

Property Marketing Catalogue.





To the property owner,

The decision to put your property on the market is a big one.

Ensuring that your property will be presented to the market to the highest possible standard is a vitally important part of that decision.

For almost 20 years, Place has had an unwavering focus on high-quality property marketing, and it is that focus that led to a partnership with Idealist, Place's exclusive property marketing agency.

The team of property marketing experts at Idealist work closely with Place agents to ensure your campaign is tailored to your individual situation and needs. This commitment to delivering streamlined, efficient and beautifully presented marketing campaigns is solely geared to delivering the best possible result for the sale of your property.

A lot goes into planning and managing a property marketing campaign from start to finish and the team at Idealist will be there every step of the way.

We look forward to the opportunity to help you achieve your property goals.

Warm regards,

A handwritten signature in a light blue cursive script that reads "Gareth."

Gareth Gower
General Manager
Idealist

Frequently Asked Questions.

Why does Place charge a fee for property campaign management and administration when most other agencies don't?

Place understands that a successful property sale relies heavily on the quality of the marketing campaign. We therefore believe that the task of delivering those campaigns should sit with property marketing experts.

Idealist is a third-party service provider that works exclusively for Place to deliver outstanding campaigns. The fee covers the expert service they provide and is not paid to Place.

As a seller, how does this benefit me?

On average, there is 6-10 hours of planning, management and administration that goes into each property marketing campaign. Having a team of experts manage that process frees up valuable time for Place agents and their teams to focus on what they do best, which is finding the right buyer and negotiating the best deal for your property.

We find that this minimal up-front investment can often result in thousands of dollars more on the sale price of properties simply because Place agents have had more time to secure the best deal.

What is covered in the fee?

Graphic Design, Quality Assurance & Brand Integrity

Once the campaign strategy is agreed, all required campaign artwork is designed, proofed by multiple people and approved in-line with Place brand standards to ensure your property is presented to the highest possible standards.

As part of this process, the Idealist team will re-edit and re-format copy to suit the different channels, confirm all property details are accurate for display, and optimise image resolution and composition across all required marketing collateral and channels.

Online Launch Compliance

Before a property can be launched to the market, it needs to fulfill legislative requirements. Idealist will work closely with the Place compliance team to confirm compliance and will

then manage the launch of your listing to the paid online portals that are included in your campaign (such as realestate.com.au and domain.com.au) as well as eplace.com.au, and will confirm correct display of your digital listing.

Production Management

In addition to online advertising, most campaigns also need some printed marketing collateral such as a signboard and brochures to hand out at your open home inspections.

The team at Idealist manage this entire process in conjunction with our long-standing supplier partners to ensure your signboard is installed quickly, that your brochures are available in time for your open homes, and that any other printed materials are delivered on-time and to the highest possible standard.

Additional Marketing & On-Market Campaign Management

There are lots of ways to promote your listing and Idealist can plan and manage everything from print advertising and mail cards to professional video's and social media campaigns.

Whether you need it for launch or as part of a second push, we'll keep working until your property is sold.

Do I have to pay for property marketing up-front?

We understand that the investment required to effectively market your property is a big one and that you may not be in a position to pay for some or all of the marketing up-front.

We have partnered with CampaignAgent, Australia's leading lender in the real estate industry for vendor paid marketing. Through their VPAPay offering, you can choose to Pay Later for flexibility and convenience. It's kind of like Afterpay but exclusively for real estate marketing. The quick and easy application process doesn't require any credit checks and can help you secure the most effective marketing campaign for your property.

Photography.



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Dusk Photography



Daytime Photography



Drone Photography



Virtual Styling

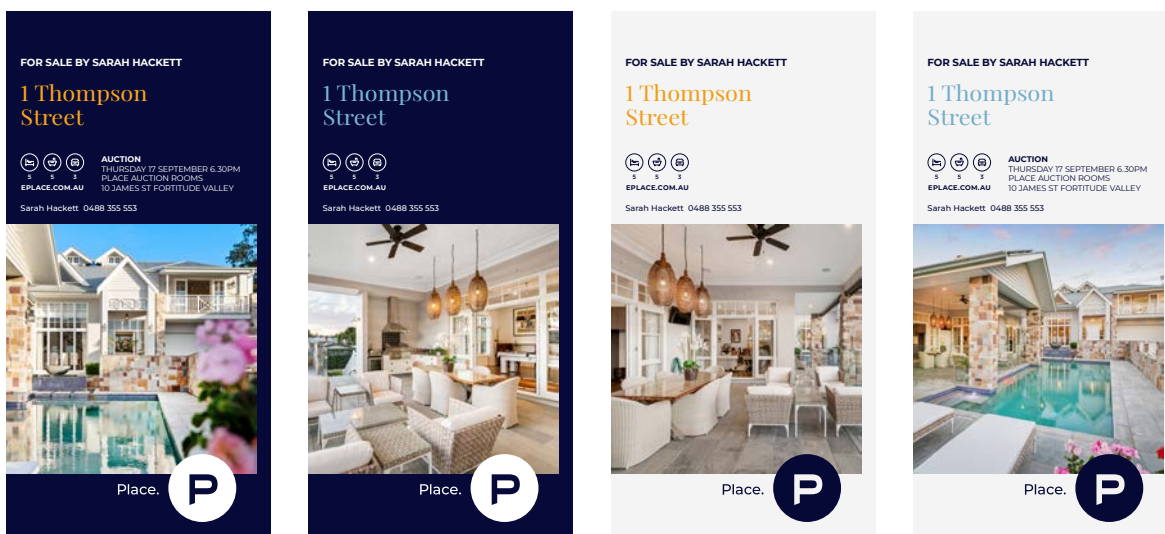
Signboards.



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Placeboards – 1800 x 900mm



Prestigeboards – 2200 x 1100mm



Development Signboard – 2400 x 1800mm

Brochures.



