



# hockingstuart

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## MARKETING TOOLKIT







# We market your home better than anyone else

01. **The benefits of cooperation** 1  
The strength of our network
02. **Red Magazine** 3  
The number one property magazine in Victoria
03. **Create a lasting first impression** 5  
See our suite of innovative marketing tools
04. **Digital advertising** 7  
Targeted advertising through social media
05. **Extending our reach online** 9  
Our award-winning website and other popular portals
06. **The classics** 11  
Visually stunning property boards and flyers

# The benefits of cooperation

**50-60% of buyers come from outside the suburb where the property for sale is located**

No other Victorian brand has the reach that we do – from the Surf Coast & Regional Victoria, through the Western suburbs, CBD, Bayside, East and down the Mornington Peninsula.

And because our offices help each other to find buyers and tenants, our reach is always at full stretch. Wherever your perfect buyer or tenant is, chances are we've already met them.





# Red Magazine

For many years "Red Mag" has set the benchmark for real estate and, in 2018, has revolutionised itself into Melbourne's cutting edge luxury real estate magazine.



# Where is Red Magazine distributed?

**800-1,000 open for inspections each week**

across the hockingstuart network, where it is distributed directly into the hands of buyers

**10,000 copies printed each week**

almost a half a million per year

**Over 200 cafés & local businesses**

receive copies each week

**80,000 digital readers**

subscribe to and read our magazine weekly

**Victoria's largest property magazine features**



*Forthcoming auctions*



*Inspection times*



*Market wraps*



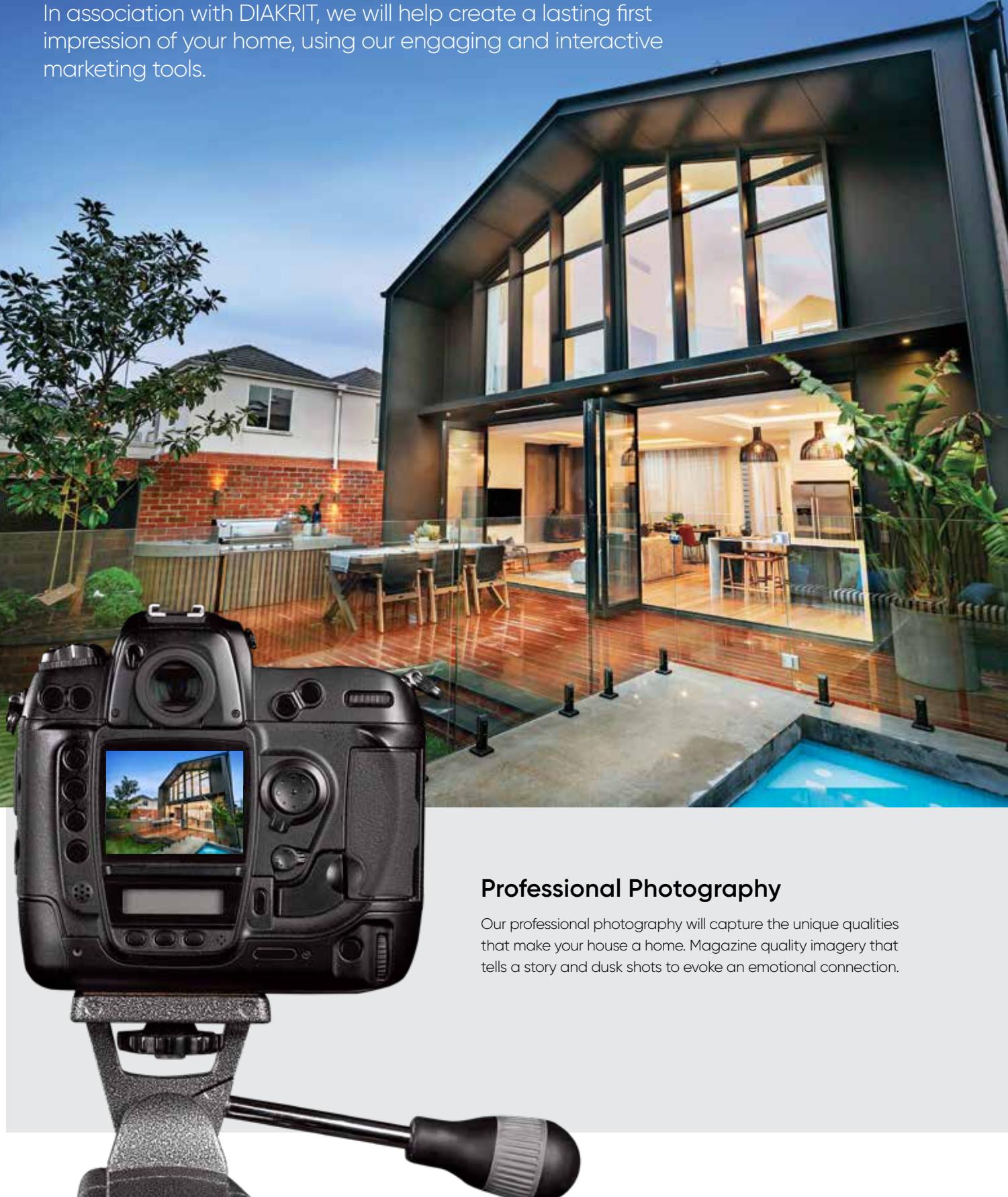
*What's on in Melbourne & Regional Victoria*

# Create a lasting first impression

Every home has a story to tell and how you tell yours is up to you!

