

high profile = more buyers



■ It pays to cast your net wide. ■

With interest in a property the highest during the first three weeks of market exposure it's wise to invest in marketing that reaches as many potential buyers during this key period. This involves utilising the entire spectrum of multi-media tools available. Remember, you're not trying to get just one buyer. You want several buyers competing for your property.

The investment made in a marketing campaign is extremely important. The strength and impact of your campaign can be a major difference when it comes time to sell. The size and quality of advertisements, the circulation and readership figures of target publications, the use of letter box mail drops, the scope of internet coverage - every one directly affects the result you achieve.

WHERE WILL YOUR BUYERS COME FROM?

Cast your marketing net across the furthestmost distance and you'll have the greatest chance of finding premium price buyers.



the campaign



■ 'Pure' advertising is but a small part of a comprehensive Harcourts Twiss-Keir Marketing campaign. Our objective for your property is simple: gain the highest possible profile and exposure across the widest possible target audience.

To do this we can employ many different techniques, some of which are:

- Newspaper and property features
- Website property features
- The website virtual tour
- Existing client databases
- Pictorial signboards
- Colour flyers/brochures
- Targeted mailings
- Harcourts office window cards
- Professional photography
- Open homes and property previews

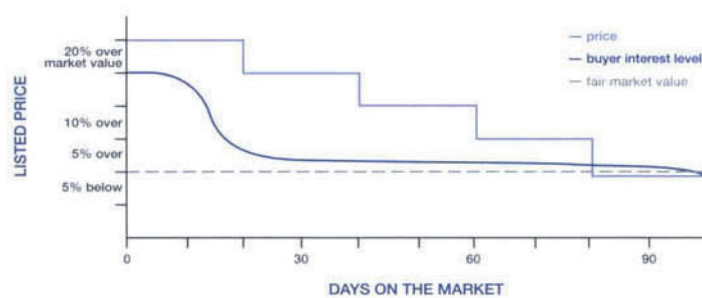
how high to price



- When considering marketing your property with a set price it is extremely important to determine the right figure from the start. Market facts must be used to properly gauge this figure.

Over-priced properties take longer to sell and do not attract the optimum number of potential buyers, particularly during the prime selling period. The price will often drop considerably without the competition between these buyers

SETTING THE RIGHT PRICE



You will have a far greater chance of achieving a favourable price for your home if you initial asking price is aligned with the market value

understanding real estate today



■ Quite simply, these are our responsibilities to you ■

- Market your property as widely and as effectively as possible
- Attract as many potential buyers as possible
- Negotiate the best price for you
- Assist you sale through to successful settlement

Before this success can happen a number of key components need to be aligned.

A marketing strategy must be specifically tailored to your home

- This strategy must include:
 - The current real estate climate and supply of buyers
 - Recent sales statistics
 - Your competition in the market

sale by negotiation



■ By using sale by negotiation you can both maximise buyer interest and also ensure a high sale price for your home. The buyer is also focused more on the property and less on the price. This is a great way to gain feedback from the market before settling on a price you are happy with.

- All buyers eligible
- Focus is on the property, not the price
- Negotiation advantages
- Removes risk of under or over-pricing

for sale by tender



- This method of marketing creates a high profile for your property and establishes a competitive environment without having to list a price. You also set the terms, conditions and deadline. Prospective buyers become emotionally involved before they consider price and have only one opportunity to put forward their most competitive bid.

You have the opportunity to accept, decline or continue negotiations with any interested party. Increased enquiries and inspections are often generated by this sales strategy. All tender details remain undisclosed and absolutely confidential. Most importantly - you remain in complete control.

- A tender deadline creates competition and urgency
- Buyers become emotionally involved before they consider price
- All tender details remain undisclosed and absolutely confidential