



Harcourts Developments

Property Development Marketing Specialists



Graphic Design
Web Design
Visual Simulation
3D Rendering
Fly Over Animation
Sales



URBAN



SUBURBAN



LIFESTYLE



COMMERCIAL



THE SERVICE

Harcourts Developments is a specialist division of Twiss-Keir Realty Ltd that provides support to property developers from the initial site acquisition right through to successfully marketing and selling the project.

Harcourts Developments provides industry leading advertising support to any sized development.

On a project by project basis, professional graphic design is used to create a brand for the development by creating a logo, website, brochures and print advertisements to shape an identity for the development and launching it successfully to the target market.

Twiss-Keir Realty's sales consultants have the skill and experience to give valuable advice every step of the way and through strong business relationships can offer financial advice, feasibility analysis and legal support.

BENEFITS TO THE DEVELOPER

- Save thousands on advertising costs.
- The service is provided for any size project.
- The development is presented in the best possible manner.
- Expert negotiators with a specialist sales team.
- The complete service provider for developers, from consultation to producing marketing material and the final sale.
- The strength of Harcourts New Zealand wide and internationally.



GRAPHIC DESIGN

Harcourts Developments provides a full graphic design and digital media service as a standard inclusion for any development.

- Logo Development & Stationery.
- Flyers, Information Packs & Print Advertising.
- Outdoor Advertising - Billboards & Bus Backs.
- Website Design & Hosting.
- Artists Impression Plans.

DIGITAL SIMULATION

Harcourts Developments work with New Zealand's leading digital simulation company Truescape to deliver survey accurate, in context visual simulations of the development.

The promotional simulation helps market the development and generate sales before it is complete.

Benefits of digital simulation include:

- Reduce risks and costs of the development
- Helps obtain resource consents
- Maximize stakeholder buy-in.
- Expedites consultation and effectiveness of communication.
- Present the development in the best possible light
- Market & sell the development before it is built
- Photo realistic images & high resolution internal simulations
- Video tours to portray the development in it's surroundings

www.truescape.com



GRAPHIC DESIGN PACKAGE

- Includes any of
- Logo design
 - Business cards (500)
 - Letterhead (500)
 - Compliments slips (500)
 - Invoices (500)
 - Brochures & flyers
(Printing costs on a per project basis)
 - Graphic floor plan or subdivision plan

OUR COST

WEBSITE PACKAGE

- Includes any of
- Website Design
 - Website hosting
 - Email (If required)
 - Website updates as required

OUR COST

DIGITAL SIMULATION

- Includes any of
- Visual simulation, photo realistic images
 - 3D animation of the project
 - Flyover of the development in its surroundings

ON A PER PROJECT BASIS

ADVERTISING

- Websites
- www.harcourts.co.nz
 - www.realestate.co.nz
 - www.leadingre.com
 - Harcourts Intranet

OUR COST

ADVERTISING

- Includes any of
- Bluebook
 - Press advertisements
 - Signs
 - Magazines
 - Direct marketing campaign
 - Billboards & posters
 - Brochures & flyers

ON A PER PROJECT BASIS



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