

## Marketing is all about careful targeting

Many people are very resistant to spending money on big marketing campaigns. Further, many agents take the same scattergun approach to marketing. They take out expensive half page or full page ads and hope to score a buyer.

What's more important though is marketing being targeted at the right people in the right way with the right product. You could have the biggest campaign in the world, but if your content and photos are wrong and directed at the wrong buyer, then it can be money wasted.

### You need an agent with a good database

When marketing a property, you first need an agent with an impressive list of confirmed buyers. Before you spend money on expensive marketing, a good agent would first conduct a one to two week VIP preview campaign. This campaign would allow the agent to market to established clients and prospective buyers who are looking in the current market right now.



Such campaigns often yield offers and sales without the need for marketing.

### Marketing can enhance a sense of competition

Once buyer interest is established, that is the time to invest in a little bit of marketing. Not because it is needed but marketing materials ensure that the buyers feel they've got competition and they may actually pay a little bit more. A little bit of competition can increase the final sale price.

### Prepare a buyer booklet

A buyer booklet is an essential marketing tool. Full of desirable photos and persuasive information, the booklet is something tangible that can be handed out or emailed to database buyers.

The only purpose of marketing is to find the right buyer. If the property has been comprehensively marketed it's easier to see your property and act.

