



Marketing Your Cairns Property for Maximum Price



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MARKETING YOUR CAIRNS PROPERTY FOR MAXIMUM PRICE

“If you ignore these 2 little known, but powerful strategies when Selling Your Cairns Home... You Probably Need Your Head Read!”

This quick but valuable report will explain the benefits of using all social media outlets to market/promote your Cairns Property for sale and not just relying on major portals such as realestate.com.au and domain.com.au

As I have stated previously, you must use the real estate portals as they offer Worldwide exposure but they also show every similar property for sale in your local area, **yes your competition.**

To stand out from your competition (your neighbours) you will need to obviously excel in the presentation of your property, also price point.

I would also encourage you to utilize a professional 3D tour to experience a “lifelike” open home 24/7 so buyers can walk through your property online from anywhere in the World in great detail, as many times as they wish.

You should have now received a link to a 3D tour where I just sold a property in Mount Sheridan for \$800,000....If you have not viewed it yet there's a link at the bottom of the last page.

Ok so you have your house wonderfully presented, had your professional photographs/video/drone and 3D tour prepared and your agent loads your property onto all the real estate portals. **This is normally where the marketing points every potential buyer to an open home on the weekend.**

Some agents “boost” facebook posts advertising the weekends open home and some still use the Cairns Post (very expensive)

So can your marketing campaign above be improved to attract as many eyeballs to your property as possible?

The answer YES, definitely!

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Now I am sure that you do not want me to go into the intricacies of how to use Google Adwords, Facebook and Youtube marketing **as all you want is your house SOLD for maximum price**, but for now I will explain one facebook strategy that I have used over the years to help sell 100's of new/off plan properties.

First I target areas where I feel people have had a "good run" with growth in real estate prices in their area. **They can be anywhere in Australia or Worldwide. Facebook targeting is that powerful!**

I also put in the age group I feel my offer would appeal to and can even target people with well paid professions (think Doctors etc, etc)

Now these people may not even been thinking of buying a property but a facebook ad appears on their newsfeed showing the "next property hotspot"

and although they maybe not looking for a new home, the idea of picking up a property at a **"bargain price"** in an up and coming area, where they can make some money stirs their curiosity **and they click on my ad or video to find out more.**

I normally offer something of value such as a free report on the area so they can find out more about the opportunity. Its then up to me to follow up and offer up some quality investment property options.

Can you see the power and targeting capability of Facebook advertising?

Well this is only the tip of the Iceberg, as over the years I have studied courses on Facebook, Youtube and advertising on Google...

We can apply numerous strategies to improve the marketing of your home..

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By the way, you may be thinking Cairns today is not a “Property Hotspot” and you would be 100% correct, its not. **However Cairns is a lovely place to live and offers a Tropical Lifestyle that many who live in Southern Australia people can only dream of.**

Therefore my marketing is selling the lifestyle of Cairns and the fact that property prices will eventually bounce back, so why not purchase while prices are very affordable (to what they pay down South).....**Purchase today as an investment with a view to moving here in 5 to 10 years?**

Well I will close off with this brief report now. I trust the additional marketing (other than real estate portals) **via media channels such as Facebook combined with a 3D Virtual tour makes a lot of sense in how I can help you achieve the absolute maximum price for your property should you go to market in 2020.**

The strategies I have shown you can be learnt and utilized if you were going to sell yourself, but if your unsure about applying these methods, leave it to someone who has continually introduced new ways of marketing when selling major projects across Queensland for 20 years plus. (YES ME!)

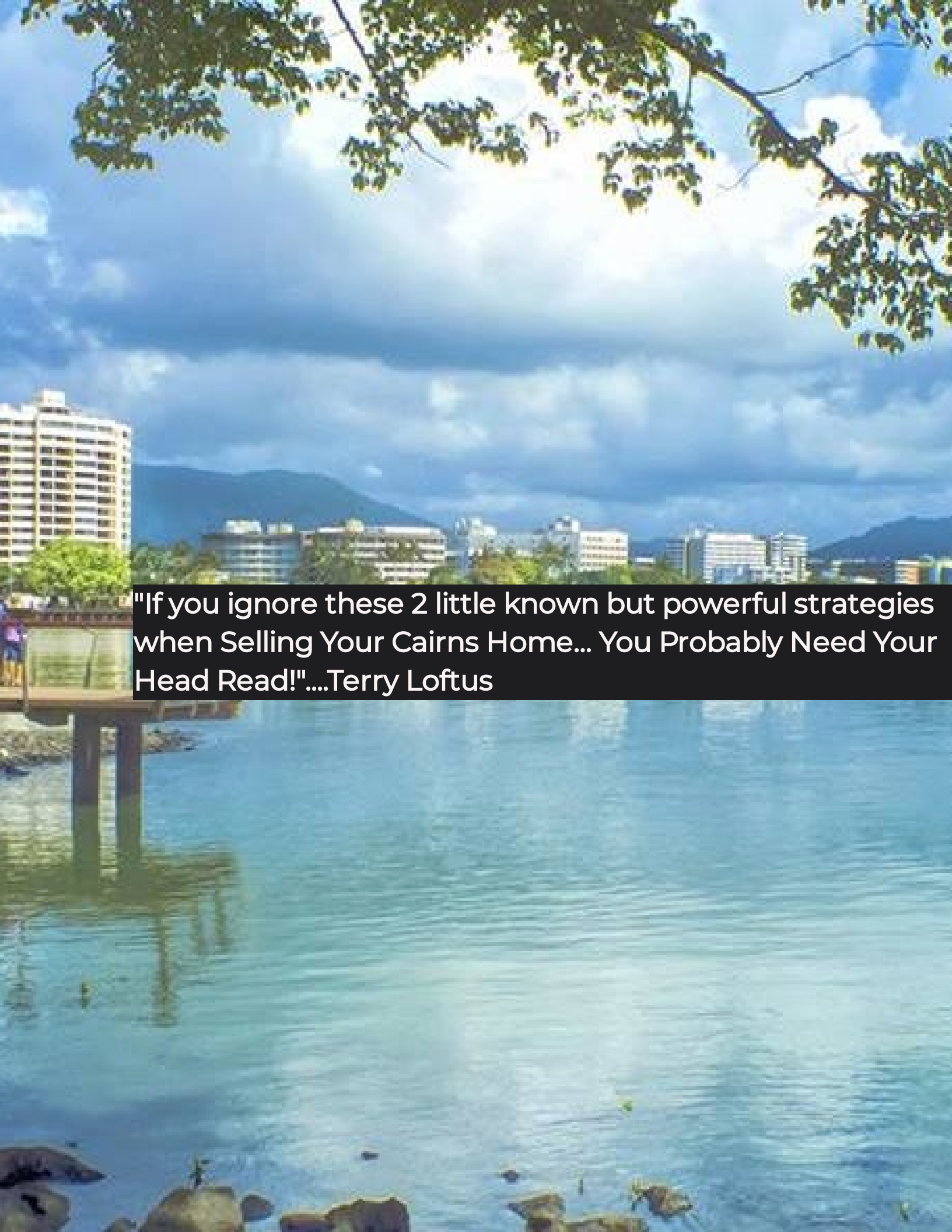
Should you wish to chat or meet up to go over your options, do not hesitate to contact me on 0412 472 172

Warm Regards



Terry Loftus

0412 472 172.....[By the way here is a link to a 3D Tour. I'm sure you will be impressed](#)



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