

*Ray White.*

GRANT DICKSON

**INSERT ADDRESS**

**INSERT VENDOR NAME**

MARKETING REPORT FOR <<DATE>>

**GD**

# MEET THE TEAM



**BIANCA DYER**  
Executive Assistant

021 0882 22522  
bianca.dyer@raywhite.com

**GRANT DICKSON**  
Licensee Salesperson (REAA 2008)  
Elite Performer 2016

021 726 812  
grant.dickson@raywhite.com

**OLIVER TOWN**  
Client Care

027 817 6380  
oliver.town@raywhite.com

**RAY WHITE REMUERA**  
Megan Jaffe Real Estate Limited, Licensed (REAA 2008)

2 Upland Road, Remuera  
Auckland

# MARKETING CAMPAIGN

## DIGITAL MEDIA

### Trademe Feature Property

<http://www.trademe.co.nz/property/residential-property-for-sale/auction-1118710243.htm>

### Realestate.co.nz Feature Property

<http://www.realestate.co.nz/2852527>

### Raywhite.co.nz

[http://raywhite.co.nz/Residential\\_Property/Auckland/Auckland\\_City/Remuera/Seaview\\_Road/RMU23814](http://raywhite.co.nz/Residential_Property/Auckland/Auckland_City/Remuera/Seaview_Road/RMU23814)

### Grantdickson.co.nz

<http://grantdickson.co.nz/for-sale/>

### RWRemeura.co.nz

<http://rwremuera.co.nz/auckland/remuera/43-seaview-road-9786441/>

### Youtube

<https://www.youtube.com/watch?v=Yqga3-NRMAY>  
<https://www.youtube.com/watch?v=eQXHHM8WaxY>  
<https://www.youtube.com/watch?v=qK5KMIDtWjk>

### Facebook

[https://www.facebook.com/GrantDicksonpropertyexpert/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/GrantDicksonpropertyexpert/?ref=aymt_homepage_panel)

## OPEN HOMES

Week one	09 & 10 July
Week two	16 & 17 July
Week three	23 & 24 July
Week four	30 & 31 July

# MARKETING CAMPAIGN

## PRINT MEDIA

14/07/2016

Property Press double page spread

## ADDITIONAL

- Weekly Mention at the Ray White Eastern suburbs group meetings
- 50 Open Home invites delivered face to face throughout the neighbourhood
- Custom designed property photo booklets - distributed at open homes and private buyer viewings
- 100 'Just Listed' phone calls made to qualified buyers in the database
- Email newsletter to our registered customer database

# MARKETING STATISTICS TO DATE

## DAYS ON MARKET

13

## ONLINE CLICKS & VIEWS

WEBSITE	WEEK 1	WEEK 2	WEEK 3	WEEK 4
www.grantdickson.co.nz	5	9		
www.raywhite.co.nz	12	19		
www.raywhite.com	10	11		
www.realestate.co.nz	587	1020		
www.youtuibe.com	84	151		

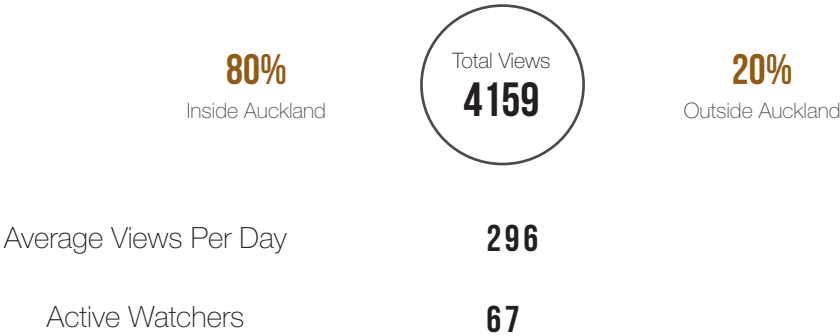
## ENQUIRY SOURCE

Agent Database 66.7% / Office Website 16.7% / Open home 16.7%



# MARKETING STATISTICS TO DATE

## TRADEME INSIGHTS



## TEAM GD E-MARKETING NEWSLETTER

1459 Subscribers / 31% Open Rate

## FACEBOOK INSIGHTS

[ POST ONE - PHOTO - INSTAGRAM ]

