

Real Estate

BY PAUL WRIGLEY



The next marketing initiative we will look at is Advertising in The Newcastle Herald.

Every prospective purchaser knows that a property will be advertised (more than likely) in Saturdays Newcastle Herald. These ads will normally include 1 or 2 photographs, the asking price, open for inspection details, internet sites, and any other relevant information about the property to attract buyers.

Exposure or Stand out from the Rest

It's extremely important when you think about it. You want your property to stand out from the rest. If all ads are the same size they tend to blend in with each other. To do this you need to 'UPSIZE' your ad. A bigger ad will attract a buyer first before any of your competition. Buyers scan over the pages of properties for sale and wait until something catches their eye.

Better Photographs/Two Photographs

In these bigger ads you have the choice of having 2 or more photographs to showcase more of your properties features to the buyers. Buyers need to see the front of the house to see if it appeals to them first. A second photo might just attract their eye. If you have a second living area, excellent yard or a view/outlook more buyers will be attracted to your ad, hence, giving you a better chance of more inspections which gives you a better chance of selling.

Out of Town Buyers

Any out of town buyer knows that they can specially order the Newcastle Herald wherever they live. This enables buyers to stay in touch with the market.

www.domain.com.

Most agents place their ads on domain.com as well. Prospective buyers that don't get the Newcastle Herald or want more information about properties they see in the paper can log onto www.domain.com. This site will show them more photos and give them more information about any property.

How Often? What Size?

You need to ask your agent before you sign anything, how often and what size your ads will be. You want to go with an agent that regularly advertises in the Newcastle Herald and one that offers you bigger ads for greater exposure. Agents that only take smaller spaces in the paper won't be able to give you big ads as often as the others.

So before you decide on an agent investigate (compare ads in the Herald) what they can offer you and your property.

If you missed the previous real estate statements about the different steps in marketing please email our Customer Service Officer at customer care@raywhitetoronto.com.au

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