



Reaching Out Package

The **Reaching Out Package** is designed to help you market to property buyers and sellers.

Get a leading edge when selling your services to property buyers.

The reports included in the package provide the up-to-date information needed by real estate professionals to make a good impression with property buyers.

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20th April 2020

The Week In Real Estate



HOUSING MARKETS ENJOY PRICE FALLS
 Despite a slight rise in the Sydney apartment market, the average price per sqm in both cities for the week ended 16th April fell by 0.5% to \$4,100. This was due to a combination of factors, including a decline in the number of properties for sale and a slight increase in the number of properties sold.

Ray White
 Ray White is a leading real estate franchise in Australia, with over 100 offices across the country. The company is known for its commitment to customer service and its expertise in residential and commercial real estate.

AUSTRALIAN PROPERTY UPDATE
 The Australian property market is currently experiencing a period of uncertainty due to the COVID-19 pandemic. However, there are signs of a recovery, with property prices beginning to stabilize and demand starting to pick up.

Terry's View
 Terry is a real estate expert who provides insights into the current market conditions. He believes that while there is still a lot of uncertainty, the long-term outlook for the property market remains positive.

Market Update
 The real estate market is showing signs of a recovery, with property prices beginning to stabilize and demand starting to pick up. However, there is still a lot of uncertainty due to the COVID-19 pandemic.

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Getting Started

First Steps to Becoming a Property Investor

2020-21 Edition

Market Expert's Head Start
 Property investors can gain a head start by understanding the market and identifying opportunities. This guide provides a comprehensive overview of the property investment process, from finding a property to managing it as an investor.

For more information contact:
 Hotspotting Real Estate
 180 012 3001
 100 Condamine St, Queensland 4000
 info@hotspottingrealestate.com.au
 www.hotspottingrealestate.com.au

Ryder Property Research

Hennessy Real Estate
 Your partner in identifying and investing in high-quality property.

How to Identify Real Estate Hotspots

2020 Edition

Philip Robison Property
 A joint venture of Philip Robison Property & Ryder Property Research.

For more information contact:
 Philip Robison
 180 012 3001
 Level 10, Condamine Street, Queensland 4000
 info@philiprobison.com.au
 www.philiprobison.com.au

Hotspotting Real Estate

Johnson Hotspotting Real Estate

Location Report

INALA PRECINCT
 Suburban Brisbane

May 2019

For more information contact:
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The Reaching Out Package

- What's included and how it works

The **Reaching Out Package** is designed to help you market to property buyers and sellers.

It's purpose is to provide you with "content" – good material which you can use for marketing, without having to create it yourself.

It includes the all the elements outlined in this document, delivered to you with your branding, at a cost of \$550 per month, including GST.

This fee entitles you to freely distribute these branded newsletters and reports to your clients.

This quick guide is designed to make sure you achieve maximum use of the various components of the package to send positive messages to your customers and potential future customers.

For more information or to sign up, please contact me - I am always happy to discuss your needs and how we may assist.

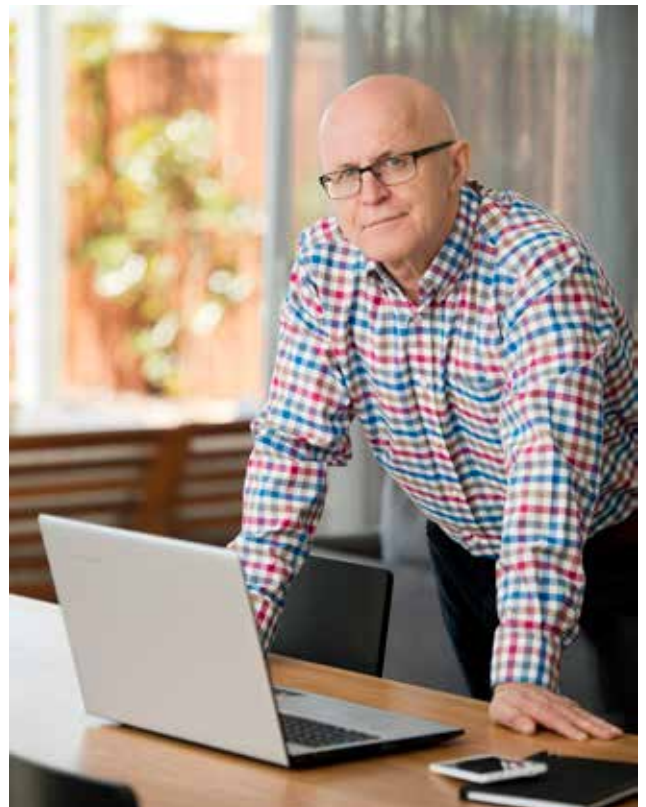
Terry

Terry Ryder

Founder & Managing Director

E: ryder@hotspotting.com.au

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Our customers tell us that the **Reaching Out Package** gives them a leading edge when selling their services to property buyers.

The reports included in the package provide the up-to-date information needed by real estate professionals to make a good impression with their clients.

