



M-MOTION

PROPERTY MARKETING



Successfully selling is a
function of astute
media and marketing...

WHY **SUCCESS** INSTEAD OF **SOLD**?

Anyone can sell a property but not everyone can sell exceptionally well. Traditional agents seem to celebrate every sale as a great achievement regardless of whether the result was good, bad or indifferent

WE DON'T.



At **M-Motion**, our aim is to sell exceptionally well each and every time. Every result is a measure of our worth and a measure of our value. When we put up our **SUCCESS** sticker, it signifies that we have done everything within our power to deliver great results for our client.

It's not just simply another sale, it's a **SUCCESS!**

Modern day **REAL ESTATE MARKETING...**

The sale of your property is a significant event. The outcome of your sale will have a considerable impact on your financial position. It must be managed as such.

"The successful sale of your home is not a matter of chance. It is a matter of choice. It is not something to be waited for. It is something to be achieved"

The successful sale of your property must not be 'chased' but rather 'attracted'. This is a function of strategic marketing.

Luck has no place in the professional modern-day marketing and selling of real estate. Your success will be a measure of your preparation, your understanding of the process and the execution of your plan. At M-Motion we have proven time and time again that both elusive results and premium prices are readily attainable when the correct process is combined with superior marketing.

If you want to be outstanding, you must stand out. Further, the importance of 'market perception' is a critical component of attracting success to your selling campaign. Our marketing and media focus gives your home a substantial competitive edge, evidenced by our consistent superior quality, standards and outcomes.

At M-Motion we don't just promise a great result. We plan for it, we prepare for it, we attract it... We refer to this process as "Success by Design".





CINEMATIC PRODUCTIONS

“Create the mood, tell the story and connect with true emotion...”

With approximately 10 billion videos played per day on Facebook alone, video is now not only relevant, it is vital. At M-Motion we advocate quality ‘Content Marketing’ across our entire platform. Video empowers us to take content marketing and personalise it to your property...

As pioneers in the video marketing space with more than 10 years hands-on experience, we have and continue to be at the forefront of digital media. We do not produce standard videos. We deliver cinematic productions.

Utilised across our multiple channel distribution network, our cinematic productions bring the viewer into your story, making it highly effective in connecting, engaging and attracting the right buyers to your property.



PHOTOGRAPHY

“A picture is worth a thousand words. Make sure your photos speak with the right voice”

Instantaneous communication, capturing the true essence of your property with professional photography, enables us to ‘speak’ with your buyer from first glance. We set the scene, highlight your features and channel buyer focus.

M-Motion’s desire to deliver excellence in real estate and lifestyle photography is served with expertise, skill and experience together with state-of-the-art equipment and consistent innovation.

"People read what is of interest to them, so make your message of interest to the right people"

COPYWRITING

Words play a significant role in establishing a connection. They are essential in leading emotion, building a sense of anticipation, excitement and desire.

Good copywriting demonstrates value. It creates and maintains a professional image, is appropriate for your audience and is written with a sense of purpose. The words you use and how you deliver your message needs to attract attention, emotionally engage and lead thought, connected to your property.

At M-Motion we write based on an understanding of our audience. We want buyers to hear us and understand our messages. Copywriting that is heard is digested through the brain, straight to the heart, forming a connection with potential buyers.

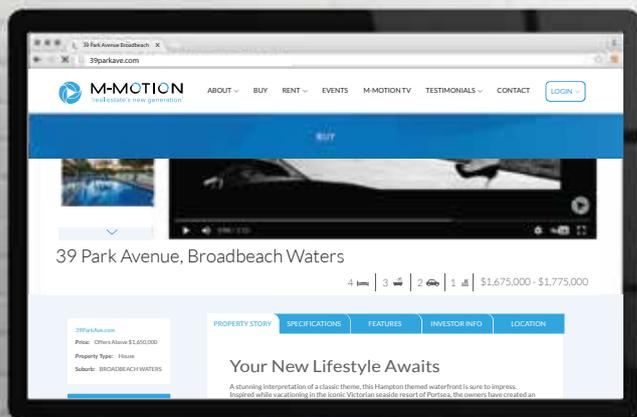
Custom Website

"Most sales start with a single click..."

Above and beyond what you'd expect from a traditional real estate agency, M-Motion offers an online presence and digital platform for your property, like no other.

