


A guide to marketing your home

independent





Marketing is vital to a successful sale. We've won a number of awards for our marketing and we will work with you to develop a strong and consistent marketing campaign that will target and resonate and communicate with the right buyers.

All your marketing materials will be created through our professional marketing system. Each item will also be quality controlled by our professional marketing team to ensure it generates attention for your home.

This guide will show you the different marketing collateral we can use to help you achieve a great outcome and the customisable marketing packages with everything you need for an effective campaign.



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Photography & digital marketing that makes your home stand out

Basic package

2D Floorplan
3D Floorplan
Furnish
Social Video
8 Editorial Quality Photos

Standout package

2D Floorplan
3D Floorplan
Furnish
Social Video
Photo Styling (Kitchen)
18 Editorial Quality Photos
Photo Panorama VR (3 Spots)

Medium package

2D floorplan
3D floorplan
Furnish
Social video
12 Editorial quality photos
Photo panorama VR (3 spots)

Prestige package

2D Floorplan
3D Floorplan
Furnish
Social Video
Photo Styling (Kitchen)
20 Editorial Quality Photos
Photo Panorama VR (5 Spots)

We'll help you identify unique aspects of your home and our professional photographer will look for styling opportunities to ensure those features are captured in the best way possible.

Our photographer will also enhance the best images to maximise your home's appeal. Skies will be blue, windows will be clear and colours will be bright and vibrant.

2D Floorplan



3D Floorplan



Furnish



Social Video



Editorial Quality Photos



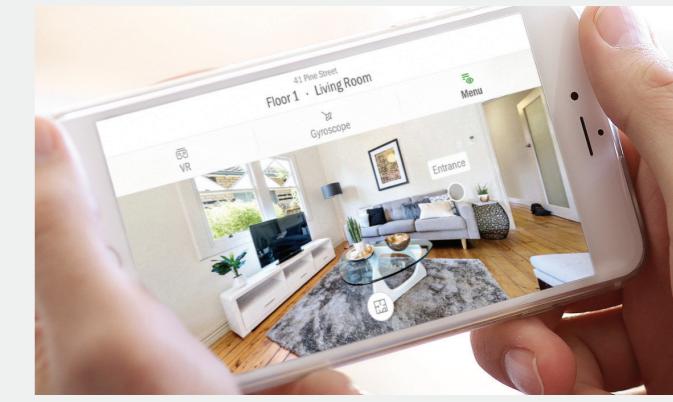
Photo Styling



Drone Photography (Additional service)



Photo Panorama VR



Internet marketing that connects with buyers wherever they are

More and more people are using the internet as their primary search tool when looking for a new home. Advertising your home online allows buyers to access information on your home at any time and from any location.

OUR WEBSITE AVERAGES
OVER **6520** VISITORS
EVERY MONTH

ALLHOMES.COM.AU
AVERAGES OVER **976,700**
VISITORS EVERY MONTH

DOMAIN.COM.AU IS VIEWED
BY **5.87 MILLION** PROPERTY
SEEKERS EVERY MONTH

REALESTATE.COM.AU
AVERAGES **65.3 MILLION**
MONTHLY VISITORS

Independent.com.au

independent

Allhomes.com.au

allhomes

Domain.com.au

Domain

Realestate.com.au



Advanced Internet Marketing



Web Book



Direct marketing that speak to interested buyers

Staged marketing campaigns can create awareness and build urgency by promoting the best features of your home.

We notify buyers in our database to generate interest before your home hits the market.

4 page A5 Flyers

The top section features a large image of a two-story brick house with a covered outdoor area and a lawn. Below it is a dark callout box with white text:
▶ We're selling a property **independent** in your neighbourhood.

The middle section contains three smaller images: an interior view of a kitchen/dining area, an interior view of a living room, and a close-up of a garden area.

Details for the property:
2 Clouston St, Wright
\$750,000
4 bedrooms, 2 bathrooms, 2 garages

Callouts:
Know anyone who is looking to move to your area?
Let them know about this great property we have for sale.
If they'd like to arrange an inspection, all they have to do is call.

Open Sat 9-9.30 & Sun 10-11
Auction: 17th June

2 page A5 Flyers

The top section features a large image of the same house. Below it is a dark callout box with white text:
▶ This house is on the market.

The middle section contains two smaller images: an interior view of a kitchen/dining area and an interior view of a living room.

