertising in the local newspaper or property magazines can be effective. Editorials are a great way to provide more in-depth information to potential buyers while gaining exposure to a wider audience. Plus, by advertising in local print media, your ads will be delivered directly to potential buyers.

# °CELSIUS

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