



2013

Real Estate Property Copywriting



BeWrite Business Writing
& Marketing Group



BeWrite

Business Writing & Marketing Group

phone 1300 032 383

www.bewrite.com.au

Customised Property Copywriting

BeWrite **Real-Estate Copywriters** are experts in writing powerful and interesting property descriptions without the fluff to market residential and commercial properties. Don't settle for poor quality copy that fails to present your property in the best light. Get it right EVERY TIME!

BeWrite will customise a copywriting solution to suit your Real Estate Agency needs and deliver the right message to perfectly highlight your property.



Fixed Price Services or Customised Options

BeWrite copywriters will ensure the words used to present each listed property are accurate, clearly focused and designed to get results. All work is **guaranteed for delivery within a 48 hour turn-around (or less)** from either site visit completion, or receipt of required images and information from the listing agent.

"We used to write our own copy, but found the process took the focus away from our sales reps with them wasting too much time on advertising writing, rather than property sales. Bevan and the BeWrite team write consistent and powerful copy that is perfect for our local market and gives our ads the best chance to sell. There is never an issue with re-writing or changing content to match our needs. Having someone else we can trust to do the job right every time means that the whole sales team now has more time and energy to stay focussed on what matters most to us, property sales."

Matt Carpenter, Associate Director, Starr Partners Pemulwuy.



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Quality Guarantee

BeWrite are one of the only copywriting companies who can offer a full **satisfaction guarantee on all property writing work that we deliver.**



Specialist Real Estate copywriters delivering the highest quality written copy to your Real Estate Agency, but if you aren't completely satisfied, we will keep working with you until we get it right. The original price will always be adhered to. Unlimited re-writes and changes are all inclusive.

No Surprises!

BeWrite knows just how important your written property descriptions are. We will not stop until you are fully satisfied. Our reputation and customer relationships are of the utmost importance to us.

EXTRA BENEFIT – When you get real-estate property copy written for your agency by BeWrite copywriters, **you will never have to pay to have that copy re-written again until your property is sold!** Therefore, if you need your property advertisement re-written or refocussed after an unsuccessful sales period (where the property has not yet been sold), then we will re-write/re-focus the copy for you at no additional charge. This is all part of our commitment to ensuring you get the best possible outcome for your listed properties. I.e: They get sold!¹

**Choose BeWrite For The Best Property Copywriting
From Writers Who Know Your Area.
All Copy Is Satisfaction Guaranteed With Unlimited Rewrites**

¹ Rewrites are only offered for properties during a current listing. This offer is not available once a property is successfully sold. If the same property is later relisted, then new (paid) advertising copy will be required.



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Real-Estate Copywriting Features

BeWrite Real-Estate copywriting services are simple and flexible. Whether you require a feature article, short column bullet-points, or website listing, BeWrite has a copywriting solution to suit you.

- **Customised Messages** created to suit the image of your agency and your region.
- **Onsite or Offsite** copywriters who can personally visit the property or write from images/walk-throughs, etc.
- **Rapid Turnaround Of 48 hours or less** (2 business days) from when we receive the photography or complete the site visit. Shorter / urgent requests can be catered for as negotiated.²
- **Experienced Real-Estate Copywriters** who know how to write effective copy for a range of markets.
- **Fixed Price Services/No Surprises** - you know exactly what you're going to get.
- **Guaranteed Copywriting** - Our copywriters work to your specific requirements to ensure the perfect result is delivered every time.
- **Local Area Expertise** – Sydney and selected suburbs. Contact us to find out if we can service your Real Estate Agency.
- **Custom Solutions** – BeWrite can custom design a property copywriting solution to suit your needs. Call us to discuss your specific requirements.
- **Unlimited Rewrites** – If your listed property does not sell in your first marketing attempt and you wish to re-launch that property with a different focus, BeWrite copywriters will rewrite and refocus the already delivered property copy to suit the fresh new marketing approach – NO ADDITIONAL CHARGE! Part of our commitment to a successful property sale.



² Based on availability. Contact us to discuss your urgent need.



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Standard Property Copywriting

This is the most often used property copywriting solution with comprehensive advertising copy to effectively highlight your property features in detail. You can use this copy for a variety of advertising options from basic sign-boards to full-blown real-estate brochure editorials. **Standard Property Copywriting** is effective for all properties - from basic apartments through to the higher-end estate home.

