

## PROFESSIONAL MARKETING IDEAS

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With the advancement in technology and consistently trying to stand out in the real estate market place, we have implemented professional marketing for our investment properties, including **Hi-Res professional photography**.

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As in the marketing of properties for sale in which well marketed properties sell quicker, professional marketing of your investment property will capture the attention of quality intending tenants over the standard forms of rental marketing.

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Professional marketing also assists in getting your property leased quicker and at a higher rental. The additional marketing costs are soon quickly recovered by a minimal vacancy period and the quality of tenant obtained and the rental level achieved.

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For example, having professional photos taken will make your property stand out online when your potential tenant is comparing it against many others. An attractive looking set of photos will get considered first over others so it pays to invest in professional photos.

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Where possible we also load a **floor plan** as well, and also something really new and innovative, we are conducting **live broadcasts and walk through property tours** via apps such as Periscope. These additional features allows tenants to see the layout quickly qualify themselves as to their suitability for the property.

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When you property is vacant next, perhaps consider these 3 options and reap the benefits of a minimal vacancy and ensuring excellent well referenced tenants.

## YOUR INVESTMENT FUTURE

By not **knowing the value of your investment property** you could be costing yourself money and the opportunity to expand your property investment portfolio.

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Are you aware of the equity you have in your investment property which you can utilise to buy another investment property? We can help you to find the answers and unlock the growth potential that your property may have, maximising your investment potential both immediately and long term.

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We have found that many investors are unaware that the value of their investment property which could enable them to increase their net worth. We can assist unlock the possibilities to **discover the equity in your property** and enable you to purchase another investment property.

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Even if you do not have sufficient equity today, being aware of the current value can assist your investment strategy into the future.