



Some Hot Tips To Help Find More Buyers

The way you write your advert can dramatically affect the amount of potential buyers who view your advert. When worded correctly our agents' properties receive traffic direct from Google from determined buyers. The good news is that it only takes minor adjustments to receive more exposure for your adverts and it's free.

You will find numerous agents paying Google to appear in the positions you can achieve and you will not be paying per click.

Your Property Title is Important!

Our research indicates that many of the most serious buyers will search Google for exact terms when looking to buy a property

By using precise terms in your title you can pin point marketing. So your title should be a precise term that you would like a buyer to use to find the advert i.e.

'1 bedroom apartment Sharm El Sheikh Egypt'

This search term is also the title of the property advert. Place precise titles in your adverts and be found in the search engines. This is the type and location of the property. This can dramatically increase your property listings exposure.

Content is King

Creating useful content lets the search engines know that your advert is full of good information. So adding useful text about the property, location and the advantages of the property will get your advert ranked higher

Copy advert feature saves time and gives you more exposure.

Use the copy feature to save time and help more buyers find your advert.

The copy feature allows you to create duplicate adverts where the majority of the property information remains the same. Ideal when listing 1, 2 or 3 bed properties on the same development or where a property could be listed in more than one category such as investment property.

Select copy and a duplicate advert is created in your listings, then simply edit the duplicate by adding the new information

Consider Listing your property under Investment Category

When you list a property under our investment category a link to it will appear under our country investment page. Some investors may only seek property listed as an investment. Listing your property as an investment property doubles your exposure

10 ways to make your property adverts more attractive to buyers

We have been speaking to our buyers to find out exactly what they like to see in a property advert and have arrived at their top ten requirements.

1. Attractive pictures of the property, no clutter, and sunny days are good. Good computer generated images
2. Pictures where possible should include the front of property, the kitchen, living area, bedroom and any outside space
3. Description of the location aimed at someone who has no idea about the area
4. The advantage of the location i.e. near beach schools, airports etc
5. The likely use of the property i.e. holiday home, family home, buy to let
6. Information for investors , likely rental value, any likely values for off plan property , guarantees etc
7. Completion dates for off plan property , payment schedules
8. Deposit amounts to hold off plan property
9. Accurate pricing no hidden surprises
10. A note that states price is subject to foreign exchange fluctuations