Details for the property:
2 Clouston St, Wright
\$750,000
4 bedrooms, 2 bathrooms, 2 garages

Callouts:
Know anyone who is looking to move to your area?
Let them know about this great property we have for sale.
If they'd like to arrange an inspection, all they have to do is call.

Open Sat 9-9.30 & Sun 10-11
Auction: 17th June

independent

independent.com.au

Olivia Sandhurst
0422 555 414 | 02 6250 5879
olivia@independent.com.au

A portrait photo of Olivia Sandhurst is positioned at the bottom left.

Press advertising in Canberra's most popular publications

Press advertising has traditionally been an essential resource for anyone wanting to purchase property. Our high quality press advertisements will give your home maximum exposure in Allhomes and Canberra Weekly.

Allhomes

ALLHOMES REACHES 1,480
READERS EACH WEEK

*statistics accurate as of February 2019

1/3rd page ad



Jerrabomberra
13 Henderson Street
Auction on site: 10:30am, Sat 25th Sept
In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.
With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home.
Contact
Olivia Sandhurst 0458 804 667
Donald Wright 0418 797 452
Open Sat 2 - 3:30pm & Sun 1 - 1:45pm
Visit independent.com.au/75199

2/3rd page ad



Jerrabomberra
13 Henderson Street
Auction on site: 10:30am, Sat 25th Sept
In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.
With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home. EER
Contact
Olivia Sandhurst 0458 804 667
Donald Wright 0418 797 452
Open Sat 2 - 3:30pm & Sun 1 - 1:45pm
Visit independent.com.au/75199

Full page ad



Jerrabomberra
13 Henderson Street
Auction on site: 10:30am, Sat 25th Sept
In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.
With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home. EER
Contact
Olivia Sandhurst 0458 804 667
Donald Wright 0418 797 452
Open Sat 2 - 3:30pm & Sun 1 - 1:45pm
Visit independent.com.au/75199

Canberra Weekly

CANBERRA WEEKLY REACHES **96,400**
READERS EACH WEEK

*statistics accurate as of February 2019

Full page ad

1/4 page ad



Jerrabomberra

13 Henderson Street

Auction on site: 10:30am, Sat 25th Sept

2 2.5 2.5

In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.

With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home. EER6

Contact

Olivia Sandhurst 0458 804 667

Donald Wright 0418 797 452

Open Sat 3 - 3:30pm & Sun 1 - 1:45pm

Visit independent.com.au/71599



1/2 page ad



Jerrabomberra

13 Henderson Street

Auction on site: 10:30am, Sat 25th Sept

2 2.5 2.5

In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.

With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home. EER6

Contact

Olivia Sandhurst 0458 804 667

Donald Wright 0418 797 452

Open Sat 3 - 3:30pm & Sun 1 - 1:45pm

Visit independent.com.au/71599



Jerrabomberra

13 Henderson Street

Auction on site: 10:30am, Sat 25th Sept

2 2.5 2.5

In a prime position within the rapidly growing & ever popular suburb of Jerrabomberra.

With beautiful finishes throughout including LED lighting, vaulted ceilings & tiling throughout, you will feel right at home. EER6

Contact

Olivia Sandhurst 0458 804 667

Donald Wright 0418 797 452

Open Sat 3 - 3:30pm & Sun 1 - 1:45pm

Visit independent.com.au/71599

Signs that capture buyers' attention

The Independent brand is highly recognisable in the Canberra region and our signs will help draw attention to your property.

For Sale Sign

Your 'For Sale' sign lets buyers know your home is on the market, helps buyers to find your home and provides information on your property and contact details for your agent.

- Standard signboard single or double sided
- Display photo sign single sided, double sided or v shape
- Electric illuminated photo sign single sided
- Solar illuminated photo sign single sided

Office Window Listing

With 6 offices across the Canberra region we can prominently display your property in a number of locations, exposing it to a broad range of buyers.