“If you are not using Terry Ryder, you are missing out on sales. Start using Terry Ryder’s research and marketing materials and you will make sales you never would have made otherwise.”

Neil Jenman, real estate consumer advocate

Branded Newsletters

The Week in Real Estate

A weekly compilation of the latest real estate news, emphasizing positive events impacting on residential property.

This will be emailed to you each week, with your branding, for distribution to your clients and customers.



Australian Property Update

A monthly compilation of real estate articles written by the Hotspotting team.

It contains valuable information on investment issues, locations which are out-performing, government decisions which impact on property and market analysis.



Suggested Use

- email to your database or mailing list
- print copies and place in reception
- print copies and give to sales people to hand to customers
- cut and paste individual articles to use as social media posts (Facebook, Twitter, LinkedIn, including Facebook Live broadcasts).

The **Reaching Out Package** not only gives you quality information to use with your customer base, but it is provided with your branding.

You are also able to use the newsletters and reports provided however you wish -

- Sending copies to your email database
- Uploading to your website
- Using printed versions in your office or to provide to clients
- Taking sections or articles to re-use on your website or on your social media networks, including as content for Facebook Live video chats.

“As the owner of a Regional real estate business for almost 40 years I am constantly seeking reliable independent advice on a broader scale to assist and advise our clients and customers. My office constantly uses Terry’s Reaching out Program to keep our clients and customers up to date about the real estate market throughout Australia.”

Peter Drummond, agency principal, Albury-Wodonga

Special Reports

Getting Started

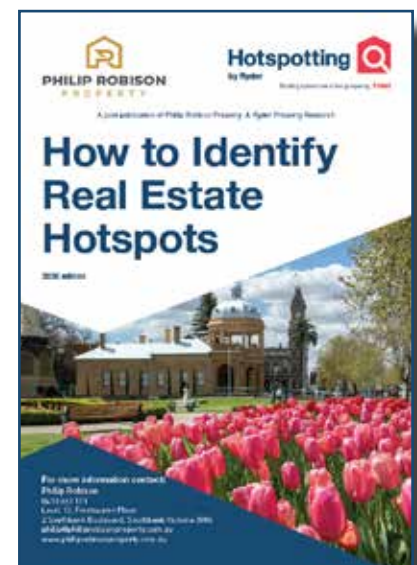
- First Steps to Become a Property Investor

This is a special 45-page report written by Hotspotting founder Terry Ryder, setting out in an easy-to-read format the processes people need to understand to get started as investors.



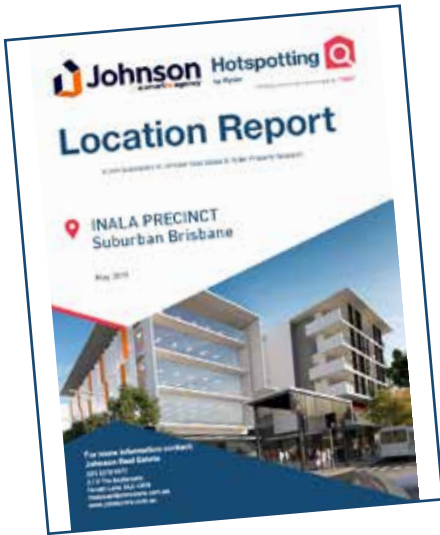
How to Identify Hotspots

The process of identifying the real estate hotspots of the future. This 18-page report, written by Hotspotting founder Terry Ryder, describes the elements investors should seek to pinpoint locations likely to out-perform on capital growth in the future.



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- print copies and give to sales people to hand to customers
- cut and paste sections of the report and use on your website or as social media posts.



“The Johnson Real Estate Group has been using Terry’s ‘Reaching Out’ package for the last two years. We find it full of great property and investment information. It’s the perfect tool to send via our electronic data base. Worth every cent.”

Andrew Trim, agency principal, Brisbane

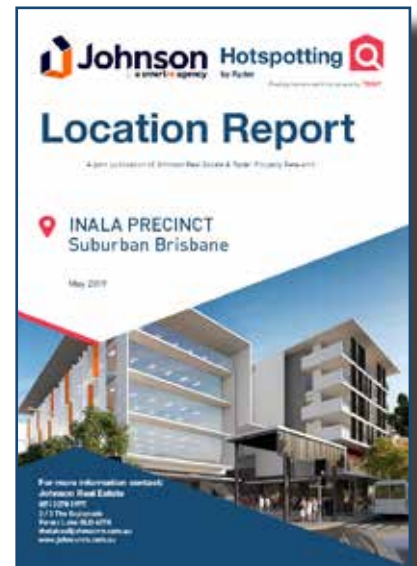
Location Reports

Co-Branded Location Report

A comprehensive market report on the key location in which you operate your business, with sections on location, population and demographics, the economy and amenities, the property market and the area's future prospects, based on the latest research data.

Your Reaching Out subscription includes one Co-Branded Location Report, and you can commission other custom location reports as required.

See our Custom Reports Page for more examples of these location reports.



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- print copies and place in reception
- print copies and give to sales people to hand to customers
- cut and paste sections of the report and use on your website or as social media posts and live broadcasts