



LANDLORD PAID ADVERTISING

Landlord Paid Advertising

Why?

- Attracting small tenants by price is not enough
- Attracts the best tenants, not just the available ones

How Do Display Advertisements Work?

- Stand out in a cluttered environment
- Extensive property description
- List the 'benefits' of the property, not just the 'features'
- General perception that display advertisements equate to a better quality property/agent/landlord

Agency Benefits

- Client funds brand awareness
- Raises agency profile to both clients and tenants
- Client is committed

Client Benefits

- Best Tenants
- Cost and time efficient
- Leverage from agency profile
- Increased response/more choice

Selling Advertising

- "As demand for this type of property is so high, we recommend advertising in <Insert Advertising Medium/s> to ensure we get the best results"
- "X% of our prospective tenant enquiry comes from <insert Advertising Medium>, as this is such a high percentage, we recommend placing an advertisement for your property here"
- "When you look in the newspaper, which ads get your attention? Yes, that is the same with prospective tenants, which is why we recommend formatting an advertisement for your property the same way (Display)"
- "How quickly do you need to find a tenant for the property?"
- "Because we place so many advertisements with <insert print media name>, we get discounted rates, which we will pass onto you"

- “We have a choice of marketing plans, so we can tailor one to suit your needs and budget”

Suggested Closes

- “We will email you this afternoon for your approval”
- “The cost will be \$X, shall we commence marketing now?”
- “We will confirm the cost in writing to you today”
- “May we have payment for \$X to cover our marketing expenses now?”
- “If we can get a commitment from you now, we can start locating tenants for you straight away”
- “Do you have anything that you want us to mention in the advertisement?”
- “Do you have any preferred wording that you would like us to use?”
- “We will check our database for any prospective tenant matches, if we can not find anyone appropriate, can we go ahead and book the space?”

Preparation Tips

- Have accurate costs available
- Have options
- Mock advertisements – Colour/Black & White/Spot – all sizes
- Mock advertising page, with your agency advertisements in full colour
- Ensure you use creative copy
- Know your target markets and what publications are most appropriate to reach them
- Know your deadlines – booking and proof approval
- Most recent success stories/previous results