

Marketing Strategy

Stage 1

We will -

- Take professional photographs showcasing the best features of your property
- Write suitable advertisements to appear in our marketing
- Notify our team that your property will be coming on to the market
- Organise to have our team inspect your property
- Begin to tell potential buyers your property will be coming up for sale (not telling them the address or location)
- Order a quality for sale signboard for your home

Cost to sellers - \$0

Stage 2

On receiving the 'contract of sale' from solicitors and before the 'for sale' sign goes up..

We will -

- Add your property to our website and expaustralia.com.au
- Notify our buyers in our database that your property is for sale via our buyer alert sent from our website
- Inform our network that your property is on the market - including buyers agents and any other agents that have indicated they would be interested in conjunction with us
- Physically follow up and search for potential buyers in our enquiry log/database and contact lists
- Promote your property to our networks
- Include your property on our online and offline Newsletter
- We will send letters to all absentee owners in the area - if they are investors, they may be interested in purchasing.
- Distribute Just listed cards in the area to all local residents
- Activate our Social Media advertising - Facebook, Instagram etc
- Conduct open houses using all of the above mediums as well as Facebook live videos

Cost to sellers - \$0

Stage 3

After the 'for sale' sign is erected – The period of Stage 3 lasts for as long as it takes to sell your property!

- Add your property to Realestate.com.au
- Add you property to domain.com.au
- Continually and specifically search for buyers in our enquiry log, database and contact lists
- Conduct regular open houses
- Escort qualified buyers to your property – by appointment

Cost to sellers - \$0

We Have -

- Multiple ways to make the phone ring
- Massive marketing plans and strategies - online and offline
- We are available 7 days a week
- Our phone is answered by a person 24 hours a day
- We have a prominent shop front (If you do have one)
- Our marketing methods work
- We constantly keep in touch with our investors
- We nurture our out of area buyer referrals
- We have prominent signage on our cars advertising we are open 7 days
- Direct mail out to over 20,000 homes every month
- We phone through our contacts at relocation companies and other network groups
- We publicise our website heavily and attract lots of buyers to our site -
- We have a buyers book - tips for buyers - this generates lots of interest
- Home finders – they promote our company – letterbox drops/ phone calls/ door knock

Total cost to sellers - \$0

Marketing is completely **FREE**

**The only fee that is paid to us is at the time of settlement –
There are no upfront fees or hidden charges.**