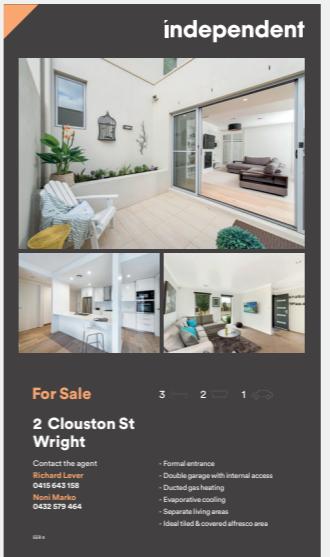
1200 x 900mm
Standard signboard



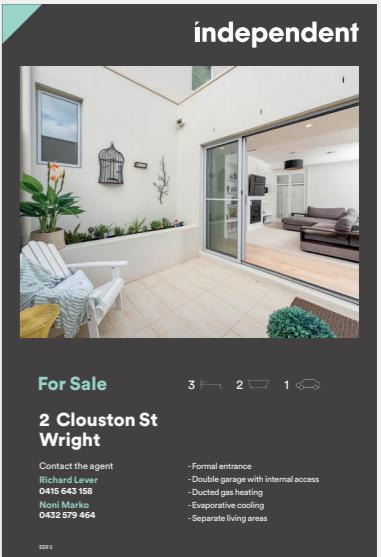
1200 x 900mm
Display photo sign
Electric illuminated photo sign
Solar illuminated photo sign



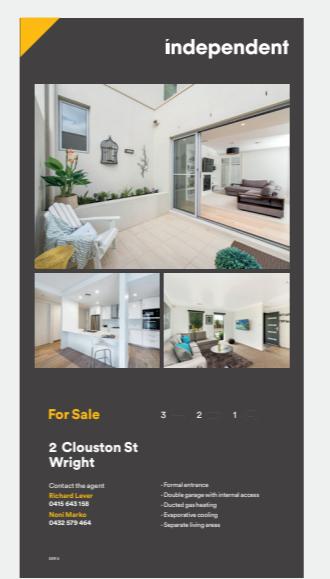
1600 x 900mm
Display photo sign



1800 x 1200mm
Display photo sign
Electric illuminated photo sign
Solar illuminated photo sign



2400 x 1200mm
Electric illuminated photo sign
Solar illuminated photo sign



Note: Colours on signs will be randomised.

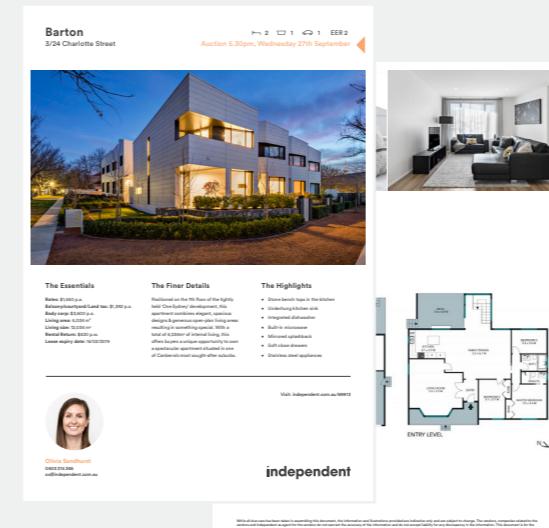
Office window listing
A4 window & digital display



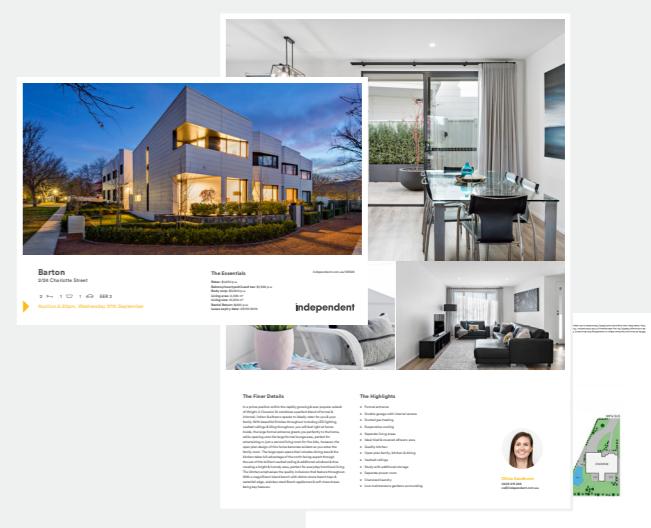
Customised brochures to enhance the impact of open homes

Full colour property brochures give buyers important information about your property. They include a number of photos, remind buyers of the benefits of your home and help keep it front of mind.

