

Platinum Club

October 2011

Moving Ahead of the Times

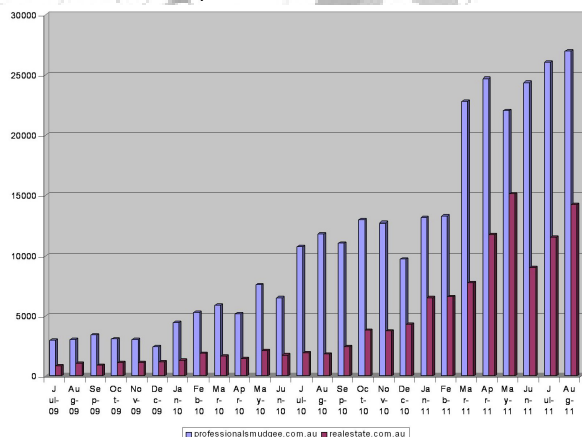
Professionals Mudgee are renowned for their use of technological mediums within the real estate industry. We are continually striving to maximise sale potential for our vendors and clients alike. Our latest venture into video and social media marketing has taken off, and the method is proving highly successful.

With a dramatic rise in internet inspections, Professionals Mudgee are putting sellers in a much higher profile by implementing social mediums and use of video media to give them a better exposure to sell their property.

Professionals Mudgee's increase in statistics is due to a number of factors including;

- Database marketing
- Google ranking on key words like real estate Mudgee, Mudgee Property etc.
- Increase in area demand
- More precision quality photo's
- Virtual tours
- Our blog & Social media strategy
- New look website (user friendly)

One of Professionals Mudgee more recent methods of maximising property exposure is Virtual Tours. Running between 30-90 seconds with 5-15 pictures showcasing the properties finer features, careful camera panning and a soundtrack to highlight its character gives the property that extra WOW factor. We then publish to the website for our prospective buyers to view anytime, anywhere, and now with the advent of smart phones and internet getting cheaper and faster, video marketing is only going to become more and more prevalent.



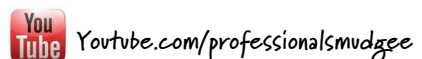
As you can see from the graph, the rise in internet inspections since the movement towards video and social media marketing has skyrocketed since July 2009. Potential buyers and sellers are now showing that they are more open to receiving information in this form.

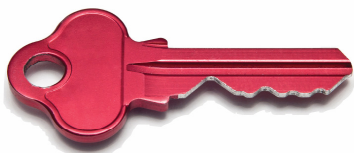


Fun Facts about Social Media;

1. There are more than 100 million active users currently accessing Facebook through their mobile devices.
2. Twitter gets more than 300,000 new users every day.
3. YouTube receives more than 2 billion viewers per day.
4. 77% of Internet users read blogs.
5. Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months

Follow us on;





You could hold the key to a cure

For every home we sell, we make a donation to the National Breast Cancer Foundation. So far Professionals have raised over \$1.7 million dollars - sell your home, purchase Pink Ribbon Month merchandise or make a donation at your local Professionals office today and help unlock the key to curing Breast Cancer.



Making your Home Great for Entertaining

Aussies are renowned for their backyard barbeques. We love to get outdoor, relax with friends and chuck a chop on the barbie! So how do you make your home great for entertaining? Well there are a few key ingredients to take note of:



- 1) Having a good outdoor area with plenty of seating is essential. You may need to move some things around, but it'll be worth it if your guests can mingle more easily.
- 2) If you have good furniture that you don't want to ruin, store it somewhere else. It's very hard for guests to feel comfortable if they feel they're being watched under a microscope for the slightest accidental spill.
- 3) Create an atmosphere. It doesn't matter whether it's music or just lots of conversation, the last thing you want to hear are the crickets in the backyard or the neighbours TV!
- 4) Organise the space with esky's and a table for the food. The easier it is for everyone to access their own food and drink, the easier you'll find hosting.
- 5) Don't be afraid to ask your friends to bring a plate, or their own drinks. Not having to get up at the crack of dawn to make that pasta salad or having to spend a fortune on beverages for thirsty friends will make your day much more pleasant.
- 6) Cleaning up is the worst part of any BBQ, but the easiest way to not have a massive job on your hands the next day is to use disposable everything. Don't forget to put the bins somewhere accessible to everyone, and make sure there's a recycling option for bottles and paper plates.

Happy home entertaining everyone! Remember, party responsibly, and of course have a good time!

With 651 qualified buyers in our database still looking for homes, the need for new properties has never been so great.



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If you wish to receive correspondence via email or would like to update your details please email us at info@professionalsmudgee.com.au



Success At Awards Night

Professionals Mudgee reigned supreme at their group's Awards Evening held at Fox Studios on Saturday the 17th of September picking up three Top Awards.

Competing against other finalists in the extensive Professionals Group, Mudgee won Top Office of The Year (Eastern Seaboard) in Category 2... Secondly Adam & Chandelle Woods led their Sales Team throughout the year to take the honour of Top Sales Team Of The Year (Eastern Seaboard) & thirdly to take delight in achieving Top 2% Sales Team (Eastern Seaboard).

An ecstatic Adam contributed the success to an exceptionally dedicated team who have worked hard to achieve such pleasing results and to a wonderful "Local Economy" which continues to grow and also the many clients who share Professionals Mudgee's success.

During the course of the conference which followed a Charity Night was held on the Monday Evening at the Opera House at which \$11,000 was raised for the National Breast Cancer Foundation of which Professionals is

a Platinum Member having raised in excess of \$1.7 million. Guest Speaker was Sharon Cohrs the first woman to conquer Mt Everest after beating Breast Cancer.