59 Total Reach  
18 Clicks & Actions

[ POST TWO - PHOTO - BEHIND THE SCENES PRE LAUNCH ]

887 Total Reach  
14 Likes, Comments & Shares  
119 Post Clicks / 90 Photo Views / 29 Other Clicks

[ POST THREE - VIDEO - LIVE STREAM TOUR OF HOUSE PRE-LAUNCH ]

312 Total Reach  
231 Video Views  
7 Likes, Comments & Shares

# MARKETING STATISTICS TO DATE

## FACEBOOK INSIGHTS

[ POST FOUR - SLIDESHOW VIDEO - SCROLL THROUGH PHOTOGRAPHS ]

4478 Total Reach

1810 Video Views

1550 Post Engagements

\$0.02 Cost Per Result

50% Women / 50 % Men

71% Mobile Newsfeed / 18% Desktop Newsfeed

[ POST FIVE - PROMOTIONAL VIDEO - PROFESSIONAL VIDEO ]

1011 Total Reach

391 Video Views

\$0.02 Cost Per Result

46% Women / 53% Men

85% Mobile Newsfeed / 12% Desktop Newsfeed

\*REACH: The number of people your ad was shown to

\*IMPRESSIONS: The number of times the ad was viewed

\*All Qualified impressions by demographics such as education level, living situation, family status, geographical factors, age, income level - all targeted at the most likely purchasers in the geographical relevant market. This promotion will end on 03 August 2016, therefore statistics are still in progress.



# FEEDBACK ON YOUR PROPERTY

## POSITIVES

- The floor size of the home and the versatility it creates by including 3 living spaces
- Excellent location
- Large land size

## LIMITATIONS

- The cost of renovations, although it is liveable for a period to begin
- Disconnect in flow from the living area to swimming pool

## PRICE OPINION

The buyers in the market see the value of your property in the \$3,000,000 upwards range.

## SUSPECTS & REGISTERED BUYERS

- **insert names**

# CUSTOMER CONTACT & FEEDBACK

## Open homes

---

Date	Client	Rep	Comments
Sat 09 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Tue 12 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Tue 12 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Tue 12 Jul		Grant Dickson	
Sun 10 Jul		Grant Dickson	
Sat 09 Jul		Grant Dickson	
Tue 12 Jul		Grant Dickson	
Sun 10 Jul		Grant Dickson	

# CUSTOMER CONTACT & FEEDBACK

## Open homes

---

Date	Client	Rep	Comments
Tue 12 Jul		Grant Dickson	
Sun 10 Jul		Grant Dickson	
Sat 16 Jul		Grant Dickson	
Sat 16 Jul		Grant Dickson	
Sat 16 Jul		Grant Dickson	
Mon 18 Jul		Grant Dickson	
Sat 16 Jul		Grant Dickson	
Sun 17 Jul		Grant Dickson	
Mon 18 Jul		Grant Dickson	
Sun 17 Jul		Grant Dickson	

# CUSTOMER CONTACT & FEEDBACK

## Private inspections

---

Date	Client	Rep	Comments
Sun 17 Jul		Steve Williams	
Mon 18 Jul		Caroline Yau	
Mon 18 Jul		Paul Armer	
Wed 06 Jul		Lesley McLellan	
Mon 18 Jul		Glenn Curness	

## Phone enquiries

---

Date	Client	Rep	Comments
Mon 04 Jul		Grant Dickson	
Mon 04 Jul		Grant Dickson	
Thu 07 Jul		Grant Dickson	



STAYING UPDATED WITH THE GRANT DICKSON TEAM

---

How does all the talk in the media about the housing shortage actually affect you, the vendor? This month we look at vendor options. Next month we will look at what follows once you sell and become a buyer yourself, assuming you have not found a new home first. The reality is that your home probably makes more money than most of our pay packets every year. So what are the downsides and upsides of this vendor market?

