

Real Estate

BY PAUL WRIGLEY



Welcome to my latest “Real Estate” column.

This week we will look at another marketing initiative in the form of **Window Displays**.

Window Displays are another form of exposure where buyers can find out about your property being for sale.

Buyers can ‘window shop’ or look in agents window display at their leisure. This enables them to view what’s for sale and what properties represent value for money. A proactive agent will use their window display to showcase their listings at their best, including 4 or 5 photos of the property and relevant information to wet the prospective purchaser’s appetite. Also, a proactive agent can talk to the buyers at their window display and try to convert them to an inspection, an offer, and than a sale.

A potential vendor can compare the agents they are considering selling with and use this to see how professional that particular agency is. Look for uniformity easy to see and read window cards and make sure the display is constantly updated.

Some agents are embracing technology and using digital displays in their windows. These digital displays tend to draw more buyers to the window and allow those agents to capture those buyers. The window also acts as a 24 hour salesperson, allowing buyers at any time of the day to look for a property to purchase.

If you have a question you would like answered, please forward your request to my email address: paulw@raywhitetoronto.com.au and I shall provide you an answer through this column.

Ray White Toronto

4959 6577