The M-Motion media team will produce an impressive, fully customised website for your property. This crisp, clean site offers an advanced landing point for buyers to comfortably browse all of the information and quality material produced to promote your property.

Easy to navigate, your site will be both functional and efficient. This stunning interface is designed to be fully responsive, resizing to any device or screen. Also 'retina ready', all of your images and video will automatically optimise for Hi Res screens.





"LOCAL - NATIONAL - GLOBAL"

REAL ESTATE WEBSITES

Realestate.com.au Premiere Property

Appear at the top of all search results so buyers see your property first!
Capture up to 20 times more views than a standard ad.
Largest ad and photos invite more enquiries.

86% of potential buyers use the internet as their main tool to search for property. With an audience of more than 3,000,000 visitors every month, realestate.com.au is a crucial part of our premium advertising package. Premiere Property listings is the ultimate advertising option on realestate.com.au to help get your property seen by more buyers.

Premiere Property listings appear first in all suburb, state and region search results, with the largest photos to invite more enquiry from buyers.

Every 15 days, your property rotates to the top so it's seen by new buyers. Premiere Property listings appear with all the benefits across all devices. Premiere Properties also includes realestate.com.au's eBrochures. Emails that are sent out directly to active buyers to increase your property views and enquiries, boosting interest in your property.



Juwai is one of the worlds largest property portals. They have an exclusive audience of over 2 million high-net-worth Chinese consumers. This audience has the means and the desire to invest in property outside of China, and with Australia quickly becoming the number one choice for Chinese investors, it's an opportunity to reach the world's largest property market that cannot be missed.

Domain

Domain Premium Plus

Premium Plus listings are fresh, contemporary and impactful across all devices. Premium Plus listings are placed in prominent positions in search results and boast 7 times larger images than standard listings.

The crisp listing details page is not only engaging, but also consolidates key information property seekers value in their search for a new home. The pages feature panoramic images that draw attention, videos, Google Maps, Street View and school zone features and no third party ads on your property page to keep the attention on your property.

Domain also offers premium eBrochures. eBrochures are emails sent out to connect directly with motivated property seekers who are looking to buy in your area. They have a responsive design, meaning they look great on all devices!

PHIC
SIGN

Good graphic design enhances how your property is presented to the market. It promotes a positive first impression, sets your property apart from your competitors, conveys credibility and professionalism and facilitates a connection.

GRAPHIC
DESIGN

The M-motion approach to planning content delivers a competitive advantage to our marketing. Delivered as part of our marketing package, our graphic design ensures your property is well represented for the attention of potential buyers.

GRAPHIC
DESIGN

Our graphic design communication is both physical and virtual and brings together a number of different elements to build a complete picture of your property for potential buyers... connecting with them, tugging on their heart strings and enticing them to purchase.

GRAPHIC
DESIGN

GRAPHIC
DESIGN

GRAPHIC
DESIGN

“A visual language uniting harmony and balance, form and content, to attract attention ...”

BROCHURES X & PRINT MEDIA

The collection of media we use to support the sale of your property, includes a range of brochures and print media customised specifically for your property. These materials are designed with one primary objective in mind, to achieve the best result for your property by keeping it top of mind.

These days information can be both overwhelming and confusing. Given this, we produce material which allows prospective buyers to reflect, relive and remember your property, at their convenience.

At M-Motion, our brochures and other print media allow us to proudly present your property to the market by enhancing positive attributes, delivering a consistent message and providing a good balance of information, promotional content and highly engaging visuals.

“It’s tangible, it’s beautiful, it’s artistic. It’s top of mind...”



15,000,000

2,800,000

60,000

2,800,000

14,250,000

5,000,000



39,910,000
Chances to reach Australians via social media

**"It's not whether we do social media,
it's how we do social media..."**

Social media is fast becoming a dominant player in the online world providing a collection of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Social media marketing is one of the most cost-effective ways to promote your property. A strong, targeted social media strategy can attract, engage and connect with potential buyers, across a range of platforms, at their convenience.

At M-Motion, we saturate all facets of social media including Facebook, LinkedIn, Instagram and Youtube. We use it to facilitate direct engagement with hundreds of thousands of prospective buyers. As a first point of engagement online, we customise all of our content for optimum connectivity across every social platform.

