



OBrien Real Estate

Marketing.

A quick guide to implementing a successful marketing campaign.



Property sales are successful because of a variety of factors, including a well-designed marketing campaign. No individual marketing strategy is effective on its own, but taking advantage of all of them in conjunction with an agent's experience to close the sale, will make sure your property gets sold quickly, and for the very best price.

Let's take some time to understand the different components of a successful marketing campaign.

Professional photography

Dusk photography is quickly becoming the cornerstone of a successful campaign, presenting the property with a combination of natural and artificial light and setting the scene for a welcoming home.

Professional floor plans

Studies show that the majority of buyers prefer properties that show professional-quality floor plans. Floor plans allow prospective buyers to imagine living in the property, and help buyers short list a property both pre and post inspection.

For sale photo board

From the street, many homes seem similar, but professional photography on the 'for sale' board gives buyers x-ray vision and showcases the best attributes of the home, inviting further inspection. The board also identifies the property quickly to prospective purchasers.

Internet

Buyers that can specify a suburb, beds, baths, and price will search for a property online. Professional dusk photography and using effective placement upgrades ensures a property stands out amongst the crowd.

Brochures

Professionally printed colour brochures allows buyers to retain listing information, imagine themselves in the home, show family and friends and increases the probability of a second inspection.

Newspaper

Print media captures emotional buyers – those that browse the newspaper to make sure nothing was missed online. Print media exposes the buyer to a property that perhaps was outside their logical criteria. Emotional buyers tend to make top offers, and so it's imperative to ensure the property is showcased to those prospective buyers.

For more insight into marketing talk to your representative at OBrien Real Estate or contact us at any one of our offices.

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