



CPD COURSES

Newcastle

Sales & Prop Mgmt
Tue 27th May

Castle Hill

Sales & Prop Mgmt
Thu 5th Jun

Raymond Terrace

Sales & Prop Mgmt
Wed 11th Jun

Mudgee

Stock & Station or
Sales & Prop Mgmt
Fri 13th Jun

Sydney

Commercial & Retail
Leasing
Thu 19th Jun

Sydney

Sales or Prop Mgmt
Fri 20th Jun

Sydney

Strata
Mon 23rd Jun

Blue Mountains

Sales & Prop Mgmt
Fri 1st Aug

Truth in Advertising

Real Estate advertising is an individual thing. Some agents do things completely different to others and get results, yet some agents basically do things identically every time and obtain a very different result. What this is simply telling us is basically the golden rule of real estate advertising:

The ad doesn't sell the property, the agent does.

The main purpose of any ad is to generate buyer interest and simply gain buyer enquiry that induces buyers to inspect a property.

Accordingly, real estate advertising is not an exact science. What works in one area may not work in another. What works for one agent in one suburb may not work for another agent in the same suburb. What we should always bear in mind is this:

- tailor your advertising to your market place and to the audience of the demographic market you are attempting to attract to the property
- keep a track of the results of the ads
- change what is not working and stick to what works.

That being said, let's look at simple things that have worked for many highly successful agents in the past.

Some key elements that you should consider when preparing your ad, include:

- ads must be kept simple, concise – use as few words as possible to get your message across
- they must be designed to get prospective people to the property
- don't write too much information in the ad – it should simply tease and excite the interest of prospective purchasers or tenants
- follow a structured pre-set layout
- be a little creative – always consider your audience
- a few flower words in the body of the text are fine – too many are not
- be aware of your buyer demographic, use words and a style to suit them
- use power words that sell

CPD 2 HOUR BREAKFAST SEMINARS

Full 12 points!!

**Parramatta
Strata**

Thu 29th May

Sydney

Sales/Prop Mgmt

Fri 6th Jun

Sydney

Strata

Tue 10th Jun

Sydney

Sales/Prop Mgmt

Tue 10th Jun

Evening CPD

Parramatta

Sales/Prop Mgmt

Wed 11th Jun

Wollongong

Sales/Prop Mgmt

Tue 24th Jun

Bankstown

Sales/Prop Mgmt

Wed 25th Jun

Gosford

Sales/Prop Mgmt

Wed 25th Jun

Liverpool

Sales/Prop Mgmt

Fri 18th Jul

- use positive words
- sell the sizzle not the steak
- the ad must pull at the emotional buying motives of a prospective purchaser
- sell lifestyle features and benefits
- do not be repetitive – only state something once
- use bullet points
- all copy and contents must be accurate
- make sure there are no spelling mistakes

Now, all of this information is really quite simple and most of you have heard it all before - and there is so much more to advertising and the science of getting it right.

However, the most important aspect to remember about marketing in the real estate industry is the need for the advertising to be truthful and to contain no misleading or deceptive information. This means that every statement you make in an advertisement must be true. Traditionally, the most troublesome issues in advertising were land size and view. In the past week, I have had three phone calls from agents in relation to landlords or vendors questioning them about the advertising that they have done. One of these calls related to "potential" views from a vacant block of land and the other two related to the usage of commercial properties. All of these calls highlighted yet again, the importance of agents checking that their information is correct prior to making statements in advertising.

Be Truthful

Be aware of your obligations under the law. Never make a statement that is not factual or correct. All advertising material must not be false, misleading or deceptive, it must always be truthful and accurate. The agent's obligations are set by the Australian Consumer Law 2010 (replaced the Trade Practices Act), the Property Stock and Business Agents Act 2002, and all other laws governing Fair Trading, Consumer Protection, and advertising.

If you doubt the accuracy or validity of any fact or feature, have it clarified by an expert. If you cannot, or if you are unsure of the facts, do not use the item. Simply.....if you can't prove it to be true – don't put it in your ad.



**Australia's
Biggest
Morning Tea**

**22nd May
2014**

CERTIFICATE OF REGISTRATION COURSES

Gosford

(Dist Ed + 1 day workshop)

Wed 28th May

Castle Hill

Mon 2nd – Wed 4th Jun

Mudgee

(Dist Ed + 1 day workshop)

Thu 12th Jun

Sydney

Mon 16th – Wed 18th Jun

Newcastle

(Dist Ed + 1 day workshop)

Thu 26th Jun

Penrith

(Dist Ed + 1 day workshop)

Fri 15th Aug

Ballina

(Dist Ed + 1 day workshop)

Tue 19th Aug

FINANCE AND MORTGAGE BROKING COURSES

Cert IV in Finance & Mortgage Broking Sydney

Wed 2nd - Fri 4th Jul

Dip of Finance & Mort Broking Mgmt

Upgrade for existing Cert IV holders

Sydney

Wed 9th - Thu 10th Jul

Furthermore, the Supervision Guidelines issued by the Commissioner of Fair Trading are very clear about the need for accurate advertising and requires agents to include a checklist for all sales files, to ensure that advertising contains no misleading or deceptive information.

Very simply.....

With over 615,000 words in the English language and more than 5,000 new words added each year, we have an almost infinite choice of word combinations to get our message across.

Always believe in the story you are telling. You will find it difficult to convince others if you don't first believe in what you are saying.

Good luck to all agents in your preparation of advertising this week. Use your words wisely.

Til next time,

Wishing you every success in your business ventures,
Rosy Sullivan

News from the Office

We have had two busy weeks since our last newsletter. Our Certificate of Registration courses this week are both full as is our course in Batemans Bay next week! Today we have a course in Taree with courses in Mudgee, Newcastle and Raymond Terrace fast approaching.

We also welcomed a new staff member, Vanessa. She will be working with traineeship assessments as well as talking phone enquiries and enrolments.

Yesterday morning we hosted an Australia's Biggest Morning Tea event to raise money for cancer research, prevention and support services. Thank you to the 25 people who attended and supported the event through their donations.

Why not try online CPD for \$99?

Social Media



CPD



Online CPD
now available
for Real Estate
Sales, Property
Management,
Business Broking,
Strata and Stock
and Station.

CPD

Business Broking Agency Practices Course

for existing Real Estate, Strata
and
Stock & Station Licensees

Thursday 26th to Friday 27th June
at Sydney CBD.

Ring **1300 88 48 10** to book!

Is it Time You Upgraded to Your Licence?

ACoP runs a Fast Track program which, in conjunction with Recognition of Prior Learning (RPL) assessment, will enable you to complete your Real Estate Licence qualification in 5 days with take home assessments.

We will also assist you with completion and submission of your licence application to NSW Fair Trading free of charge.

Free Assessment

Send us your resume & copies of any qualification transcripts you may have for a free and confidential preliminary RPL assessment.



**Australian College
of Professionals**

The College trainers will be conducting
Certificate of Registration and CPD courses
in city and country areas of NSW in 2014.

Ring 1300 88 48 10 to book

or

visit our website - www.acop.edu.au

Customised and in-house CPD courses
are available.
We come to you!

Real Estate, Strata, Business Broking,
On-site Residential or Stock & Station.

In Sydney, courses are run at
Bankstown, Castle Hill, the CBD at St
Andrew's House, Liverpool, Northern
Beaches and Parramatta.

