



GORDON DAVIES
REAL ESTATE

Marketing & You



Advertising Options

Premium Package

At Gordon Davies Real Estate we offer the benefit of premium internet advertising

PRE-MARKETING CAMPAIGN

- Coming Soon - Whilst you are getting your property ready for sale we will launch a coming soon advertisement campaign. This will run for two weeks prior to your first home open.
 - Help to generate interest in your home by building demand with engaged buyers.
 - Allows us to contact known buyers with an e-brochure mail out
 - Coming soon buyer notifications
 - Listed on realestate.com and property.com

ON THE MARKET CAMPAIGN

Launching your Internet Advertising is crucial to a successful home open campaign. At Gordon Davies Real Estate we see the benefits of running a full campaign using these three portals as our main digital campaign.

- **Realestate.com.au - Unlimited Premium plus Listing**

- Moves your property faster and gets better results. Generates 2.3 times number of enquiries compared to a standard listing.
 - Every 15 days your home rotates to the top of the list
 - Listing bump - enables us to bump advertising for your home back to the top of the list at a time we believe to be beneficial.
 - E Brochure sent out on a specified day to target buyers in their inbox.
 - Exposure on property.com.au - additional website exposure that allows buyers to research your home. Has data on
 - Price Estimate (estimated value)
 - Previous Sale amounts and dates
 - Property boundary
 - Schools
 - Recent Sales close to the property address

- **Domain.com.au**

- Listing on the website most used interstate
- Very usefully for interstate investors
- Second most used real estate website in Australia

- **GordonDaviesRealEstate.com.au** - our own website offers complimentary additional advertising. As we have been selling property for over 60 years buyers know to look to our website for their real estate needs.

We also offer exposure to a number of other websites that might suit your particular property needs - such as

- Reiwa.com.au
- DevelopmentReady.com.au
- RealCommercial.com.au
- Juwai.com

- **Print Media** - Primarily advertising through The Post and The Western Suburbs Weekly we offer a range of options for all our clients, if they wish to see their home advertised in this manner.

Costs - The cost of our marketing options are clearly set out in the marketing schedule and are clear and concise, whilst we may recommend certain campaigns ultimately the choice is yours to make and we will tailor the advertising campaign to suit your budget.

For all your tailored
marketing campaign
needs

Contact us



Gordon Davies
0409 181 727
gordon@gdre.com.au



Rhonda Moore
0499 604 063
rhonda@gdre.com.au



GORDON DAVIES
REAL ESTATE