

Green Chair Real Estate

Marketing for 2021- 2022



Key details

Registration details

Business name Registered or proposed name.	Green Chair Real Estate
Business structure	Company
Australian business number (ABN)	59 607 481 854
Australian company number (ACN) If a company.	59 607 481 854
Licences and permits Australian, State, and local.	<i>SA: Land Agent Registration</i> <i>VIC: Estate Agent Registration</i>

Contact details

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Address	SA and VIC as per website

Contents	
Key details	2
Registration details	2
Contact details	2
The business.....	4
Plan summary	4
Operations	6
Real Estate Service Offering.....	6
Real Estate Marketing Channels	7
Digital Technology.....	7
Information management.....	7
Key Messaging SA and VIC	8
The market.....	9
The competition.....	10
Pricing strategy	10
SWOT analysis.....	11
Marketing Goals and actions	12
2021 Radio Ad Copy CAMPAIGN.....	13
Monitoring / Results – inbound enquiries	15

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The business

Plan summary

[Complete this section last so you can summarise information from the rest of your plan.]

<p>What our business does The products or services we sell.</p>	<p><input checked="" type="checkbox"/> Property Management <input checked="" type="checkbox"/> Residential Sales <input type="checkbox"/> Commercial Property Management <input type="checkbox"/> Commercial Sales <input checked="" type="checkbox"/> Other (List below) <input type="checkbox"/> Buyer's Agent Services</p>
<p>The Target Market</p>	<p>Geographical Area Both the SA and VIC offices are based in dense residential inner CBD suburbs Clientele Both state sites have a broad range of clientele. Tenants are across all demographics whilst Rental providers and sales clients are typically over 40 years of age with 20% of clientele above 60 and/or at least semi-retired.¹</p>
<p>Point of Difference</p>	<p>The Green Chair point of difference is end to end servicing. Providing a one person contact from initial enquiry through to successful sale or purchase with post sale support extending to several property management package options, our clients benefit from a strong person to person relationship.</p>
<p>Our business goals</p>	<p>Year 1 Establish a viable agency presence in SA Year 2 Duplicate the agency into a similar location and market in Victoria Year 3 Expand the sales and support team on both states to allow the Principal time to explore and develop new market opportunities and work on the business more than in it</p>

Our why

[Consider why you started this business. Why are you personally invested in this business idea?]

The inspiration behind the business

*[Example: To be the go-to supplier of high quality, sustainable coffee in Australia.]
The Sale or purchase of Real Estate is a major life event. I want my Agency to specialise in celebrating the event and staying with the client every step of the way.*

Our vision

[Consider what you want your business to accomplish in the long term. What are your ultimate goals? Be passionate, powerful and inspiring.]

Our hopes, dreams and where we aim to go.

*[Example: To be the go-to supplier of high quality, sustainable coffee in Australia and reduce environmental impacts through promoting sustainable shopping practices.]
To have a highly successful boutique agency in SA and VIC with a strong client base and be known for great, personalised, end to end services. Would like to develop allied skills in house to support this vision including photography, marketing, and property stylists.*

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Operations

Real Estate Service Offering

[List and describe the services your Agency will offer, including what you will charge for each service, refer to the separate Strategic Business Plan Instructions document]

Residential Sales

Service	Description	Pricing (\$ or %) inc GST
Professional Fee	Percentage of sale price act as Agent	2.2%
Administration fee	Administration costs	\$500
Marketing	Marketing plan Option 1	\$4,200
Marketing	Marketing plan Option 2	\$8,400
Searches	The charge to complete mandatory searches	\$420

Property Management

Service	Description	Pricing (\$ or %) inc GST
Management fee	Monthly management fee to manage property	5%
Letting fee	Charge to successful screen and secure a tenant	2 weeks rent
Lease preparation	Administration fee to prepare a lease	\$75
Overseeing refurbishment	Cost to project manage refurbishment between occupancies	\$60ph
Manufacturer manuals	Admin fee to copy and produce user manual (air conditioner, for example)	\$45
Ingoing/Outgoing Inspection	Hourly rate to conduct inspection	\$60ph
Periodic inspection	Hourly rate to conduct inspection	\$60ph
Tribunal Hearing	Hourly rate to /prepare for and attend/represent at a tribunal hearing	\$75 per attendance