What's Included:

- Catchy property marketing title
- Property address details
- Up to two paragraphs of content
- Up to five key property feature points.
- Unlimited rewrites in the current listing.



Word Length Guide:

120 - 150 words (+/- 20%)

Additional Options:

Please contact BeWrite to discuss how this package can be customised to suit your needs. Copy can be written from photos if site-access is not possible.

Standard Pricing:	If Copywriter Needed On-Site
\$90.00 (gst exc.)	Add \$50.00 (gst exc.) ¹

"It was a very simple and stress free process. I sent the property photography and the main points we needed to include, the BeWrite copywriter made a call to our vendor (as directed by me) to discuss the important features with her, and less than 24 hours later they sent me the complete copy for Internet, print advertising, brochures, editorials. I simply passed it to the sales support staff to implement. It was so simple and easy, freeing up my time for the important things a Real Estate Agent should be doing which are listing, selling and negotiating. I'm delighted with the BeWrite Real Estate property copywriting. We will definitely use your services again in the future." Tina O'Connor, Licensed Real Estate Agent Raine & Horne Annandale.



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Standard Property Copywriting Sample

Impressive Five Bedroom Home

Allcastle homes are known for quality and unique styling, and this home is an excellent example of their work. Set on a good sized 488sqm block, this lovely bright residence features five bedrooms with built-in robes, three designer bathrooms including a main with spa bath, a fantastic open plan gas kitchen with granite bench tops and stainless steel appliances and multiple living areas including lounge, dining and upstairs sitting room. The low maintenance outdoor area is paved with a covered pergola and beautiful in-ground pool giving you the ultimate entertaining space. Inclusive of ducted air-conditioning, premium flooring throughout, lock-up garage with internal access and plenty of storage space, this is a unique and high quality home in a great location, only walking distance to local shopping and transport. Check it out, you'll be impressed.

- * 5 bedrooms with built-in robes
- * 3 modern designer bathrooms
- * Gas kitchen with stainless steel appliances
- * Ducted air-conditioning and alarm system
- * In-ground swimming pool, walk to local shopping.



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Feature Editorial

Offering complete flexibility, the **Feature Editorial** caters for all potential property advertising campaigns including online, print and featured editorial in print.

Ideal for the higher-end property or commercial real-estate offering, you get absolute flexibility in your property content marketing.



What's Included:

- A. **All components from Standard Property Copywriting** (Refer Page 5)
- B. **Additional Feature Content** - Written in an engaging style, the feature story presents the property's features to effectively target your ideal buyer.
- C. **Unlimited Rewrites** – While in the current listing, we are happy to re-write the content if you need to change or update your marketing approach.

Word Length Guide:

200-300 words (+/- 20%)

Additional Options:

Please contact BeWrite to discuss how Feature Editorial can be customised to suit your needs.

Feature Editorial Pricing (inclusive of on-site engagement)ⁱⁱ:
\$220.00 (gst exc.)



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Feature Example

32 Allen Street, Leichhardt

Absolutely Brilliant Rare Offering

It's rare to see a brand new home in the Leichhardt area, so when one is built to exacting standards of quality and excellence, it really stands out from the crowd. Luxurious style and premium designer elegance sums up this sensational three bedroom, Torrens titled duplex where no expense has been spared in design and construction. "It's been a long time since we've seen anything like this in the area," said Tom Pistevos, principal of Ray White Leichhardt. "The owner / builder is a fastidious man who only accepts the best of everything. He's imported materials and technology from all over the world to create something absolutely special. I love showing this property as there is so much to talk about."

The very long list of features includes premium design open-plan gas kitchen with Siemens stainless steel appliances and imported Stone Italia benchtops, multiple living spaces including study, reading room, media room, family room and alfresco dining areas, marble flooring downstairs, spotted gum timber flooring upstairs, three designer bathrooms with Caesarstone bench tops and a main bath boasting a German infrared panel heating system, ducted air conditioning, ducted vacuum and secure off-street parking for two cars. "Some of the additional unique features of this home are a 3 Dimensional feature wall in the family room, LED lighting controls, European floor and wall tiling, Trimless downlights, Bosch alarm system, audio and visual intercom and auto-entry security gate on a traditional cobblestone driveway. The inclusion list is just incredible and reflects the specific attention to detail shown by the builder and designer," said Tom.