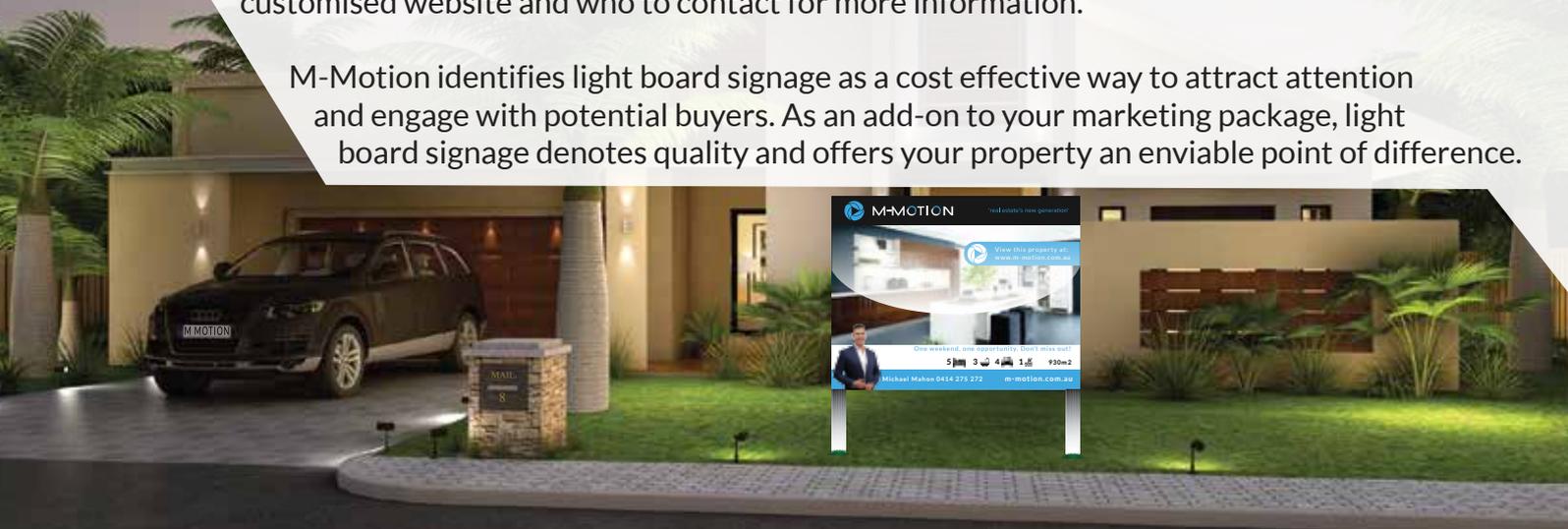


SHOWCASE 'Light Boards'

Quality signage is an easy and effective way to promote a point of difference, stand out, attract attention and drive sales. Similar to other aspects of your property's marketing, signage should also be attention-grabbing, concise, clear and useful.

Carefully planned and produced signage better assists potential buyers in getting a feel for your property without having to ask questions. It also directs people to your property's customised website and who to contact for more information.

M-Motion identifies light board signage as a cost effective way to attract attention and engage with potential buyers. As an add-on to your marketing package, light board signage denotes quality and offers your property an enviable point of difference.



Virtual Reality has been around for a number of years, but has only recently become popular. Using specialised equipment, our VR technicians map out your entire property to create an immersive, 360 degree tour of your home.

This can be viewed by either 'clicking through' on a computer or smartphone screen, or with the use of virtual reality goggles, allowing potential buyers to look around your property as if they were actually there! Properties have experienced up to an 80% increase in enquiries for properties with 3D tours with potential buyers spending on average 52% longer on listings that feature VR.

In addition, 3D tours provide 4x the engagement compared to video..