PRESTIGE

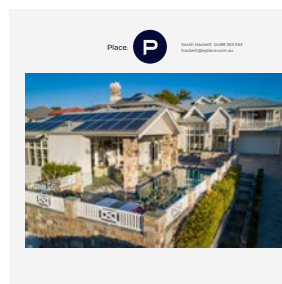
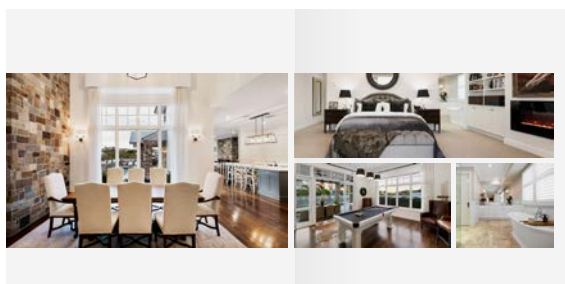
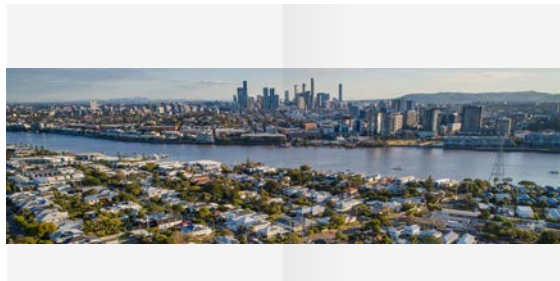
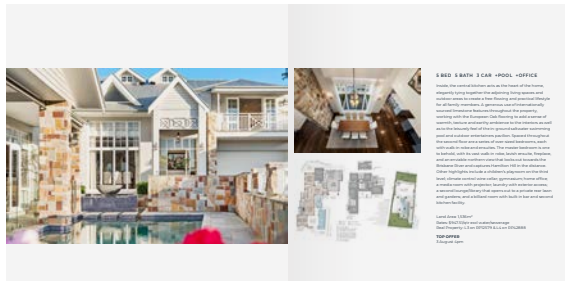
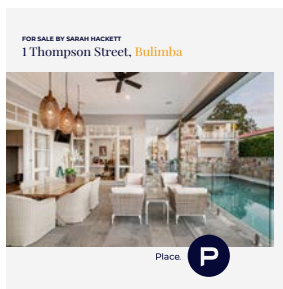


SHOWCASE

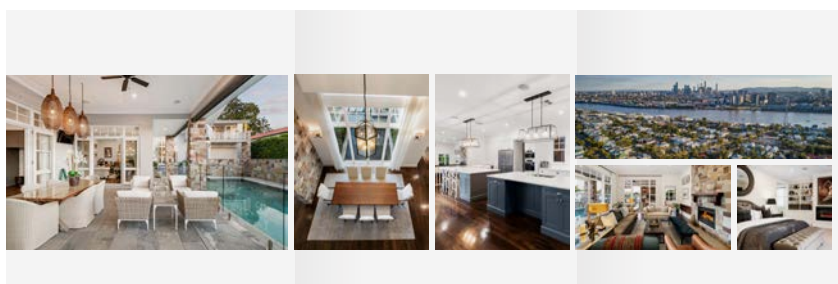
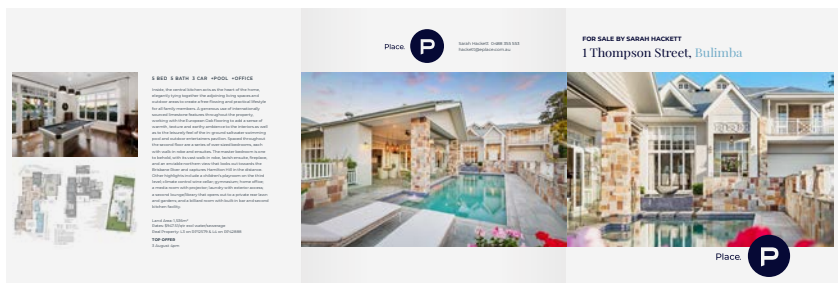


STANDARD

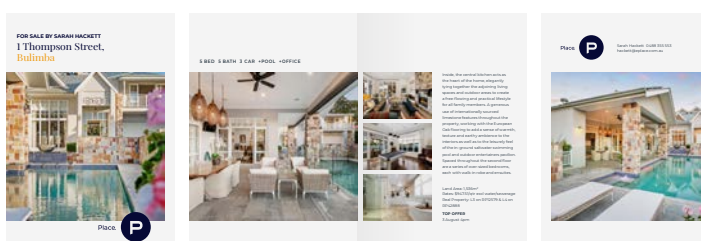
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Prestige Brochure
Pages 8pp
Finished Size 210 x 210mm
Stock 250gsm ecoStar



Showcase Brochure
Pages 6pp
Finished Size 210 x 210mm
Stock 250gsm ecoStar

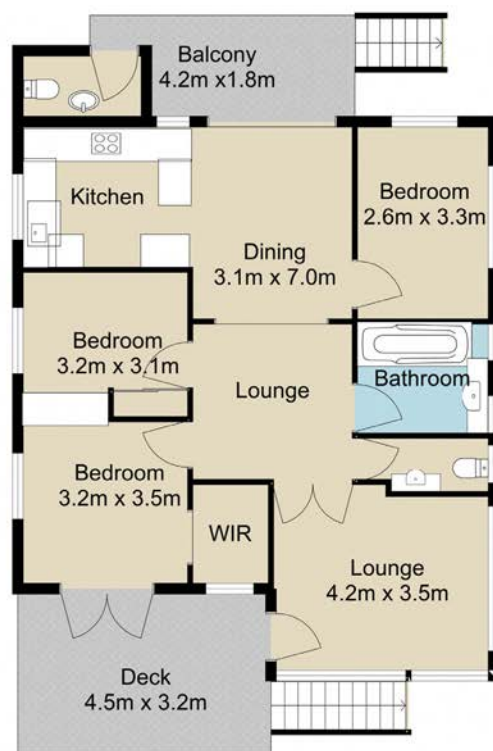
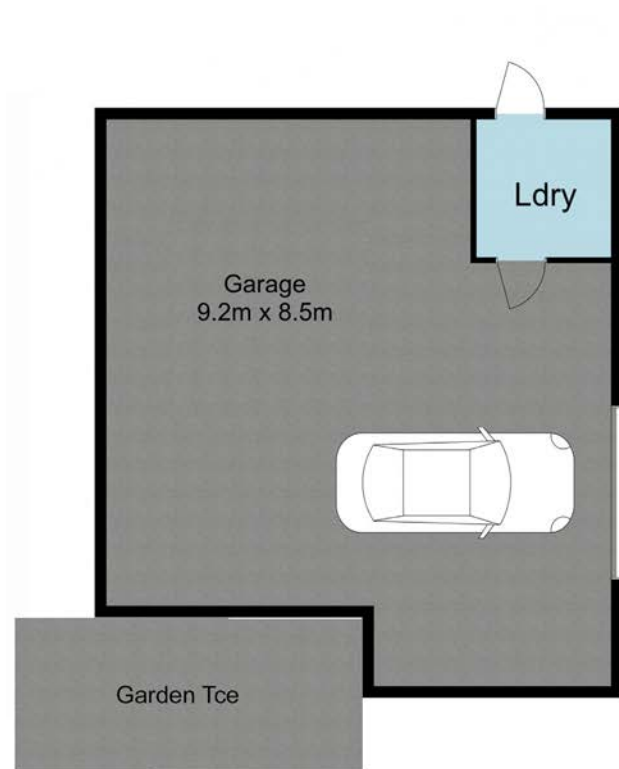


Standard Brochure
Pages 4pp
Finished Size 178 x 126mm
Stock 250gsm ecoStar

Plans.