The private entrance gateway takes you across imported Terrazzo stepping stones through to landscaped gardens, a private in-ground swimming pool with Modwood decking and separate self-contained Cabana with its own bathroom which would suit a variety of uses including first-rate home office, teen retreat or in-law sleep-out accommodation.

This home is perfectly situated only metres from the ritzy cafes and restaurants of Norton street and around the corner from Leichhardt Marketplace, making it perfect in every respect and a true one-of-a-kind for the area.

- * 3 bedrooms plus study and media room
- * 3 designer bathrooms
- * Premium gas kitchen with Stone Italia Benchtops
- * Separate Cabana/Home Office/Sleep-Out
- * In-ground swimming pool, landscaped gardens
- * Walk to Norton Street cafes and Leichhardt Marketplace.



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Real Estate Copy Writing

Weekly Caravan / Van Attendance



Does your agency do a weekly inspection of new listings with your sales people in attendance?

If you do, then having your property copywriter in attendance with the team is a huge advantage. A property copywriter can visit each newly listed property and get the important points and facets directly from the property and the listing agent.

This will guarantee perfect property copy is delivered each time. Having an additional team member on-site to perform property copywriting also reflects well on your agency when vendors

see that you are serious about professionally marketing their property.

Pricing from only \$100 per property for weekly van attendance, with written property copy (for all properties visited that week) typically delivered within 48 hours of van completion.

All copy guaranteed with unlimited re-writes until your property is sold!

Property Copywriting Pricing Summary

Type	Price (Ex GST)	On-Site Attendance
Standard Property Copywriting	\$140.00	Both Onsite and Offsite available
Feature Editorial	\$220.00	Onsite only
Weekly Van Attendance	On Request	Onsite only

Make your property listings the best they can be.



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Additional Real Estate Marketing Assistance

BeWrite have Real Estate industry experience and partner network to develop and implement effective marketing strategies to suit your Real Estate Agency. With over six years of experience throughout Sydney, BeWrite Real Estate Copywriting & Marketing Services include:

- **Fully Managed Customer and Prospect Newsletters (and Tracking)**
- **Online Marketing Campaigns**
- **Direct Marketing and Direct Email**
- **Vendor Marketing Support**
- **Real Estate Agency Marketing Support**
- **Real Estate Prospect Communication Strategies**
- **Property Copywriting**
- **And more.**

BeWrite have worked with a wide range of Real Estate Agencies, Property Developers and Property Managers on a variety of projects.

Contact BeWrite today to discuss your needs or find out more on how BeWrite Real Estate marketing can help your Real Estate Agency.

*“Starr Partners Merrylands, Pemulwuy and Wentworthville have a very high turnover of properties each month. Therefore, we have a huge need for copywriting of the highest standard to be delivered on time. BeWrite are experienced writers for our local market with the depth and resources to deliver written copy and other marketing support at short notice as needed. Their staff also attend our weekly property van to inspect and experience each property for themselves. This process has enabled BeWrite to effectively become part of our team while giving their writers a great feeling for what the sales people and vendors want to say about each property. The results have been outstanding with the added benefit of freeing our sales team from ad writing so they can focus on listing and selling property. BeWrite now assist our agency with much of our vendor and agency marketing when needed. I’d recommend Bevan and the BeWrite team to any high performing real estate agency.” **Phillip Starr, Director, Starr Partners.***



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About BeWrite

BeWrite have been providing high-quality property copywriting and marketing support to Real-Estate Agencies since 2006. Bevan Rigato started the business with one focus, and that was to help businesses get great writing so they could stay focused on doing the things that their business is great at.

Great written copy isn't just a series of well structured words, it's about organising those words to fit specific business needs and getting that writing just right for your business to achieve excellent results.

BeWrite copywriters are highly experienced and have the knowledge to quickly understand your writing needs. When you work with BeWrite, you'll be working with copywriters who understand Real Estate and deliver the perfect copywriting solution to exceed your business goals.

ⁱ On-site copywriting options are only available for selected Sydney suburbs including Sydney's Inner-West and specified Sydney's Western Suburbs. Supported suburb list can be downloaded from our website or contact BeWrite to confirm support and pricing for your area. On-Site Fee is applicable for all properties attended unless otherwise negotiated. Additional charges may apply for properties attended out of area/not defined.

ⁱⁱ Refer point (i) above regarding on-site engagement. This offering can also be completed remotely utilising photo's and images as supplied by the agency.

