



Dear Vendor,

I look forward to meeting with your property on **Tuesday at 6:30pm.** Prior to our appointment, I have developed this interactive email to highlight and showcase our strengths as marketing agents and the attributes that stand us above our competition. Please click on the links above and below to view some of our recent examples.

In order to dramatically increase buyer enquiries for your property, as well as drive you to a successful sale sooner, we strongly recommend a comprehensive internet based marketing program. By maximising your homes appeal on the internet, we can create a strong point of difference for your listing.

How does this help?

1. Internet based marketing programs generate a higher level of interest and enquiries by qualified buyers than traditional forms of advertising.
2. Higher concentrations of qualified buyers inspecting your home will create competition and get you to a successful sale sooner.



To ensure the best results are achieved for our vendors every time, here is just a 'snapshot' of our marketing strategy:

- innovative interactive marketing campaigns & technology
- property & buyer matching from our 'active database'
- key negotiation skills
- local are knowledge
- market trends and industry updates
- specific comparable sales records



When our proven negotiation techniques are used in conjunction with higher concentrations of qualified buyer enquiries we immediately place ourselves in a stronger position to maximise the selling price of your home and get you **SOLD!** Once given the opportunity to meet in person, I will better understand your needs and work with you to achieve those goals. Please feel free to contact me anytime and I am looking forward to speaking with you soon.



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