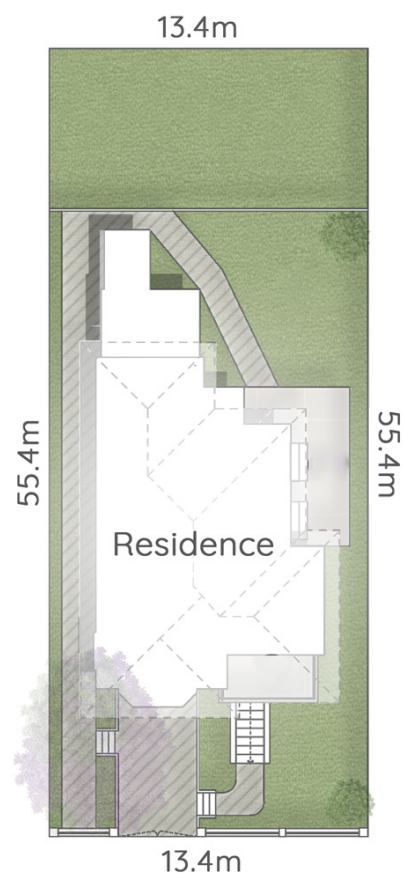
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Floor Plan

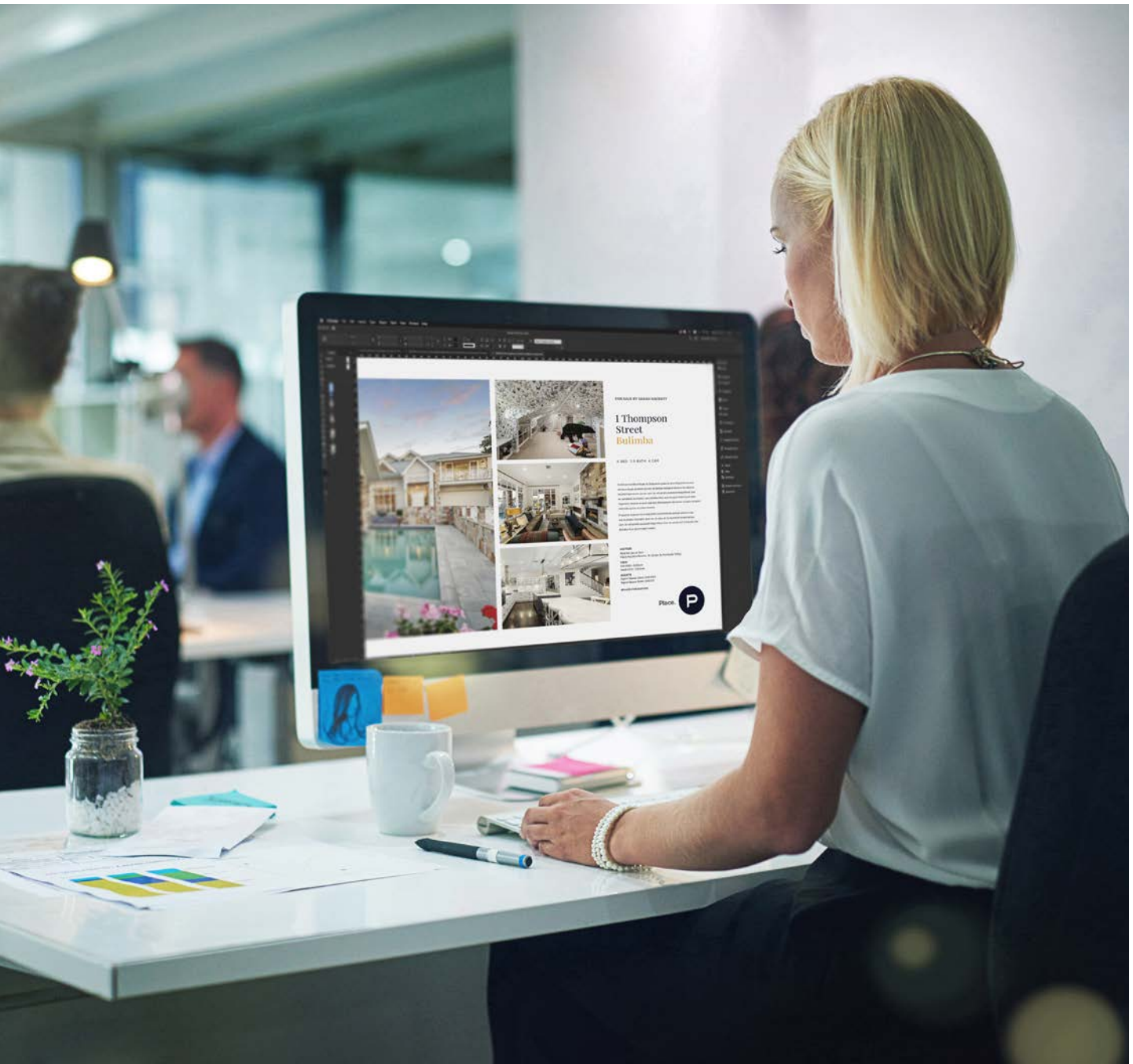


Lot Diagram



Site Plan

Copywriting.



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Power Pack

TWO STYLES TO CHOOSE FROM

1. NARRATIVE
2. CONTEMPORARY
(NARRATIVE & BULLET POINTS)

APPROXIMATELY

**600
WORDS**

INCLUDES

SITE VISIT
FULL COPY FOR
ONLINE PORTALS

EDITED
VERSIONS FOR
BROCHURE,
SIGNBOARD AND
PRINT ADS AS
REQUIRED

Place Pack

TWO STYLES TO CHOOSE FROM

1. NARRATIVE
2. CONTEMPORARY
(NARRATIVE & BULLET POINTS)

APPROXIMATELY

**400
WORDS**

INCLUDES

FULL COPY FOR
ONLINE PORTALS

EDITED
VERSIONS FOR
BROCHURE,
SIGNBOARD AND
PRINT ADS AS
REQUIRED

Value Pack

TWO STYLES TO CHOOSE FROM

1. NARRATIVE
2. CONTEMPORARY
(NARRATIVE & BULLET POINTS)

APPROXIMATELY

**250
WORDS**

INCLUDES

FULL COPY FOR
ONLINE PORTALS

EDITED
VERSION FOR
BROCHURE IF
REQUIRED

Re-write

TWO STYLES TO CHOOSE FROM

1. NARRATIVE
2. CONTEMPORARY
(NARRATIVE & BULLET POINTS)

**UPDATE EXISTING
COPY DECK FOR CURRENT
PLACE LISTING**

Online – REA.