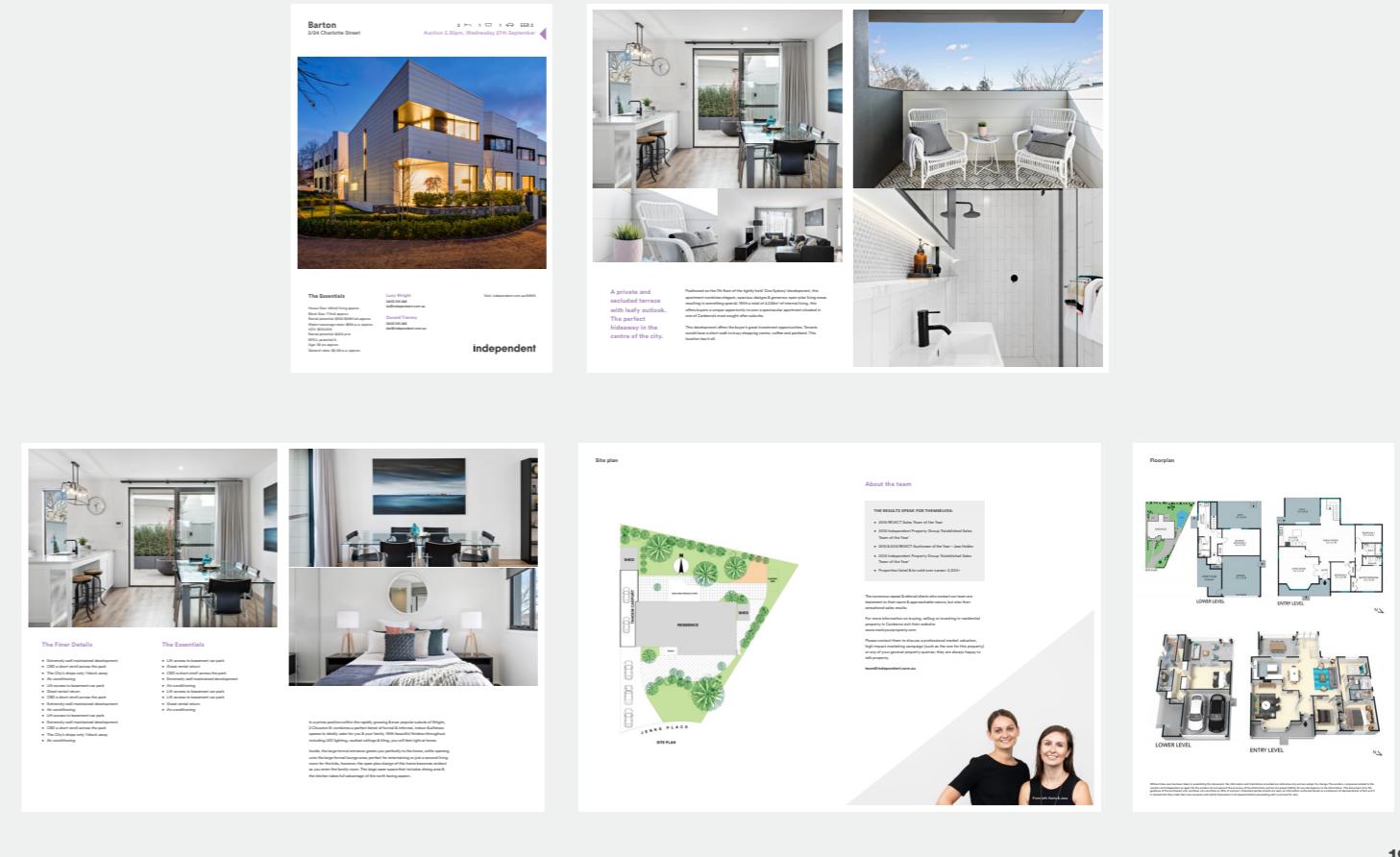
2 page brochure



4 page brochure



8 page brochure (Standard or Premium)



If you're ready to get started, or if you have any questions you'd like to ask, get in touch.

Sales offices

Open 8:30am - 5pm weekdays

Belconnen

Suite 2, Swanson Plaza,
11-17 Swanson Ct, Belconnen
6209 4444

Gungahlin

Shop 2, Ernest Cavanagh St,
Gungahlin Town Centre
6209 9666

Inner North & City

Level 1, 91 Northbourne Ave,
Turner
6209 4000

Tuggeranong

Unit 16, Level 1, 175 Anketell St,
Greenway
6209 7777

Woden & Weston Creek

18-24 Townshend St,
Phillip
6209 5000

Queanbeyan

Level 1, 272 Crawford St,
Queanbeyan
6299 4400