

Marketing Packages

Quaid
REAL ESTATE



Method of Sale

Private Treaty

The private treaty method is recommended for properties:

- Located in a suburb where there is strong competition of comparable properties
- Where the asking price is very clear and can be set as a guide
- Where the sale is not restricted by time restraints
- Appealing to a wider range of buyers that require flexibility with certain conditions such as finance approval and building & pest inspection

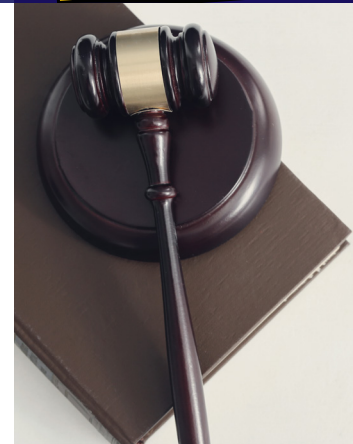
Quaid
REAL ESTATE

**FOR
SALE**

Auction

The auction method is recommended for properties:

- To create a sense of urgency to force buyers to act
- That are located in high demand areas with little stock
- Which are likely to encourage competitive bidding between multiple buyers
- Where an unconditional sale is desired





TWILIGHT

A large, modern house with a dark grey exterior and a prominent glass wall on the side. The interior lights are on, and the house is set against a backdrop of a forested hill at dusk. A yellow play button icon is overlaid on the right side of the image.



CLASSIC

A modern, white house with a large glass wall and a balcony. The house is set against a backdrop of a forested hill. A yellow play button icon is overlaid on the right side of the image.



AERIAL

An aerial view of a house with a blue roof and a swimming pool, surrounded by lush green trees. A yellow play button icon is overlaid on the right side of the image.



Photography & Video

A modern kitchen with a large island, wooden cabinets, and a blue countertop. The kitchen is set against a backdrop of a forested hill. A yellow play button icon is overlaid on the right side of the image.

Professional photography & video's are a key marketing component assisting to create that important first impression. With the right imagery, prospective purchasers will be well informed and understand the breadth of the offering.






Online Advertising

We recommend web listings on www.realestate.com.au, www.quaid.com.au and www.domain.com.au to ensure the property is showcased amongst the best range of residential opportunities in Australia, for national and global viewing. With a number of competing properties within the area, we would recommend a Premiere listing on realestate.com.au and a Premium Plus listing on www.domain.com.au to ensure greater reach and engagement from a wider and tech savvy audience.

Together with the real estate websites, advertising through Google Ads, Facebook have made national and global viewing even easier. Real Estate, Domain & Cairns Post all provide various options for a social media package to combine into our stand out property package which provide amazing results and even potentially a personalised website just to advertise your property alone! Ask your agent for more information today!



