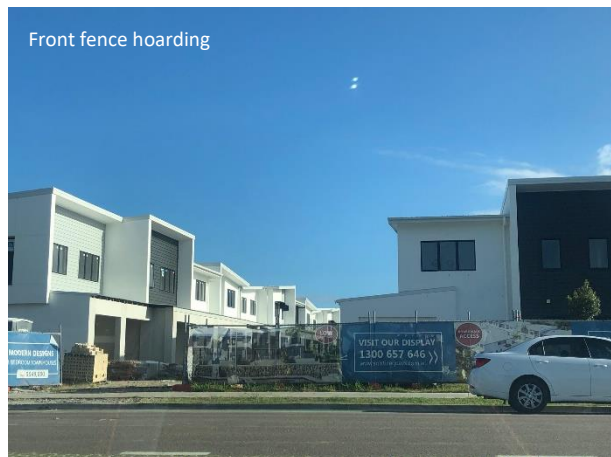




Esteemed Property: Solstice Quays Hope Island





Project Details:

Name: Solstice Quays
Location: Hope Island
Type: Townhouses
Lots: 35
Product: 3 Bed 2 Bath 2 Car

SOLSTICE QUAYS IS LOCATED ALONG THE MAGNIFICENT HOPE ISLAND BOARDWALK AND ONLY 5 MINUTES TO THE NEW HOPE ISLAND SHOPPING AND MARKETPLACE

Introduction

The Solstice Quays Hope Island (SQ) project comprised a total of 35 townhouses: 29 dry lots, 6 waterfront lots, and 8 marina berths. Located at the entrance of Sanctuary Cove, one of the Gold Coast's most exclusive residential estates, SQ was designed to satisfy the demand for an upmarket townhouse product in the Hope Island area.

Services Provided

Esteemed Property was engaged to provide Sales & Marketing services including managing the onsite Display Home weekly. A Sales Team of six agents was assigned to the task of manning the Display three days per week.

A full marketing campaign was executed with the use of online portals, social media advertising, weekly newsletter EDMs, and print media targeted within the Hope Island vicinity.

Fifteen percent of the project was sold through offshore marketing channels that rounded out the mix of sales primarily to locals wanting to secure a townhome in the growing Hope Island community.

MARKETING COLLATERAL

- Branded Brochure
- Fact Sheet
- Inclusions Booklet
- Sitemap
- Floorplan

SIGNAGE AND ADVERTISING

- Branded Fence Hoarding
- Branded Lot Sign
- Print Media and Design
- Online Portals
- Social Media Advertising
- Branded Directional Signage
- Estate Entry Statements

ENGAGEMENT

- 3D Internal & External Renders
- Property Photography
- Drone Footage
- Project Update Videos
- Facebook

COMMUNICATION

- Website Design & Publishing
- Content and Images
- SEF URLs
- SEO
- Lead Funnels
- Weekly EDMs

LEGAL AND SUPPORT

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

NEW PROPERTY SALES

- Lead Agent
- Sales Display Centre
- Multiple Sale Channels
- Sales Team Training
- Agent Friendly Network
- Sales Process Efficiency

Summary:

We began marketing as the Covid19 Pandemic engulfed the nation leading to lockdowns and restricted activities for open homes and other sales activities.

Our comprehensive marketing plan outlasted the lockdowns and disruptions to the real estate industry, and once restrictions were lifted resulted in the sellout of the project one year before completion.

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

www.solsticequays.com.au
 To learn more about
 Solstice Quays Hope Island

