



Esteemed Property: Hillsborough Green Arundel



Project Details:

Name: Hillsborough Green
Location: Arundel
Type: House & Land Subdivision
Lots: 66
Product: 4/5 Bed 3 Bath 2 Car
Status: Current



HILLSBOROUGH GREEN OFFERS SECURE LIVING CLOSE TO ALL THAT THE GOLD COAST HAS TO OFFER. HILLSBOROUGH GREEN IS WHERE THE PEACE OF RURAL LIVING MEETS THE BUSTLE OF THE CITY

Introduction

A new community of modern boutique house and land packages with golf course frontage is now available in Arundel. Hillsborough Green offers secure living close to all that the Gold Coast has to offer. Hillsborough Green is where the peace of rural living meets the bustle of the city harmoniously.

The masterplan design incorporates Gated Living with views of the Golf Course and Hinterland, just 10 minutes from Surfers Paradise and 7 minutes from the Broadwater.

Services Provided

Esteemed Property was engaged for full Sales and Marketing services and currently has been able to sell out Stage 1 of the project in readiness for the release of Stage 2.

We incorporated a full marketing and advertising campaign as well as providing an onsite Sales Team and use of our privately owned portable Sales Office.

The Sales Team operated 4 days a week onsite and was supported by an online (digital) marketing campaign and limited print media.

BRANDING

- Branding and Identity
- Marketing Collateral
- Website Design
- Artwork Design
- Advertising strategy
- Portal Pushing

MARKETING COLATERAL

- Branded Hero Brochures
- Branded Development Brochures
- Fact Sheets
- Inclusions Booklets
- Investment Guide
- Area Spotlights
- Floorplans
- Sitemaps
- Streetscapes

SIGNAGE & ADVERTISING

- Sales Office Design and Fit-out
- Online Portals
- Print Media and Design
- Social Media Advertising

ENGAGEMENT

- 3D Renders
- Property Photography
- Drone Footage
- Project Update Videos
- Facebook / Youtube
- Direct Mail

COMMUNICATION

- Website Design & Publishing
- Design & Development
- Content, Copywriting, and Images
- SEO
- Lead Funnels
- EDM (Weekly mailer)

LEGAL & SUPPORT

- Disclosure Statement Procurement & Management
- EOI Template Creation
- Contract Printing & Management
- Valuer Access
- Client Finance Management

NEW PROPERTY SALES

- Lead Agent
- Sales Display Centre
- Multiple Sales Channels
- Agent Friendly Network
- Off-Shore Marketing

Summary

We were able to support our onsite sales team directly by undertaking the full marketing process, which generated regular sales that led to settlements. Our control over both integral sections allowed us to sell out Stage 1 and now we are preparing to begin work on Stage 2.

www.esteemedproperty.com.au
 To learn more about
 Esteemed Property

www.hillsboroughgreen.com
 To learn more about
 Hillsborough Green Arundel



**HILLSBOROUGH
 GREEN**