



2012

# 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 Copywriting Services** are experts in content writing for the effective marketing of residential and commercial properties. Don't settle for poor quality copy that fails to present your property in the best light.

**BeWrite can customise a copywriting solution to suit your marketing needs with copy that delivers the right message and highlights your property perfectly.**



### 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.

### Quality Guarantee

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



Specialist copywriters deliver the highest quality of written copy to your company, but if you aren't completely satisfied with what you get, we will keep working with you until we get it right. The original price will always be adhered to. **There will be No Surprises!**

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

**Choose BeWrite When Only The Best Writing Will Do For Your Listings**



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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.<sup>1</sup>
- **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 and ensure the perfect result is delivered every time, **or it’s FREE.**
- **Local Area Expertise** – Sydney and selected suburbs. Contact us to find out if we can help in your area.
- **Custom Solutions** – BeWrite can custom design a property copywriting solution to suit your needs.



### Property Copywriting Summary

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

<sup>1</sup> Based on availability. Contact us to discuss your urgent need.



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### Standard Property Copywriting

This is our standard and most highly used property copywriting solution which includes comprehensive advertising copy to effectively highlight your property features in detail. You can use this copy for a variety of advertising options from basic signboards to full-blown real-estate brochure editorials.

**Standard Property Copywriting** is highly 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.

#### Word Length Guide:

120 - 150 words (+/- 20%)



#### Additional Options:

Please contact BeWrite to discuss how this solution 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.) <sup>1</sup>



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### Standard Property Copywriting Sample

#### Impressive Five Bedroom Home

Allcastle homes are well known for quality and unique styling, and this home is an excellent example. Set on a good sized 488sqm block, this lovely bright home features five bedrooms all 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 making it the ultimate entertainer. Inclusive of ducted air-conditioning, premium flooring throughout, lock-up garage with internal access and plenty of storage space, it is a unique and high quality offering 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 bathrooms
- \* Gas kitchen with stainless steel appliances and granite benchtops
- \* 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.

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** (detailed above)
- B. **Additional Feature Content** - Written in an engaging style, the feature story presents the property's features to effectively target your ideal buyer.

#### Word Length Guide:

200-300 words (+/- 20%)

#### Additional Options:

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

<b>Feature Editorial Pricing (inclusive of on-site engagement)<sup>ii</sup>:</b>
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\$220.00 (gst exc.)
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### Feature Example

#### When Words Just Aren't Enough

On entering this property you can't help relaxing as you wind your way along the beautifully paved driveway, through the Peter Glass designed gardens up to the palatial residence. Set on 5 fully irrigated acres, with 4 separately managed paddocks and 3 separate entrances, this is truly one of a kind. Jane Place is considered one of the finest streets in the suburb with this home as the shining light of the street.

When entering through the grand front doors, stand in the opulent vestibule area which leads to a winding staircase lit by a custom designed iron framed circular window. Exquisite tiled floors guide you through the formal dining area past the master chef kitchen into the downstairs lounge overlooking the in-ground pool and championship tennis court. A private sauna and spa is easily accessed from external entertainment areas for that soothing soak, or relax in your bar with separate climate controlled wine cellar as you play snooker in the high-ceilinged billiard room.

After dinner, unwind by any of the four fully functional fireplaces in one of your lounge spaces or the private library/study room, or perhaps move upstairs to the sitting/sewing room while the kids play in their own private rumpus room at the other end of the house. The formal gardens and pool area have been professionally designed to cater for any large or small function, with covered spaces and manicured lawns to compliment the most opulent outdoor soiree.

Immaculately presented, this magnificent property features custom horse stables, a tradesman's workshop and a separate self-contained quarters for on-site maintenance staff. Your new home is also green friendly utilising bore water on an auto-irrigation system to service the lawns and designer gardens.

Expansive and intelligent use of glass means that you're continually bathed in warm light capitalising on the serenity from the beautiful gardens and ponds in this wonderfully thought out residence. Other key features include:

- 6 spacious bedrooms, all with built-ins. Main bedroom with massive walk-in robe, luxurious ensuite and private balcony.
- Ducted air-conditioning, security system and highest quality fixtures, flooring and fittings.
- Designer Chefs kitchen with imported granite bench tops and restaurant quality stainless steel appliances.
- Luxurious in-ground swimming pool and outdoor entertaining area.
- Fully lit championship tennis court and club house.
- 5 garages and ample additional undercover parking.
- 4 horse stables in separate custom built complex which can potentially be converted into its own separate and spacious residence.
- 5 irrigated acres separated into four controlled paddocks.

The additional self-contained, 1 bedroom Servants/Gardeners residence boasts combined lounge and dining area, covered patio overlooking the rear paddocks, fully equipped kitchen and bedroom with built in robes.



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### Copy Writing Caravan / Weekly Van Attendance



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

Yes? Having a property copywriter attend each new property as part of this process (and a key part of the team) is a real advantage. A property copywriter can join the team to visit each newly listed property and get the important points and facets directly from the property and the listing agent. This will ensure perfect property copy is delivered each time.

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

**Make your property listings the best they can be for greater impact both online and in print**



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## Additional Assistance For Your Agency

BeWrite have the team and Real Estate industry experience to develop and implement effective marketing strategies to suit your Real Estate Agency. With over six years of experience throughout Sydney and Brisbane, 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 (including copywriter attendance on van in the Sydney area)**
- **And more.**

**BeWrite** have worked with a wide range of Real Estate Agencies, Property Developers and Property Managers across Sydney and Brisbane.

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

**Effective and Structured Marketing For Real Results**



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## About BeWrite

BeWrite have been providing high-quality and high-value copywriting to Real-Estate Agencies since 2005. 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 purpose to achieve excellent results.**

BeWrite copywriters are highly experienced and able 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.



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<sup>i</sup> Please note on-site copywriting options are only available for Sydney's Inner-Western Suburbs (through to Concord West) at this time – contact BeWrite to confirm on-site copywriter options.

<sup>ii</sup> Refer point (i) above regarding on-site engagement. This offering can also be completed utilising photo's and images as required.