REALESTATE - Premiere Listing



 Thomas Quaid 



UNDER CONTRACT
26 Coastline Parade, Trinity Beach
4 2 3 784 m² | House



DOMAIN - Premium Listing

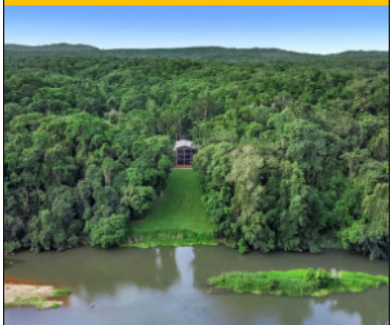
 


 Yvonne Carr
Quaid Real Estate 

Offers over \$770,000
8 Volute Close,
TRINITY BEACH QLD 4879
4 3 2 806m² • House

Google Ads



KURANDA
41-43 Black Mountain Road
4 4 8
TOM QAID 

facebook Ads

11,505
Ad Impressions

430
Ad Clicks

Google Ads

78,046
Ad Impressions

225
Ad Clicks

Property Website
propertyshowcase.com/41-43BlackmountainRd

707
Total Visits

1
Call/Number
Reveal

3
Enquiries

55
Map
Interactions

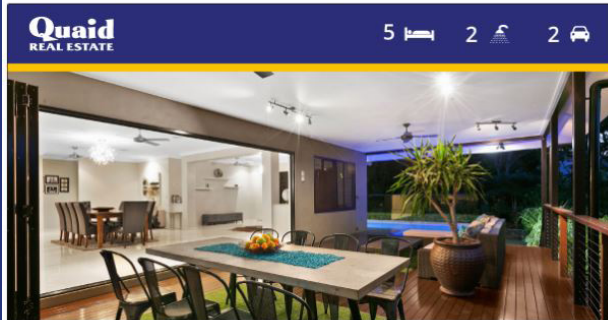
4,488
Photo Views

1
Shared Website

83
Video Views

Facebook Campaigns

Entertainer's Delight with Private Bushland Backdrop



56 Leonard Street, Kewarra Beach

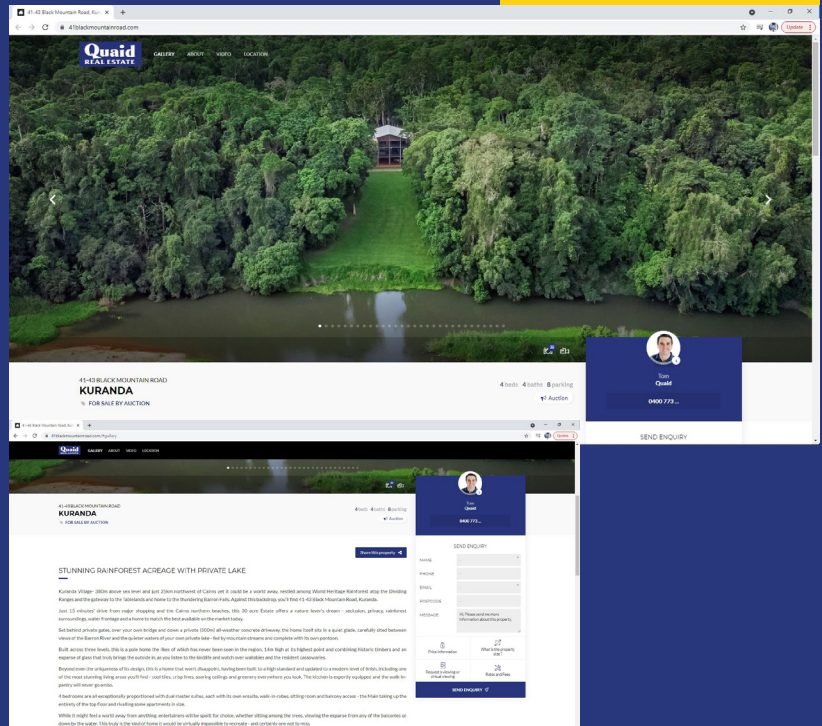
This generously proportioned home is an entertainer's dream, combining exceptional indoor and outdoor

Learn more

www.56LeonardStreetkewarra.com



Personalised Websites



Radio Advertising

Radio Advertising is a point of difference which allows for properties to be featured in an interactive medium to both active and passive buyers. Our weekly radio show assists in showcasing new properties and reinforces the sales message of other media.

Listen to us on 4CA AM - STAR FM - CAIRNS FM



Signage Advertising

Prominent property signage will indicate a clear intention to sell the subject property and will ensure all passing traffic is aware of the sale. Given the obvious attraction of the rear entertaining area, I believe a photoboard format will allow prospective buyers to gain a better grasp of the property, encouraging inspection.

Quaid
REAL ESTATE

FOR SALE

TOM QAID
0400 773 444
www.quaid.com.au
4051 3300
35 Lake Street, Cairns

Quaid
REAL ESTATE

For Sale

5 2 8

Huge Home & Shed on Quarter Acre
105 Windarra Street, WOREE

- 1000m2 block with side access and shed
- 5 good sized bedrooms, 4 with built-ins
- Modern kitchen with freestanding gas cooktop
- Perfect for the tradies

0400 773 444 | tom@quaid.com.au

35 Lake Street Cairns | 4051 3300 | www.quaid.com.au

A professional headshot of a man with short dark hair, wearing a dark suit jacket over a light-colored shirt.

Cairns Post - Paper Advertising

Print media continues to be a source of both active and passive buyers in the marketplace. The Cairns Post as the sole daily regional newspaper, reaches more local readers than any other publication. We believe that the proposed print media offers a cost-effective balance of exposure to attract the target market and make an emotional connection

Full Page

Quaid
REAL ESTATE

For Sale

5 5 5 6



Your Private Acreage Paradise

Positioned in the absolute heart of Redlynch with a gorgeous rainforest backdrop and the soothing sounds of the waters of Crystal Cascades, "Marchmont" brings together the best of acreage living just 20 minutes from the City and is offered for sale as the long term owners move South.