Other Service #1

Describe Service #1:	Buyers Agent
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[List and describe the services your Agency will offer, including what you will charge for each service]

Service	Description	Pricing (\$ or %) inc GST
Buyer's Agent service	3-month personalised service to screen, shortlist and present properties matching buyer's brief and assist with negotiating offers and bids as needed	2.2%

Real Estate Marketing Channels

[The channels we'll use to market our service to customers.]

Channel	Used for	Details
Website	Internal and public versions	Internal website – current listings with Facebook posting for property profiling Realestate.com.au and Domain.com – listings of properties for sale and rent
Shopfront	Foot traffic marketing	Window tiles for listed properties
Other	Paid Editorials and Ads	Optional extra for marketing package

Digital Technology

[Learn about [selling online](#) and [digital options](#) to improve your business efficiency and profitability.]

Technology we plan to use for our business.

[Examples: online sales, accounting software, customer database]
 EMAIL – Templates used to email Agent progress reports to clients and Property Management updates
 Facebook – Feature properties changed /updated regularly – links to more info – full details on website
 Linked in – Posting on market trends, offering free advice – also linked to site and Facebook

Information management

[How do you collect, store, and use client information? Do you back up this information? How do you do this and how often? Make sure you comply with [industry standards](#) and [legislation](#).]

How we collect, store, and use client information including listings and client/property profiles.

[Examples: online sales, accounting software, customer database]
 TAPI for property management and Zendesk for sales and general client database
 Two-factor authentication
 Cloud storage
 Offsite backup storage

Key Messaging SA and VIC

Logo and Banner

During the period of 2019 to 2021, the Agency's logo and banner was simplified to a light background with a single green leather tub chair.

Print media Font : Calibri, Black, 11 point

Border and banner highlights – pea green and light blue . No strong contrasts

Whilst the green signifies fresh and potentially environmentally responsible, the clean uncluttered banners and logo positioning on our sites intends to convey straight-forward simplicity

Messaging

With an older, semi-retired clientele (potentially "empty nesters") in mind, the following key messages have been included in 2019 to 2021 marketing campaigns to promote the Agency:

- Affordable not cheap
- We are with you every step of the way
- Hassle Free investment properties
- Avoid the traps
- Beware of the dangers. Project your retirement nest egg.

Imagery

In addition to our logo, print and electronic advertising focused on Anglo Saxon type older couples smiling. The lack of diversity in our marketing previously had been flagged as a point of concern but only with less than 2% of unsolicited feedback received.

See examples



The market

The problem

[What issues do your potential clients face in the market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?]

The market problem/s that we aim to solve for customers.

[Example: There's an overwhelming choice of coffee blends in the market. It's hard for customers to know what they're buying.]

SA – Well position for a mid-range provider – next agent location is 7km away, aging resident population, mostly homeowners with a few rentals, particularly along high street, and coast road
VIC – Close to shops and café, lots of through traffic, several competitors but all high end, affluent area, little in the way of rental but adjacent suburbs have more rentals as well as several strata titled high rise and two gated communities – nothing in this area for first home buyers or lower to mid-range services, areas possibly overcapitalised with a notable number of new builds remaining vacant

Our solution

How our business solves the problem – our unique selling point. This is how we'll succeed in the market.

[Example: Intrinsic Coffee sells a small range of high-quality coffee. We don't use fancy names for our blends, so people know what they're buying.]

End to end service model will work well with investors and empty nesters/downsizing. Great opportunity in Victoria to identify new build developer contacts re possible strategy to provide an "investment package" - top service with low fees on the basis the PM business will be guaranteed for first two years.

Our target market

[Not everyone will want your services, so make sure you [research the market](#) and have a clear picture of who you're targeting. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location or education.]

The group of customers that we aim to promote our services to.

