



## Marketing Matters:

*Helping your property stand out from the crowd.*



# Not all marketing is equal



There is an art to marketing a property for rent.

Marketing a property takes time, attention to detail and strategy. When we agree to advertise your property on your behalf, we don't take that responsibility lightly.

You care about your investment, and you want it to look attractive to potential tenants. You want it to be shown in its best possible light, with enticing text that gets people thinking - 'can I see myself living here?'

At Solutions, we have a dedicated marketing team that will view your property, assess its best features, request professional photos, and then craft advertising copy that works to draw people into your property and all that it has to offer.

Your property is one of your most valuable assets. Make sure that it receives the exposure it deserves.

# Our Marketing Plan

When you enlist us to advertise your property, you're getting more than just a property listing. Your property goes through a tried and proven marketing plan that ensures your property looks its best, and is visible to all the right people.

## Our plan includes:

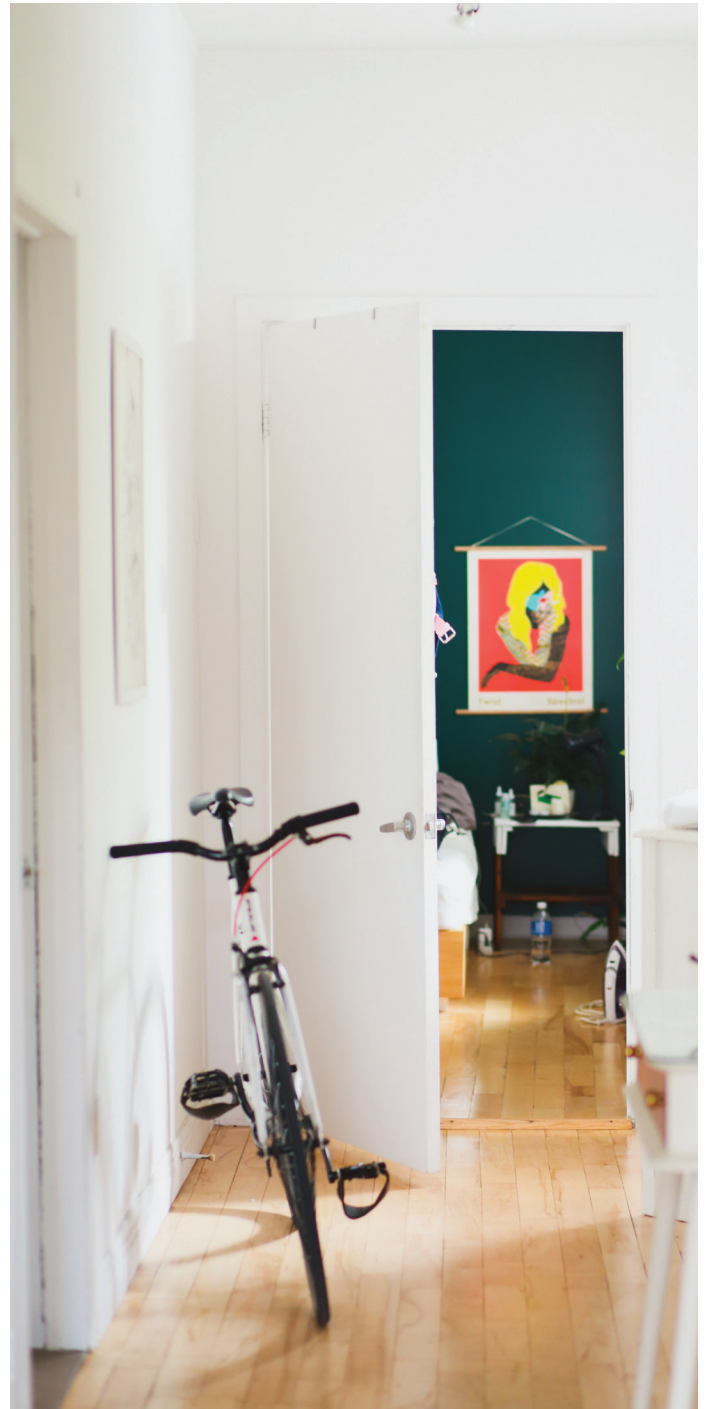
- Online advertising across 5 major property portals, as well as our website.
- Professionally installed **'Rent Me'** sign at your property.
- Full colour brochures and advertising on our Rental List.

## Professional Photography:

- 10 photos, each tailored to enhance your property's most appealing features.
- A one-off cost - your professional photos can be used each time your property is vacant.