Set on 3 acres of freehold, this property belies its rainforest setting by offering a family sized, light filled 5 bedroom, 5 bathroom character home, dream powered shed and workshop, sparkling in-ground pool and a combination of lush gardens and oh so sought after grassed yard for the kids to enjoy.

Offered for sale by Formal Offer, closing 24th June 2019. Nooripam and Virtual Tour available on request or call for your private viewing today.

FORMAL OFFER closes 24th June

- Stunning 5 bedroom home on 3 private acres
- Mix of timber features & modern updates
- Ample grassed area to entertain and play
- High clearance shed w/ power, water & workshop
- Absolute privacy at the entrance to Crystal Cascades



Tom Quaid | 0400 773 444 | tom.quaid@quaid.com.au

Quaid Real Estate | 35 Lake St, Cairns | 4051 3300 | www.quaid.com.au

Half Page

For Sale

5 5 5 6



Your Private Acreage Paradise

Positioned in the absolute heart of Redlynch with a gorgeous rainforest backdrop and the soothing sounds of the waters of Crystal Cascades, "Marchmont" brings together the best of acreage living just 20 minutes from the City.

Set on 3 acres of freehold, this property belies its rainforest setting by offering a family sized, 5 bed, 5 bath character home, dream powered shed and workshop, sparkling in-ground pool and lush gardens. OPEN SUNDAY - FINAL VIEWING BEFORE OFFERS CLOSE.

FORMAL OFFERS close 24th June

- Stunning 5 bedroom home on 3 acres
- Updated to a tasteful, modern standard
- Ample grassed area to entertain and play
- High clearance powered shed w/ workshop
- Absolute privacy at the entrance to Crystal Cascades



Tom Quaid | 0400 773 444 | tom.quaid@quaid.com.au

Quaid Real Estate | 35 Lake St, Cairns | 4051 3300 | www.quaid.com.au



Quarter Page

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Auction

OPEN SAT 11:30AM - 12:30PM



Ready to Move In! Family Living in Redlynch Rise

178 Harvey Road, Redlynch will be offered for sale by auction, to be held on-site Saturday 7th August 2021 unless sold prior.

- Freshly painted inside and out
- Spacious floorplan with dual living areas
- All bedrooms are clad with built-in
- Large main bathroom with double shower & bath
- Matured gardens on 700m² allotment
- Tropical pool & generous outdoor entertaining



Tom Quaid | 0400 773 444 | Yvonne Carr | 0458 993 492

Quaid Real Estate | 35 Lake St, Cairns | 4051 3300 | www.quaid.com.au

Invest in your property

At Quaid Real Estate we recognise the importance of doing everything we can to make sure that your asset performs at its best, letting you focus on the other important things with the security of knowing that your property is being looked after the way you would want it to be.

Pay now options include:

Online Transfer



EFTPOS



Credit Card



OR; List now, pay later via market now!

How does it work?



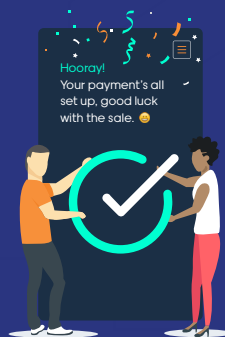
One

Your agent will send you a payment request



Two

Choose how you want to pay - now, or later



Three

Your agent can get started with the campaign, you pay later

With MarketNow you get:

- Access up to \$25k for marketing, styling and even minor improvements.
- Invest in the right campaign to ensure your property stands out from the crowd.
- Flexibility to manage your money how you want, don't let the cost get in the way - pay now or later.
- No credit check - a simple and fast online approval process.

Now sit back and relax...Quaid has it handled



**Marketing costs plus
5.5% due at the Pay Later**

What is MarketNow?

MarketNow Payments Pty Ltd is a Joint Venture between Domain Holdings Australia Limited and Limepay Pty Ltd. Domain brings expertise in the real estate segment and a depth of understanding to build the right tools for our real estate partner. Limepay is an innovative fintech operating in the payment space. Together we are bringing best in class payment solutions to the real estate segment.

marketnow.com.au

Quaid

REAL ESTATE

35 Lake Street, Cairns QLD 4880

P 07 4051 3300

F 07 4051 9470

E Sales.support@quaid.com.au