[Example: Our products are targeted at adults over 30 with a medium to high disposable income.]

Predominately investors and down sizers in both states – little traction for first home buyers.

Channels for our target market

[Choose channels that suit your target market. For example, social media use varies across different age groups. Learn about [choosing the best channels to communicate with your customers.](#)]

The channels we'll use to communicate with our target customers.

Channel	Used for	Details
Paid advertising	Investors and down sizers	Series of editorials on property as part of your retirement strategy.
Paid advertising	As above	Radio – lower band – drive time not needed – messaging around retirement and investment advantages for R E
Social media (unpaid)	Property profiling (but and rent) Facebook and LinkedIn	Teaser ads and blogs linked to full info on GCRE website

The competition

The top businesses we're competing against, what they do well and not so well. What we'll do differently to succeed in the market.

Competitor name	Norwood RE	Greenacres RE
Strengths	High profiles – well defined market segment – high end	Great location of agency -
Weaknesses	Image, reputation, and service structure caters only to high end	No PM, fair basic sales process – outsource auction I think
What we'll do differently	Build rent toll for tenancy, focus on investors, and go further out for more moderate prices houses for sale or rent	Offer pm and end to end bundled services

Pricing strategy

[Explain your [pricing strategy](#) and why you chose it.]

How we set prices for our Real Estate Services.

[How the monthly charge for Property Management was determined? Why commissions for sales have been set at the level described?]

Sales commission is higher than local competitors to pass on to agents a better commission BUT other service charges are considerably lower – banking on securing long term clientele (buy, sell, buy investment property, engage for PM, sell to downsize and/or liquidate assets etc)

SWOT analysis

[Learn how to complete a SWOT analysis for your business.]

Our business strengths, weaknesses, opportunities, and threats.

<p>Strengths What's good about our business.</p>	<p><i>[Example: Premises are in a high traffic area with good visibility.]</i> Great positions, good knowledge of market, not high competition, and good point of difference</p>
<p>Weaknesses What's not so good about our business.</p>	<p><i>[Example: The business has no business website and there are high rental costs.]</i> Small rent rolls, less established than competitors who have a more recognisable brand</p>
<p>Opportunities External factors we could take advantage of.</p>	<p><i>[Example: The market is growing rapidly.]</i> SA – no real local competitor for investment and downsizing and great networks for allied services such as brokers and investment consultants VIC – lots of empty new investment properties – offer group service introductory pricing?</p>
<p>Threats External factors that could cause problems for us.</p>	<p><i>[Example: A new competitor could target the same market.]</i> Competitor is aggressive (VIC), SA community is split (not specifically aging)</p>

How we'll address each weakness and threat

[Example: We'll investigate alternative lower cost premises with good visibility.]
VIC – focus on what we do well, don't try to compete directly with Norwood RE -far too much brand recognition so be different – lower pricing, personalised service, and end to end support

Marketing Goals and actions

[Learn how to set goals that will help your business grow.]

Goals for 2019 -2020

Goals	Establish VIC	10% increase sales client base	10% increase rent roll SA
Actions to achieve goal	<ul style="list-style-type: none"> Locate premise and head hunt an old colleague interested in acting as agent in charge 	<ul style="list-style-type: none"> Follow through on marketing plan Establish a joint information forum for investors retirees 	<ul style="list-style-type: none"> Ensure all sales include an info pack of PM Contact developers for new build VIC – look for referrals/contacts
Due date	4/11/2020	30/04/2020	30/12/2020
Who's responsible	George	George	George

Goals 2021-2022

Goals	Extend client base 15% VIC	Extend Client Base 15% SA	Invest in radio advertising
Actions to achieve goal	<ul style="list-style-type: none"> Update marketing strategy to include marketing to owners of vacant new builds in area Update and hit letter box and cold canvassing targets 	<ul style="list-style-type: none"> Revise Marketing strategy Update and hit letterbox and cold canvass targets 	<ul style="list-style-type: none"> Agree and deploy a suitable advertising campaign
Due date	30/06/2022	30/06/2022	30/06/2022
Who's responsible	VIC Team	SA TEAM	BOTH TEAMS

2021 Radio Ad Copy CAMPAIGN

Ad copy is content that encourages a potential buyer to take action and purchase a product. By invoking an emotional response, communicating value and addressing doubt, effective ad copy can increase a company's sales and profits..]