## Feature Property (Optional):

- Feature your property on realestate.com.au with priority placement and higher exposure.
- One-off cost for 30 days of priority listing time.



# Professional Photography

## Worth its weight in gold

One of the most common questions we're asked by property owners is:

***“Are professional photos really necessary for rental properties?”***

The honest answer to this question is no. However, you only have **ONE** chance to make a first impression. Make it count by using only professional photographs in your property's advertising.

When you use professional photographs, your property will **stand out** from the rest. It will attract the **right kind of attention**, and it will attract a **higher market price** due to higher demand.

Using professional photographs also sends a clear message - **that you care about your property**. In turn, you are more likely to find tenants who will care for it as well.



Which of these sets of photos do you find more attractive? Which would **YOU** rather live in?

Both sets of photos are of the same property - but one is vastly more enticing than the other.

# The anatomy of an ad

When you list your property with Solutions, it will be visible on the following premier Real Estate websites:

- realestate.com.au
- domain.com.au
- rent.com.au
- realestateview.com.au
- rentfind.com.au

In addition to our own website, **solutionsproperty.com.au**

*“QUALITY advertising attracts QUALITY tenants.”*

5 Wolfe St North Lakes QLD 4509

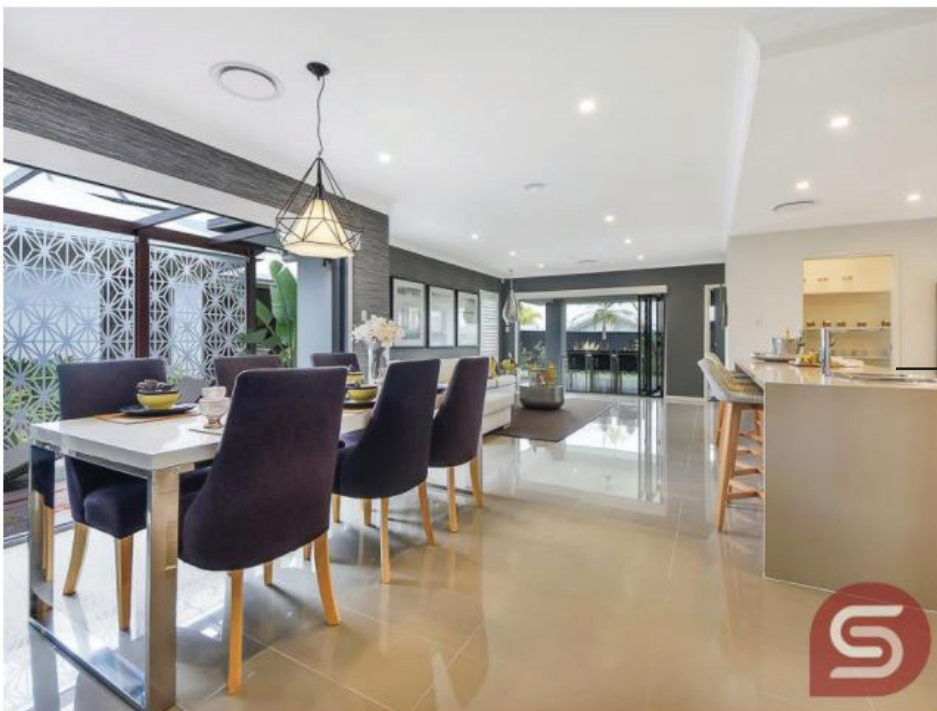
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Date Available: 6 April 2018

Book Inspection

Clear property information, including address, price and features.



High quality professional photos with clear agency branding.

## THE BEST OF THE BEST

A display home is a builders best of the best - and this rare opportunity offers you the chance to live in this developer's crown jewel! Set in a prestige pocket of North Lakes, this exquisite 3-bedroom PLUS study home offers the potential for a luxurious lifestyle with all the quality extras!

### Featuring:

- Ducted Daikin air-conditioning throughout
  - Spacious master bedroom, complete with large walk-in wardrobe and ensuite with double vanity
  - Separate carpeted study OR additional guest bedroom
  - Two additional bedrooms, each with built-in wardrobes
  - Ultra-modern, spacious bathroom with separate bathtub and shower
- Modern, well-appointed kitchen featuring stainless steel appliances and huge walk-in pantry!
- Separate carpeted lounge room
  - Bright, open-plan living and dining area featuring bi fold doors that lead out to the deck and yard.

Enticing and descriptive advertising copy to ensure potential tenants are drawn in from first glance.