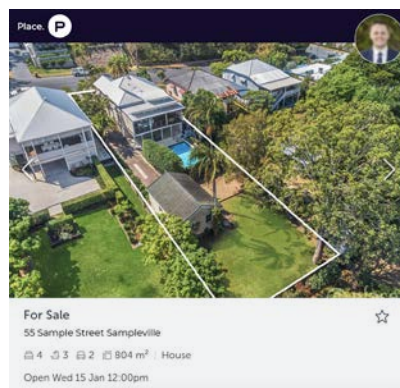


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Premiere Listing

Your property's position in the search results can make a huge difference. In fact, 62% of people don't look beyond the first page.

Placing your property at the top with a Premiere listing offers a number of impressive results.



E-Brochure

eBrochure sends a highly targeted email to buyers who have searched for similar properties in and around your suburb, in the last 60 days.

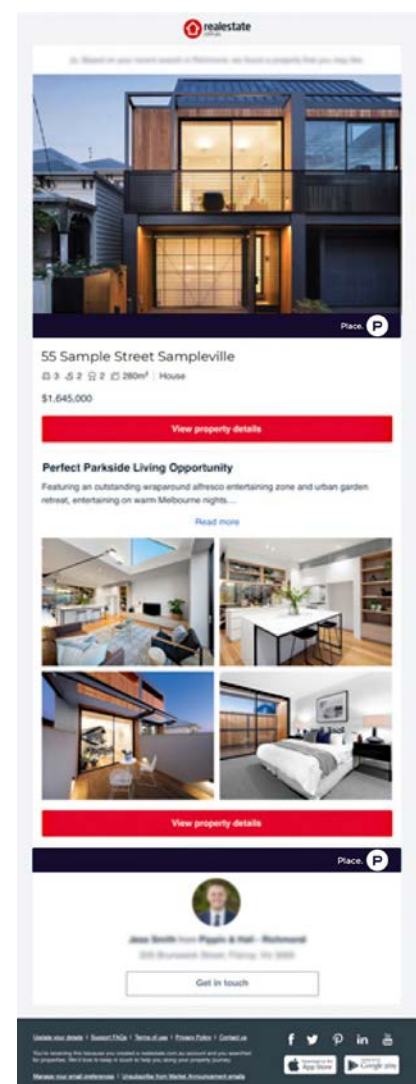
The email features a sleek and eye-catching design that enhances your property's appeal. The large magazine-style images entice more buyers to click through to your property page.

Property Showcase

Showcase your property in the most exclusive position in the search results.

Be seen by buyers who are searching outside of your property suburb.

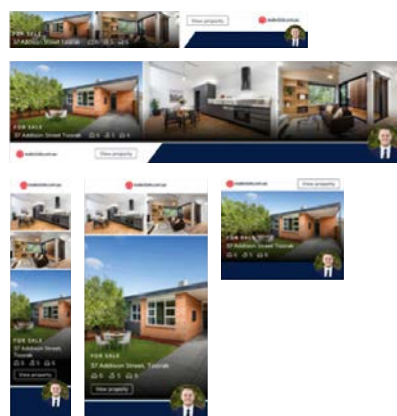
Boost views to your property with quick access to your property page.



Audience Maximiser

Ads for your property will appear in a number of placements across thousands of websites.

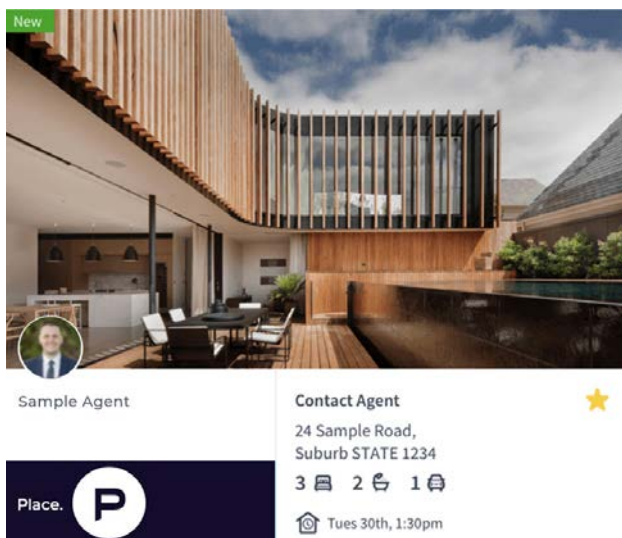
Audience Maximiser targets active buyers who have searched for similar properties in and around your suburb in the last 60 days, wherever they are online.



Online – Domain.



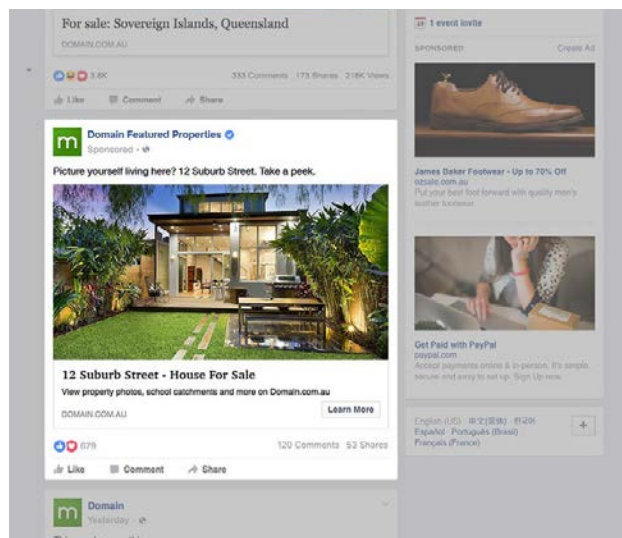
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Platinum Listings

Maximise your property's exposure within your local market and to buyers looking from interstate with Platinum – Domain's highest-performing listing.

