



2012

Real Estate Copywriting Packages



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 specifically designed for the effective marketing of residential and commercial properties.

Don't settle for poor quality copy that doesn't present your property in the best way possible.

You can customise a perfect copywriting solution to suit your property marketing needs. Don't waste your time and money on inexperienced writers who just can't deliver the right message that you want for your properties.

Fixed Price Packages or Customised Options

BeWrite copywriters will ensure the words used to present your property are accurate, clearly focused and designed to get results for each listed property.

All work is **guaranteed for delivery within a 48 hour turn-around (or less)** from either the site visit completion, or receiving required images and information from the listing agent.

You will get the best written result, and it's

GUARANTEED!



Your Property Should Stand Out



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Real-Estate Copywriting Features

BeWrite Real-Estate copywriting packages are simple and flexible. If a standard option doesn't exactly fit your needs, we can customise a copywriting solution to suit your agency. These packages have been **designed to deliver the perfect property copywriting solution for your Real-Estate Agency**. Whether you require a feature article, short column bullet-points, or website listing, BeWrite has a copywriting package to suit you.

- **Customised Messages** created to suit the image of your agency and your region.
- **Onsite or Offsite** copywriters can personally visit the property or write from images/walk-throughs, etc.
- **Rapid Turnaround Of 48 hours or less** or (2 business days) from when we receive the photography or complete the site visit is standard. Shorter / urgent requests can be catered for as negotiated.¹
- **Experienced Real-Estate Copywriters** who know how to write effective copy for a range of markets.
- **Fixed Price Packages – 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.**



¹ Based on availability. Contact us to discuss your urgent need.



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Copy Writing Caravan / Weekly Van Attendance



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

If so, you may benefit by having a property copywriter attend each new property as part of this process (and a key part of the team), to visit each newly listed property and get the important points and facets directly from 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) returned 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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Highlight Package

Inclusive of comprehensive advertising copy which will effectively highlight property features in much more detail. You can use this copy for a variety of advertising options from basic signboards to full-blown real-estate brochure editorial.

The **Highlight Package** is ideal for all properties from the basic apartment through to the higher-end home. It really comes down to how you are going to market your listing.

What's Included:

- Catchy property marketing title
- Property address details
- One to two paragraphs of highlight content
- Up to 5 key property feature points.



Word Length Guide:

120 - 150 words (+/- 20%)

Package 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.

Package Pricing:	If Copywriter Needed On-Site
\$100.00 (gst exc.)	Add \$50.00 (gst exc.) ¹



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Highlight Example

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 Package

Offering complete flexibility, the **Feature Editorial Package** caters for all potential property advertising campaigns including online, print and featured editorial. Ideal for the fully featured higher-end property or commercial offering, you get absolute flexibility in your property marketing.



What's Included:

- A. **Highlight Package** (detailed above)
- B. **Feature Content** - Written in engaging style, a feature story presents the property highlights and features targeted to your ideal clientele.

Word Length Guide:

200-300 words (+/- 20%)

Package Options:

Please contact BeWrite to discuss how this package can be customised to suit your needs.

Package Pricing (inclusive of on-site engagement)¹¹:
\$240.00 (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, Tramore at 3 Jane Place Dural is truly one of a kind. Jane Place is considered one of the finest streets in the suburb and Tramore is 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 area which overlooks 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 fully stocked bar boasting separate climate controlled wine cellar as you enjoy a game of 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 built horse stables, a tradesman's workshop and a separate self-contained quarters for your 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 of Tramore 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 furnished with only the highest quality fixtures, flooring and fittings.
- Designer Chefs kitchen with imported granite benchtops 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 fully 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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Quality Guarantee

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

Specialist copywriters will not only 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 and will not stop until you are fully satisfied. Our reputation is of utmost importance, as are our customer relationships.

When Only The Best Property Writing Will Do



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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 the needs of 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.**

BeRight 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 for over six years. Bevan Rigato started the business with one focus, and that was to help businesses get great writing allowing owners to 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 the 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 can understand your business needs to deliver the perfect copywriting solution to exceed your business goals.



ⁱ Please note on-site copywriting options are only available for regular Caravan/Van style options or if your agency is located in Sydney's Inner-Western Suburbs (through to Concord West).

ⁱⁱ Refer point (i) above regarding on-site engagement. This offering can be done utilising photo's, images as required.