

# 'For sale' sign old hat

Michelle Collins

A FEW photos on a brochure and a sign out the front aren't enough to sell a home in today's market.

In a crowded residential real-estate marketplace, sellers need to look at ways to make their property stand out.

Some agents are turning to novel and innovative techniques to make that happen.

In a Queensland first, agent Heath Williams, of Place New Farm, recently arranged for a home in New Farm to be

transformed into an art gallery to get potential buyers in through the door.

Mr Williams also has used launch events, VIP nights, sneak previews of homes coming on to the market and high-quality videos to find buyers, as well as using social media such as Twitter, Facebook and YouTube.

He said while the marketplace had changed over the past 40 years, the way many agents were trying to sell properties hadn't.

"All other sales industries

move with the times and find new methods to reach and engage the consumer," he said.

"If we keep just doing the same thing, we will get the same result."

With a background in interior design, Mr Williams said he looked at how the home's layout could be used by potential buyers rather than just telling them how many bathrooms and bedrooms there were and "order-taking, which is when a single agent stands at the front door and hopes someone will buy".

Bees Nees City Realty managing director Rob Honeycombe said paying for good-quality photos was a must and floorplans were more and more in demand by buyers.

He said a recent survey by realestate.com.au found the second biggest gripe of home buyers (after not including a price) was not enough photos.

"They have choices, they have limited time on a Saturday and they want to be pretty sure the home's close to fitting the bill before they'll leave the comfort of their lounge room."

opportunities for buyers to secure properties during the uncertainty - often at very cheap prices," she said.

"But as always our advice is that just because a property is cheap does not make it a bargain. It still must be a quality property in the right location, either meeting strong investment fundamentals for the investor or the right needs of the home buyer."

But there was always a risk. "The city is undergoing so much change and development that nothing is certain," she said. "A new project could be announced tomorrow that affects your house or mine."

"But that isn't going to stop me from investing in quality properties. I am just very careful and will do as much research as I possibly can with the information that is available today."

"One example of this is certain parts of Kedron which went on to our highly recommended list several years ago just as the Northern Busway and Airport Link projects were announced.

"We have purchased some very good quality properties for investors and home owners during this time that are just outside the original study path and while they have had to deal with the inconvenience of construction, prices are well and truly on the rise."

Sharon Wilson, director of RE/MAX Colonial Riverside and RE/MAX Colonial Annerley, said the Yeronga and Fairfield areas would definitely see a realisation of buyer interest that had waned in the past months under the Cross River Rail cloud.

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