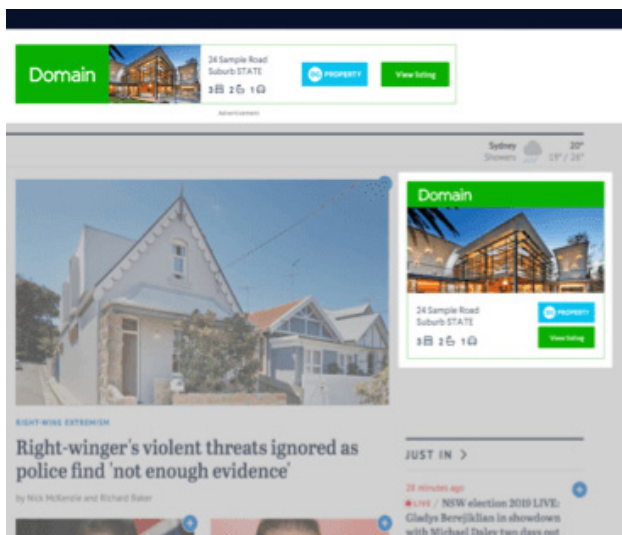
Showcase your property to 5.8 million Australians on Domain each month, including Domain's exclusive app audience.



Social Boost

Domain Social Boost showcases your property as a Domain sponsored post on Facebook.

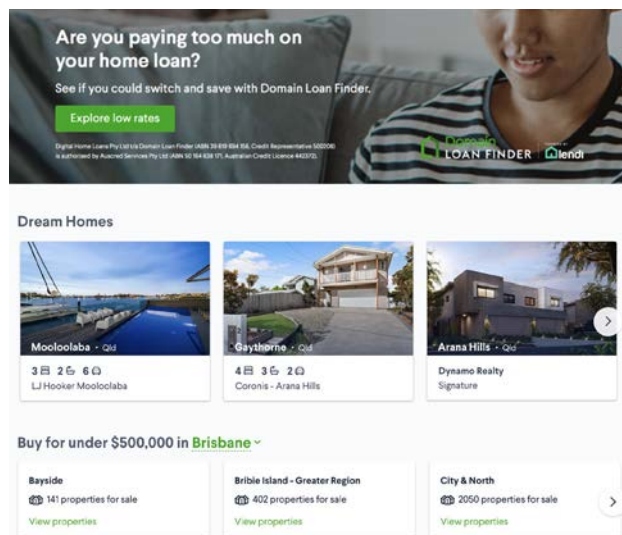
Social Boost places your property into the Facebook newsfeed of buyers who we know are actively searching and enquiring on properties in your area generating more views, enquiries and engagement.



Domain Extend

Domain Extend combines Domain's powerful search insights with NINE, Facebook and Google's data to connect your property with the right buyers across their favourite sites.

Maximise your exposure to reach more active buyers who are interested in properties like yours.



Dream Homes

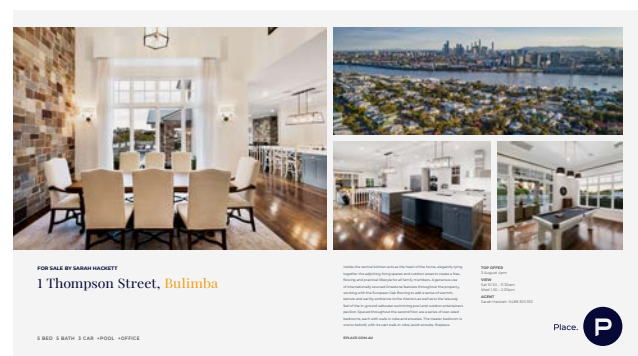
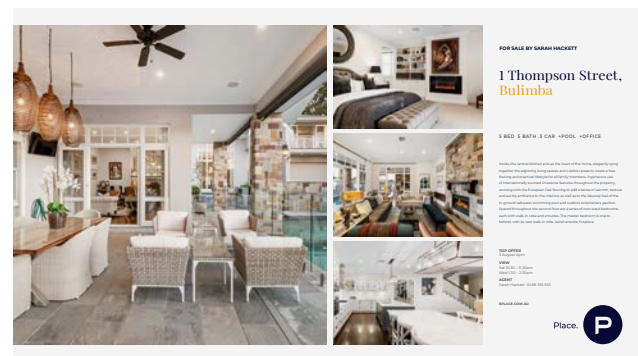
Domain Dream Homes is an effective way to reach a larger audience by featuring your property on the domain.com.au homepage to people actively searching for properties in QLD.

Additional positioning on the brisbanetimes.com.au and the QLD homepages of nine.com.au and 9news.com.au will broaden your audience and capture the attention of active and passive property seekers generating more views and enquiries.

Press Advertising.




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Mailcards.

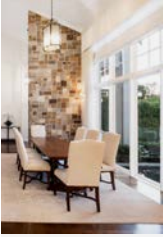



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Place. 

Sold by Sarah Hackett.




SOLD


1 Thompson Street, Bulimba

5 BED 5 BATH 3 CAR +POOL +OFFICE

A generous use of internationally sourced limestone features throughout the property, working with the European Oak flooring to add a sense of warmth, texture and earthy ambience to the interiors as well as to the leisurely feel of the in-ground saltwater swimming pool and outdoor entertainers pavilion.



Sarah Hackett | 0488 355 553 | hackett@eplace.com.au

Place. 

Place. 

Our place of the week.

Meticulously crafted family home. Set on an elevated north-facing 1,536m² block in a peaceful Bulimba pocket.


TOP OFFER 3 August 4pm

1 Thompson Street, Bulimba


5 BED 5 BATH 3 CAR +POOL +OFFICE

A generous use of internationally sourced limestone features throughout the property, working with the European Oak flooring to add a sense of warmth, texture and earthy ambience to the interiors as well as to the leisurely feel.


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Place. 

DLX – New Listings, Auctions & Just Sold – Landscape & Portrait
Size 130 x 240mm Pages 2pp Stock 300gsm ecoStar

Place. 

Sold by Sarah Hackett.




SOLD


1 Thompson Street, Bulimba

5 BED 5 BATH 3 CAR +POOL +OFFICE

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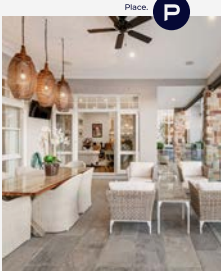
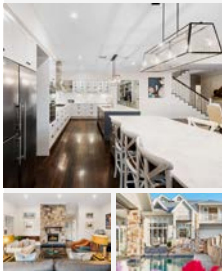
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Place. 

Place. 

Great place just listed.

Meticulously crafted family home. Set on an elevated north-facing 1,536m² block in a peaceful Bulimba pocket.


TOP OFFER 3 August 4pm

1 Thompson Street, Bulimba


5 BED 5 BATH 3 CAR +POOL +OFFICE

A generous use of internationally sourced limestone features throughout the property, working with the European Oak flooring to add a sense of warmth, texture and earthy ambience to the interiors as well as to the leisurely feel.


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Place. 

DL – New Listings, Auctions & Just Sold – Landscape & Portrait
Size 100 x 210mm Pages 2pp Stock 300gsm ecoStar

Place. 

Sold by Sarah Hackett.