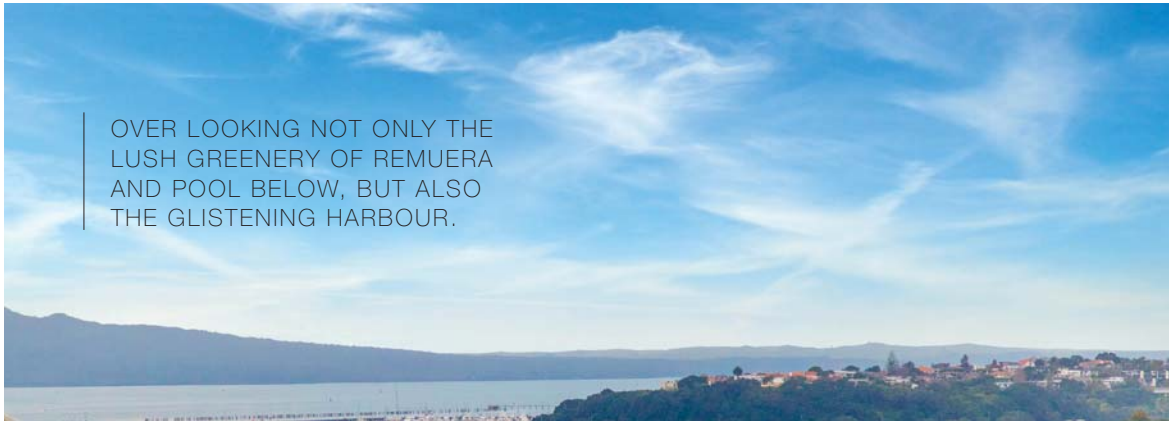
**It is a vendors market. Don't worry about if you will sell or not. It is more a case of how much for. A good agent will have a procedure and system that works.**

**If you're thinking of fishing the market with stratosphere pricing think again, it has a negative effect on buyers. The good news is that if you let the competition fight it out, anything is possible.**

**You do not need to overspend on advertising. It's a vendors market after all. Focus on the digital and social media footprint. We can now achieve results with about 70% digital and 30% print media.**

**The market will correct or flat-line. It is a proven historical fact, if economists can't pick what the RBNZ rate cut will be, what chance do we have? I make no promises that I can**

# VISUAL ELEMENTS



OVER LOOKING NOT ONLY THE LUSH GREENERY OF REMUERA AND POOL BELOW, BUT ALSO THE GLISTENING HARBOUR.



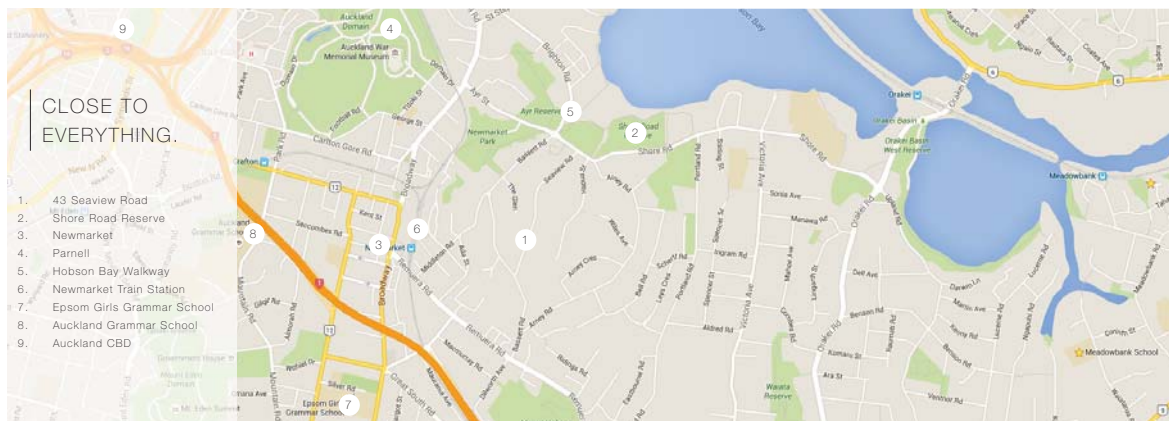
43 SEAVIEW ROAD.  
YOU BELONG HERE.

## AUCTION

Wednesday 03 August, 5:00pm  
In rooms At 369 Remuera Road

## VIEW

Saturday & Sunday  
2:00pm - 2:30pm



CLOSE TO EVERYTHING.

1. 43 Seaview Road
2. Shore Road Reserve
3. Newmarket
4. Parnell
5. Hobson Bay Walkway
6. Newmarket Train Station
7. Epsom Girls Grammar School
8. Auckland Grammar School
9. Auckland CBD

# VISUAL ELEMENTS