At hockingstuart, we are proud to offer our exclusive property marketing packages that will inspire buyers to fall in love with your home, before they have set foot through the door.

In association with DIAKRIT, we will help create a lasting first impression of your home, using our engaging and interactive marketing tools.



## Professional Photography

Our professional photography will capture the unique qualities that make your house a home. Magazine quality imagery that tells a story and dusk shots to evoke an emotional connection.

## Photo Panorama™ VR

Make buyers fall in love with the idea of living in your home before they even step through the door.

Users spent an **average of 4mins 38secs** on listings that used Photo Panorama™ VR.



## Furnish™

Inspire buyers to mentally 'move in' by giving them the power to digitally furnish, decorate and find out if furniture will fit in the home online, before even stepping through the door.

**Average of 4mins 9secs** spent on listings with Furnish™.

## 3D Floor Plan

Speak to the heart and bring your home to life with a fully furnished 3D Floor Plan!

Using 3D Floor Plans in your listing has been proven to **generate 17% more** buyer enquiries than those without.



## Kitchen Styling

Show the potential for kitchen renovations by giving buyers the power to digitally customise the colours and textures of walls, countertops, flooring and cabinets.

**Average of 3mins** spent on listings with Kitchen Styling™.



## Property Video

Video is fast becoming one of the most important tools when it comes to marketing a property by attracting an emotional connection. Our property videos will **increase online engagement for both the vendor and buyer**.

# Digital advertising

With the latest marketing technologies and social targeting capabilities, hockingstuart can now get your home in front of qualified buyers on Facebook, Instagram and YouTube.

## Extending our reach through social media

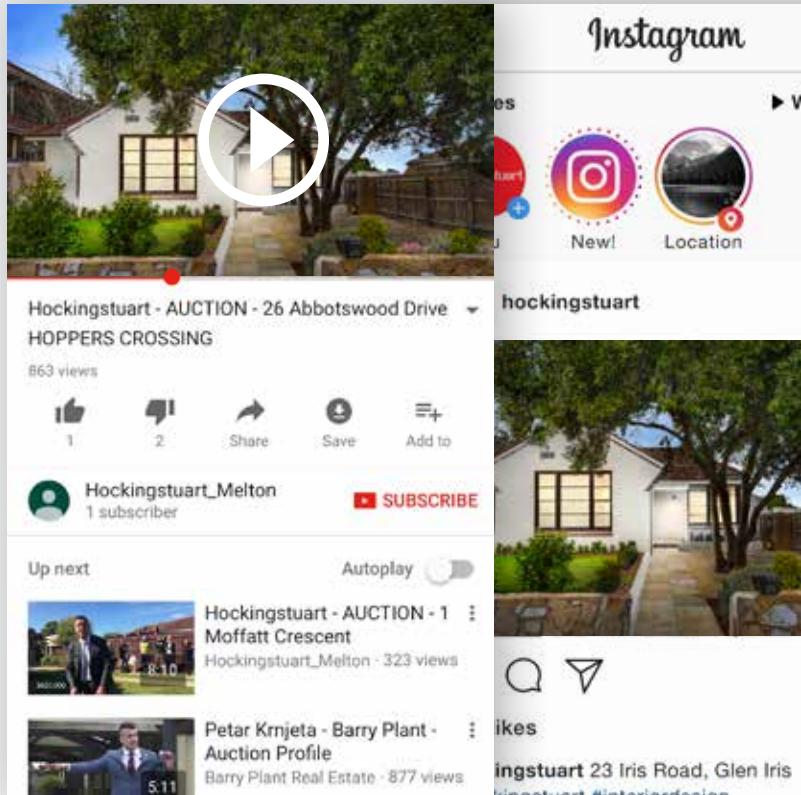
- **17 million** Australians are Facebook users
- **5 million** Australians are Instagram users
- Australians spend on average **10 hours a day** on an internet connected device
- Australians access Facebook an average of 2 times per week and spend an average of **12.5 hours a week on Facebook**



## Getting more buyers to see your home

The target audience for each property is manually selected by our Social Media Expert to ensure that your property is seen by the people most likely to be interested.

- Reach passive purchasers not yet looking on property sites
- Retarget digital ads to people who are looking at similar properties in the market
- Detailed reporting to receive the exact number of people seeing and engaging with your property. Detailed reporting provides transparency and accountability to ensure your marketing dollar is being used as effectively as possible
- Achieve a better result! More buyers means greater competition, resulting in a higher sale price for your property



Diego Home

Events 1  
Groups  
Pages  
Friend Lists  
On This Day 4  
Pages Feed 20+  
Photos  
Games  
Offers  
Live Video

Optus 5:03 pm 94% facebook.com

Watch All

hockingstuart Armadale Sponsored

Flawless Family Living, Poolside Entertainer.