SOLD


1 Thompson Street, Bulimba

5 BED 5 BATH 3 CAR +POOL +OFFICE

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Place. 

Place. 

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TOP OFFER 3 August 4pm

1 Thompson Street, Bulimba

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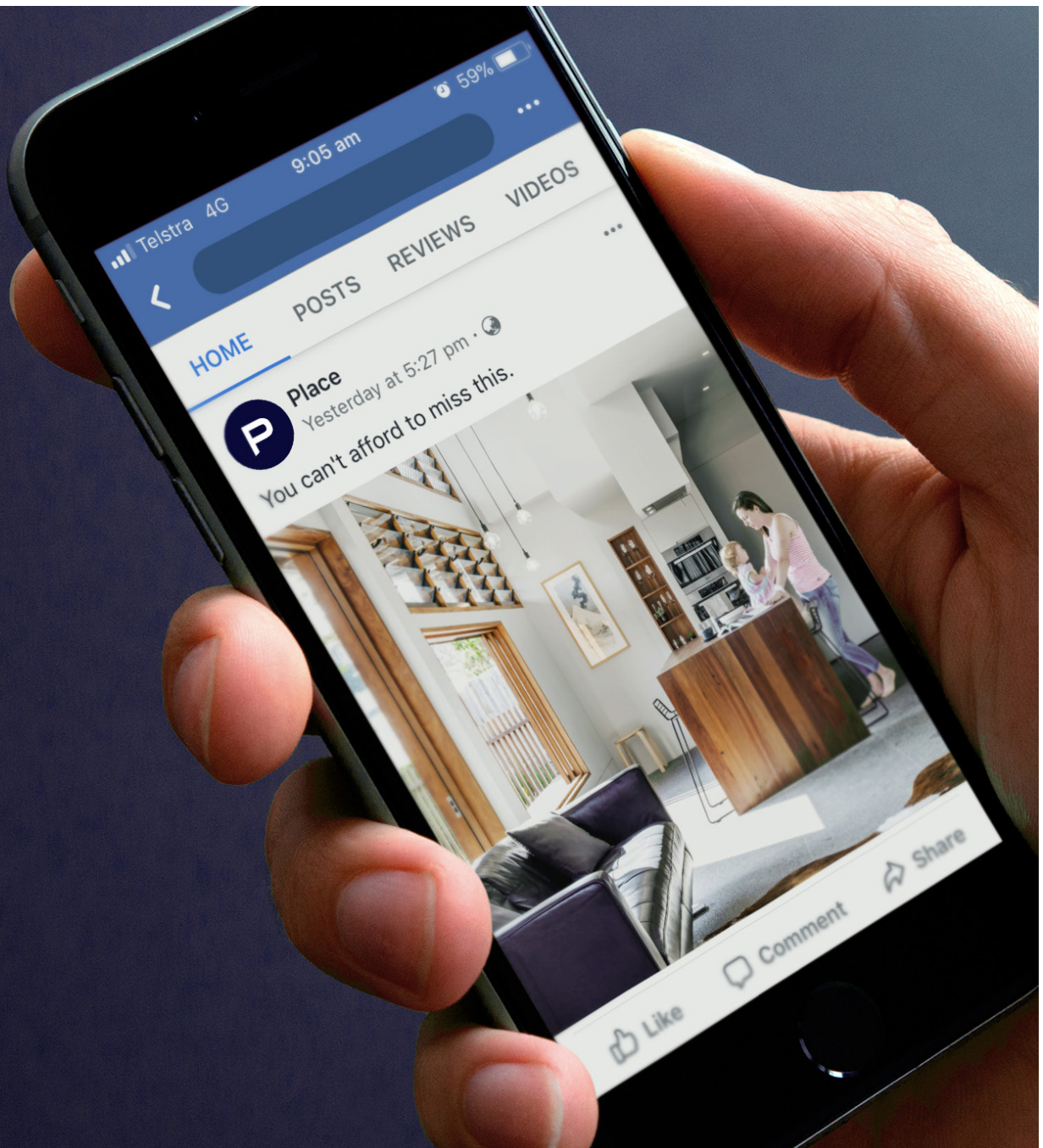
Sarah Hackett | 0488 355 553 | hackett@eplace.com.au

Place. 

A6 Postcards – New Listings, Auctions & Just Sold – Landscape & Portrait
Size 105 x 148mm Pages 2pp Stock 300gsm ecoStar

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Social Media.



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VIDEOS / PLACE DIGITAL MEDIA

Place has curated and tested the most effective social media advertising platforms and offers the following options.

Spoke

A SIMPLE AND COST-EFFECTIVE WAY TO ADVERTISE YOUR PROPERTY TO TENS OF THOUSANDS OF PEOPLE THROUGH SOCIAL MEDIA AND THE GOOGLE AD NETWORK.

EXPRESS

7 DAYS
16,000 - 25,000
ESTIMATED AD VIEWS

STANDARD

14 DAYS
32,000 - 48,000
ESTIMATED AD VIEWS

INTENSE EXPOSURE

21 DAYS
85,000 - 125,000
ESTIMATED AD VIEWS

SET PRICING FOR EACH CAMPAIGN

Campaigntrack's AIM

FINDS BUYERS & SELLERS, BEYOND THE PORTALS, BUILDS YOUR BRAND, YOUR TRAFFIC & YOUR AUDIENCE.

MINI

7 DAYS
25,000 - 30,000
ESTIMATED AD VIEWS

STARTER

14 DAYS
45,000 - 55,000
ESTIMATED AD VIEWS

EXTEND

(INCL. GOOGLE SEARCH)

14-21 DAYS
85,000 - 95,000
ESTIMATED AD VIEWS

SET PRICING FOR EACH CAMPAIGN

Audience Maximiser

AUDIENCE MAXIMISER TARGETS RELEVANT BUYERS WITH YOUR PROPERTY, WHEREVER THEY ARE ONLINE, ACROSS THOUSANDS OF WEBSITES.

