26th April 2017

Hello fellow Parkies,

I hope you’ve been enjoying the weekly steps? I have received some great feedback over the last number of weeks. Thank you to those who have taken the time to response to the letters. I’m always open to feedback and I’d love to know your thoughts.

**Step #6 Marketing to the right audience**

This week I’m going to talk about buyers. Understanding different kinds of buyers helps us tailor a marketing campaign that presents your property in the best possible light to an audience who are most likely to be looking for that type of property.

People looking for somewhere to live want to know what they will have access to enjoy in the local area. Investors are looking for an idea of the kind of people who are likely to rent in the area.

**Home buyers**

* + - Families – schools, parks, amenities
    - Young professionals – transport, highways, areas of interest
    - Retirees – low maintenance, either recently built or renovated
    - Overseas buyers – impressive visual presentations including video

**Investors**

* + - Current rental yields
    - Distance to universities, hospitals and transport
    - Land size – zoning for potential development

If you simply can’t wait for the remaining simple steps, give me a call and I would be more than happy to have a chat and share what experience and training has taught me.   
  
Whether you’re looking to sell or stay, I would love to meet you!  
  
Kind Regards,

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