

Marketing related extracts (ONLY) from the Green Chair Real Estate Business Plan



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>	<ul style="list-style-type: none"> <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) <p>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</p> <p>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>

Our business goals	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
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Real Estate Marketing Channels

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

Channel	Used for	Details
	<i>[Example: Selling our coffee beans internationally online.]</i>	<i>[Example: Beans Online account for 20% of sales.]</i>
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

Pre-existing client database/rent roll

[What volume of clients can you depend on at business commencement?]

[Example: We have 300 kg of coffee beans. We store stock onsite and it is replaced every 2 months.]

SA – Purchased modest rent roll (12 properties to commence), VIC from scratch but great local knowledge and excellent networks including prior clients and referrals from local mortgage broker.

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 positioned 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.
Building rent rolls (faster in SA)

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 3 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	<i>[Example: Sludge International Coffee.]</i>	Norwood RE	Greenacres RE
Strengths	<i>[Example: Low product prices.]</i>	High profiles – well defined market segment – high end	Great location of agency -
Weaknesses	<i>[Example: Low quality product, unsustainable production.]</i>	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	<i>[Example: We only sell high quality, sustainably produced beans.]</i>	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