7 DAY CAMPAIGN

30,000 - 50,000
ADS SERVED

14 DAY CAMPAIGN

100,000
ADS SERVED

30 DAY CAMPAIGN

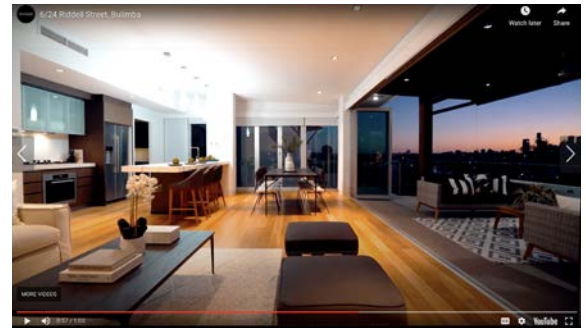
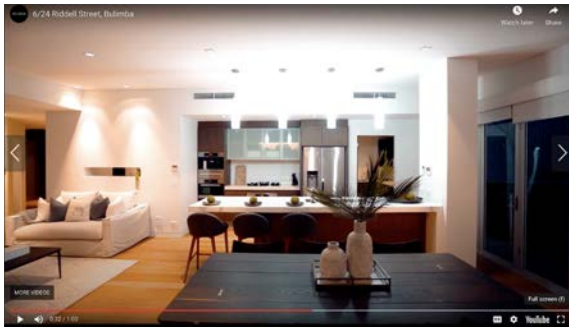
200,000 - 300,000
ADS SERVED

PRICING VARIES DEPENDING ON NUMBER OF ADS SERVED

Videos.

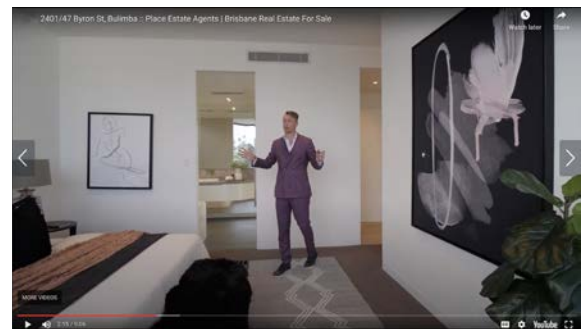
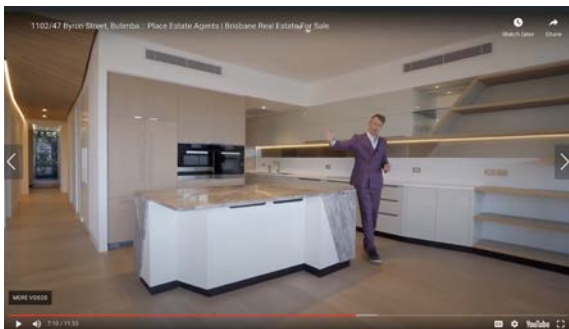


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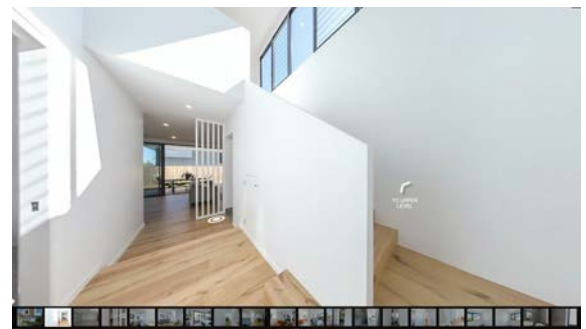
Property Video

30 seconds – 2 minutes in length, professionally shot and edited, to showcase the entire property.



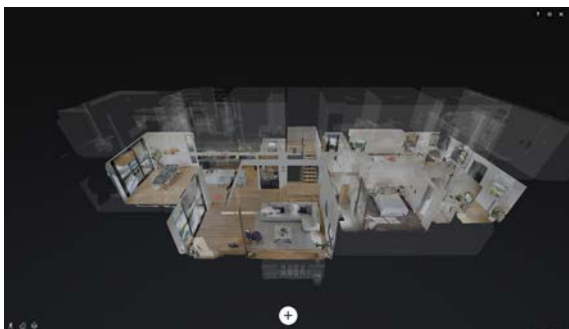
Agent Walk-through Video

60 seconds – 2 minutes in length, an agent-led virtual inspection of the property.



3D Virtual Tour

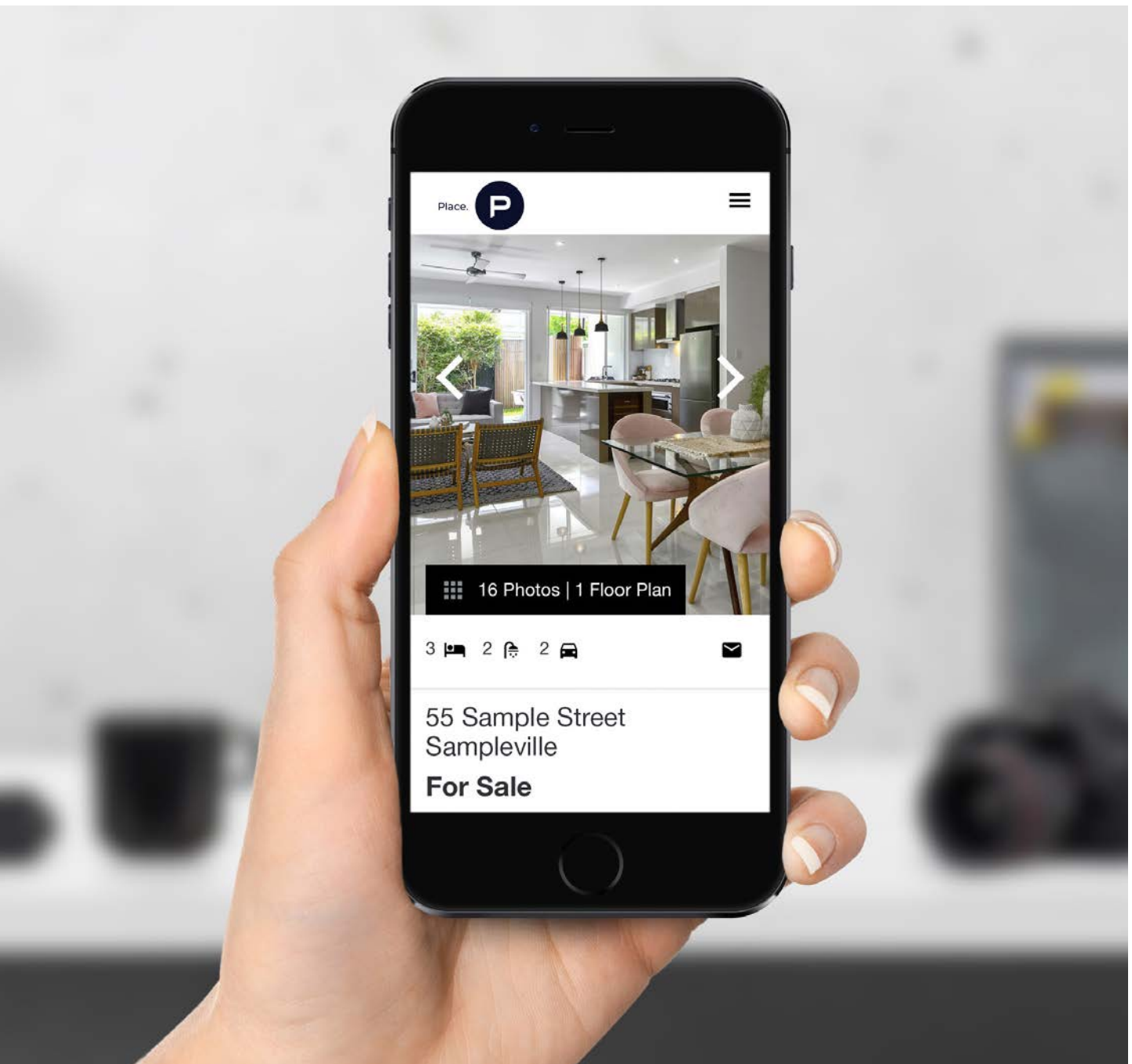
An interactive 3D floorplan with hotspots that allow you to click through the property as if you were walking through it.