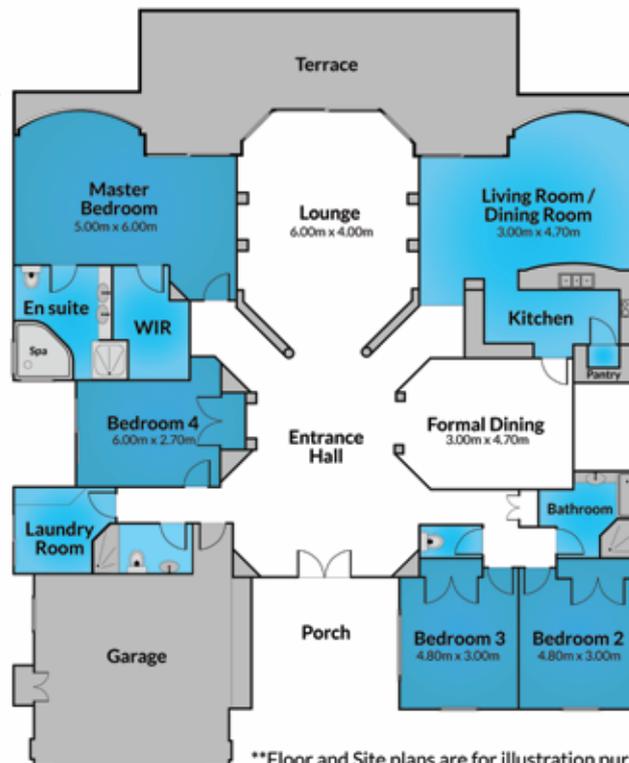


Floor plans are one of the most underrated and neglected tools used to market your property. Even with many photos and videos, buyers still want to see the property layout to properly visualise the flow of the rooms, how they fit in relation to other rooms and be able to picture their furniture inside the home.

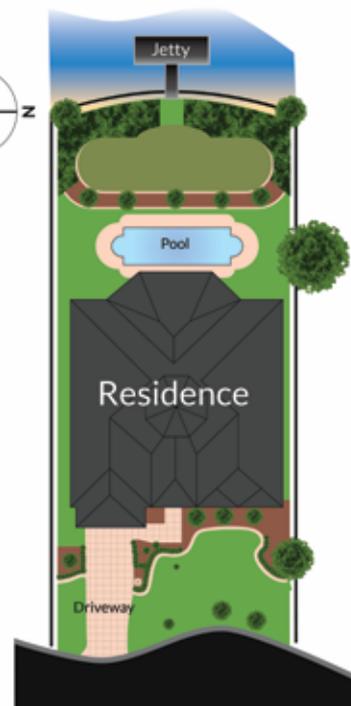
In fact, 1 in 5 potential buyers said that they would ignore a property listing completely if it didn't include a floorplan, and 93% said that they are more likely to spend time looking at a property with a floor plan.

They have been shown to generate up to 30% more interest than properties without one.

FLOOR PLAN & SITE PLAN



Floor and Site plans are for illustration purposes only



Land Size: 1166m²

HELLO NIHAO 你好

As your Chinese marketing partner, the M-Motion 'China Gateway' provides innovative ways for you to reach new audiences and develop new opportunities. Our global vision ensures your property receives the international recognition and worldwide viewing it deserves. Strategically combined with unsurpassed interstate and local exposure our reach is Local - National - Global. We overcome the barriers of language, distance, culture, and different social media platforms in China - providing you instant access to our exclusive audience of High-Net-Worth Chinese buyers



CHINA GATEWAY
中澳连接 'Powered By M-MOTION'

A U C T I O N E E R

Taking your property to auction has a number of great benefits that other methods of sale can't achieve as effectively. We have a number of high trained, licenced and qualified auctioneers to assist in achieving a premium price for your property. Auctions create both competition and urgency and by doing this, more buyers are also attracted to the property.

Auctions also allow for a reduced number of days on the market and auction contracts are unconditional.



Our Promise to you.

Our firm belief is that when you get the process right everything else takes care of itself. When your objective is a timely sale at a premium price you have to manage this process correctly from the outset. Mistakes in this regard will cost you tens of thousands of dollars. Getting this process right will return handsome dividends.

A vital consideration with your sales process is the marketing of your home. The marketing programme proposed herein has been considered with your best interests at heart. This programme is designed to attract the maximum level of market activity, generate buyer interest and produce a positive outcome.

We will work diligently to ensure every part of your marketing programme is produced with the upmost of care and to a standard client's have come to expect from M-Motion.

We promise to represent you and your property at the highest standard and make this partnership another Success story.



SUCCESS
'real estate's new generation'

Your marketing investment \$8,000 inc GST

