

# Real Estate Statements

BY PAUL WRIGLEY



**HAPPY NEW YEAR.** Welcome back to my Realestate statements for 2007. Last year we were looking at different marketing initiatives to show case properties to prospective purchasers.

**So far we have looked at:-**

Newcastle Herald Advertising on Saturdays.

Open Homes - Informal way of encouraging buyers to inspect your property.

Window Displays - Buyers get the chance to browse whats for sale & establish value for money.

Internet - Your agent has to be on the 2 biggest sites!

Photo Signboards - Photo signboards are your 24hr salesperson. They give prospective purchasers more information to wet their appetite.

Professional Photos - better quality photos will attract more buyers.

Property Styling/Interior Designer - You don't get a second chance to make great first impressions. If you want the phone number of the Property Stylist we use, please give me a call.

The following are initiatives we haven't looked at:-

Colour Brochures - Each property should have individual colour brochures that prospective purchasers can take with them.

Database - A professional agency will have a database aimed at informing buyers as soon as a property is listed. Also they will send weekly emails consisting of open homes and new listings.

If you are considering selling & would like a neutral opinion of how to best market your property, please do not hesitate to give me a call.

**Ray White Toronto 4959 6577**