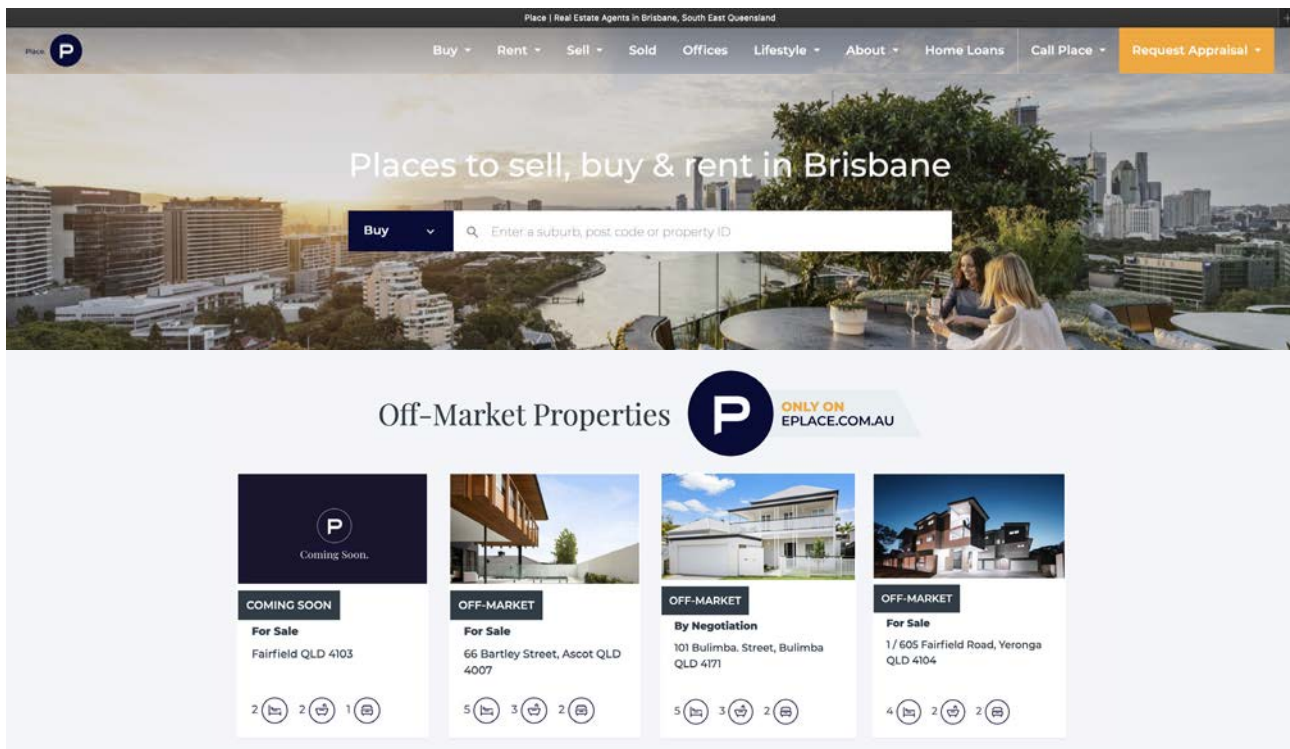
3D Matterport Tour

A digital 3D modelling that allows you to view the property from different angles, this interactive floorplan option includes hot spots and enables the ability to click through the property and view each space as if you were walking through them.

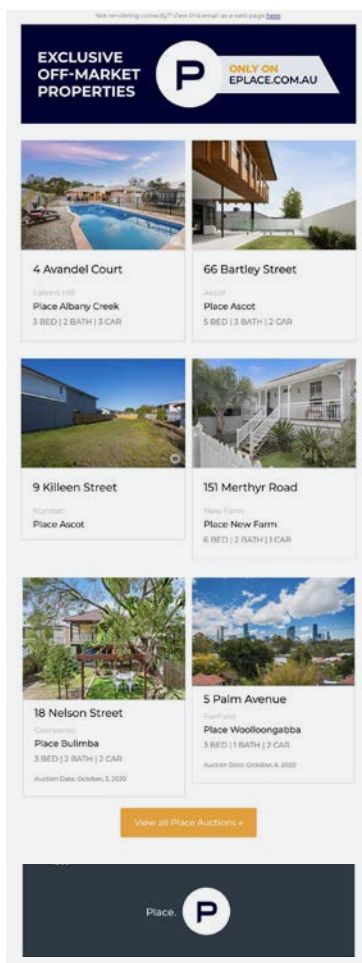
Place Digital Media.



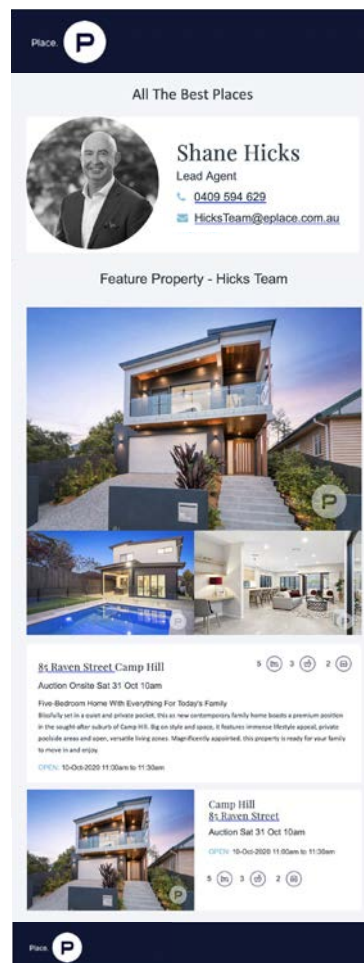
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eplace.com.au



First Place Weekly eDM



Agent eDM