NOVA FM radio station agreed copy below

- Are you planning for your retirement or looking to downsize your home?
- Have you considered investment properties as part of your retirement plan but are concerned it would be confusing and risky?
- At Green Chair Real Estate we are with you every step of the way. We are experts in downsizing and, property investment and property management.
- Get the lifestyle you deserve, today
- Call us today for a free, no obligation appraisal of your home. We come to you.
- 13000 73822 or search for Green Chair Real Estate on the net

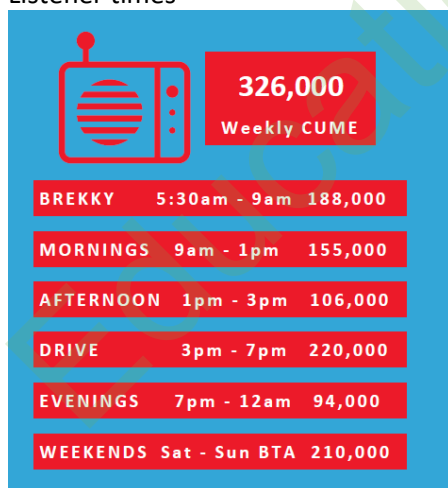
NOVA Listener Demographics

Source: GFK Radio Ratings, Metro Survey 2, 2020, Mon

Sun 05:30 12:00mn, cume figures, Adelaide, MIX102.3, P10+ or as specified otherwise

GENDER	58% female / 42% male
INCOME	86000 (27%) have a household income of \$100K+ per year
HOME	100000 (31%) own their home outright
PARTNER	167000 (52%) are in a relationship
CHILD	43000 (13%) are grocery buyers with children
AGE	18-24 (10%) 25-35 (12%) 35-54 (36%)

Listener times



Accepted Marketing Proposal JULY to AUGUST 2022

40 plays of the 30 second add per month plus an additional 20 plays in September (total over 4 months = 140)

Commercials placed two weeks per month Saturday to Tuesday (alternate weeks)

50% of adds will be placed 5.30 am to 7.00 pm

50% of adds will be placed 5.30 am to 12.00 midnight

Display ad on Radio station website plus 2 social posts per month

COST \$3,200 per month

Budget

How much will the marketing cost.

	July	August	September
Charge	\$3200	\$3200	\$3200
GST	\$320	\$320	\$320
Total	\$3520	\$3520	\$3520

TOTAL for campaign period: **\$10,560**

This is an increase to the monthly marketing budget of \$1,500 per month

Total standard marketing allowance PLUS ad Campaign for the three months: \$15,060

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Monitoring / Results – inbound enquiries

All leads are classified by their source however, during the three month period the source categories were extended to include Radio ad as a source.

The following results include the two month prior to and post the ad campaign July to September

Source	MAY	JUN	JULY	AUG	SEP	OCT	NOV	TOT	Listing conversion (PM)	Listing Conversion (Sales)
Referral by a friend/family member / Word-of-mouth	21	24	23	19	21	21	24	153	38	27
Website / Google search	60	59	61	68	59	27	55	389	22	40
Other net based (facebook/Linked in) ad or post	4	4	10	-	11	5	15	49	-	1
Radio campaign	-	-	29	55	71	18	4	177	5	12

Radio campaign returns

Cost per call/lead \$59.66

Cost per listing \$621.17 (17 clients/properties in total)

Letter box drop campaign (ongoing)

Letter box drops excluded as not categorised as unsolicited or inbound.

Letterbox drop (ongoing one zone per month)	40	42	51	17	22	38	50	210	1	29
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14% conversion rate

Cost per month = \$620.00 (\$4,340 in total) – Cost includes marketing flyer production and associated wage/transport costs

Cost per listing = \$150