23 Iris Road, Glen Iris 4 bedroom, 2 bathroom + study HOCKINGSTUART ARMADALE Learn More

20 562 Comments 311 Shares

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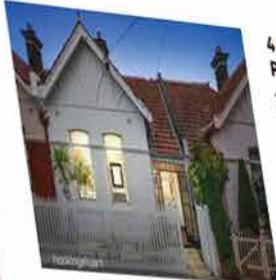
Brand N oscarwy 2 pairs f Find you

# hockingstuart early alert

Hi George

We've found the following properties that match your early alert preferences.  
Please [click here](#) to log in and manage your settings.

## Current Listings



4 Harvey Street  
Prahran

2 1

\$1,100,000 - \$1,150,000

OF: Wed, 23 May 7:15 - 7:45pm  
AUC: Sat, 26 May 12:00pm

[VIEW LISTING](#)



10 Crichton Avenue  
Port Melbourne

3 1 3

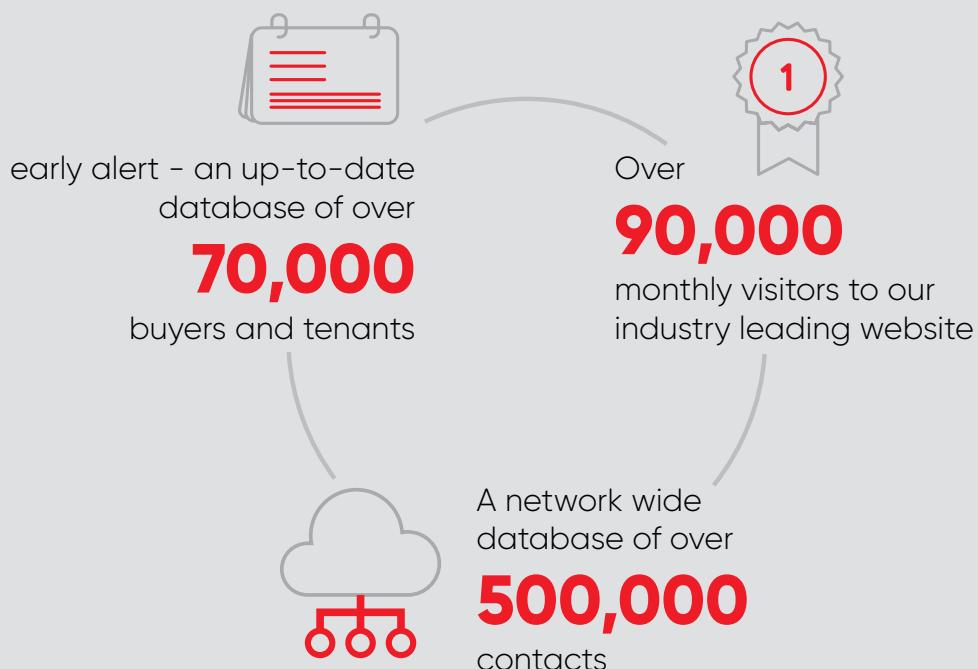
\$1,900,000 - \$2,050,000

[VIEW LISTING](#)

# Extending our reach online

Our website **hockingstuart.com.au** is industry leading. In 2017, our website was ranked #1 agency website in Victoria.

Our website will present your home better than anyone else – showcasing the premium photography, 3D floorplans, panorama, video, furnish and kitchen styling tools.



## REAL ESTATE WEBSITES

### **realestate.com.au**

Australia's No.1 residential property site, offering a number of different products designed to enhance visibility on the site.

### **domain.com.au**

Domain.com.au is part of the Fairfax Media Network and attracts a high proportion of affluent, well-educated Victorian buyers.

## OTHER WEBSITES

### **realestateview.com.au**

An industry owned and operated website and the third largest property website in Australia.

### **thehomepage.com.au**

A new real estate website offering healthy competition to established websites.

### **millionplus.com.au**

Australia's most popular website dedicated to luxurious, high-end properties.

### **reviewproperty.com.au**

Australia's newest industry owned, national real estate website.

**hockingstuart**

49 Dinsdale Street  
Albert Park

3 R

Auction  
Sat 28 Apr 1pm

64 224  
315 114

**hockingstuart**



# The Classics

When looking for property, buyers tend to visit numerous open for inspections and gather an overwhelming amount of information.

Traditional property marketing such as brochures and boards are still an essential part of marketing your home, ensuring your property has the best possible chance of attracting buyers.

## Property brochures

The staple of any good property marketing campaign. Nothing is more striking than the tangible presentation of a beautiful home.

For premium properties, a four-page brochure is a great option to provide additional images and information about the property.

## Property boards

Visually stunning signboards are an integral part of any real estate marketing campaign to raise local awareness that a property is on the market.

Selecting the most appropriate size and layout to maximise your valuable street presence is vital.



**hockingstuart**

[hockingstuart.com.au](http://hockingstuart.com.au)