

Focus on

MARKETING

with WHISE



 **whise**
WWW.WHISE.EU



Congratulations! You have succeeded to convince the owner to work with you.

It is now time for the next step, focus on marketing your new property on the market.

This step brings together actions to make sure your properties get to stand out and arouses the potential buyer with interests.

This whitepaper is the second part of a series to show you how WHISE can help and guide you through the different steps of the transaction.

This file is devoted to the first stages of marketing and will guide you through our WHISE real estate software to adopt simple and effective procedures to make this transaction a new success.



The first step to market your property is to make it in your real estate software.

This seems so simple, yet there are a few tips and tricks that can save you some time.

01 The elements to prioritise for better visibility

1. THE PICTURES

This is the first element that stimulates an internet user to view your property in detail on real estate portals. So today it is no longer possible not to pay special attention to it.

USE HIGH-RESOLUTION PICTURES

Photos are essential in the marketing of a property for obvious reasons. A picture gives THE first good impression of your property, beautiful images help to sell, and poor-quality photos can take your property "out of the race". The quality of the pictures also reflects the image of your agency as well as your professionalism!

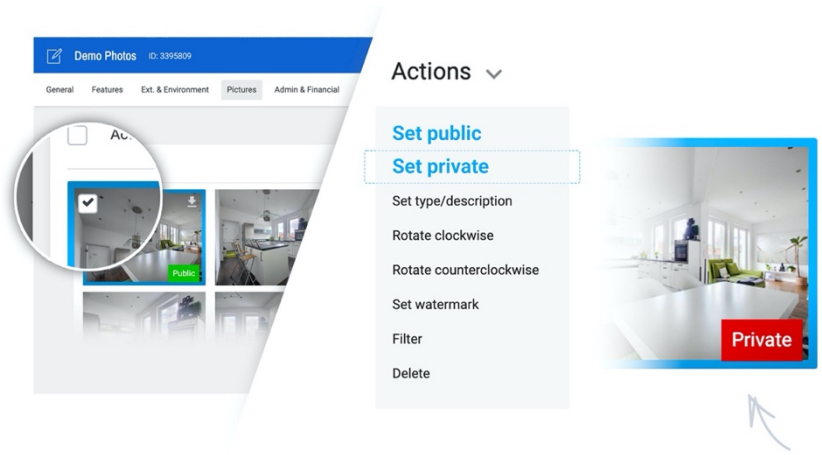
The size of the photos is also an important element. If the pictures are too heavy, your site will become slow, and if the resolution is too low, your posters and brochures will not be of acceptable quality, thus making the pictures blurry.

WHISE automatically manages the size of your photos. You just need to upload high-resolution images, and WHISE takes care of handling all useful sizes for your site and brochures.

HOW MANY PHOTOS SHOULD YOU USE?

You agree that it is essential to have a photo report that shows all the assets of your property? Then start by providing as many photos as you need. Sometimes it is even useful to have pictures that will only be displayed to your team or that you can use to remind you of specific details. Of course, these photos should not be published but should be available for viewing when needed.

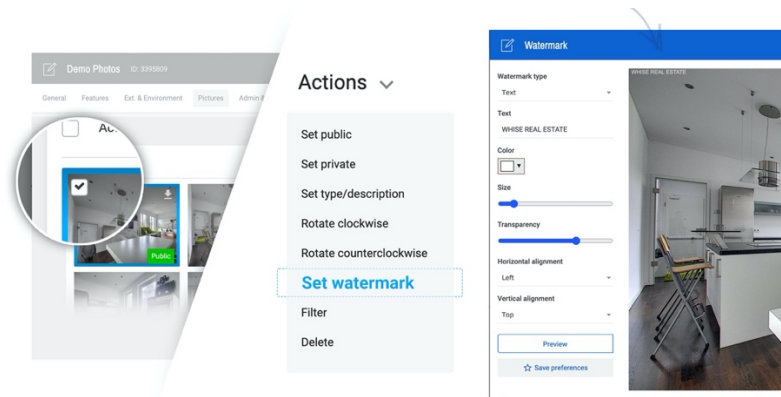
WHISE foresees this type of situation. On the one hand by allowing you to insert as many photos as you wish, and on the other hand by allowing you to keep "private" photos that can only be consulted by your team and will not be published on your commercial supports.



THE PHOTOS ARE A REFLECTION OF YOUR BRAND

Each photo is an opportunity to promote your brand, your agency. Insert a watermark on photos not only to avoid its misuse but also to show your logo or the name of your agency every time a potential buyer sees a picture of your properties.

With WHISE, you can insert a watermark on each photo of your properties in an automated and fast way.



2. THE DESCRIPTION OF YOUR PROPERTY

THE TITLE

The title of an advertisement is the first text that will be read on your property, whether it is in a brochure, on your website or a real estate portal.

It is therefore essential to pay attention to it and to insert information that will allow the Internet user to differentiate this property from others. Use a few words that summarise the advantages of the property compared to its competitors (neighbourhood, state, surface area, terrace or garden, etc.).

As its name suggests, this title should be short. A title that encourages you to know more about your property is therefore very appropriate to push the Internet user to consult the details of your property.

THE DESCRIPTION

The description is an essential element of the presentation of your property and allows you to describe in detail its advantages, its composition at each level or any other aspect of differentiation.



TIPS & TRICKS

There is no need to specify the number of bedrooms and bathrooms present in a property in the descriptions: icons already mention them. Favor information that will allow amateurs to project themselves into the property, such as "ideal for a first investment or a large family" or specific features such as the character of the building, its architectural style or the advantages of the neighbourhood.



WHISE provides you with three fields dedicated to the description of your property. Each of them allows a different amount of text so that you can describe your property with the precision you want.

You can use these descriptions across different media such as your posters, brochures, website and real estate portals. You can then choose the most appropriate description for each of them.

THE LANGUAGES

The world is your playground! A potential buyer is always reassured to have information in his language. Describing in several languages also allows you to increase the number of potential buyers who will notice your ad!

WHISE allows you to manage several languages simultaneously by giving you the possibility to describe the properties in the language of your choice and also by offering a systematic translation of all the fields you fill in. Your site as well as your documentation can then display complete information in the language of your contact person.

You have an email to send to a potential buyer? Don't worry about the language in which you should send it, WHISE automatically detects the language of your contact and sends the information in the appropriate language.

THE DETAILS

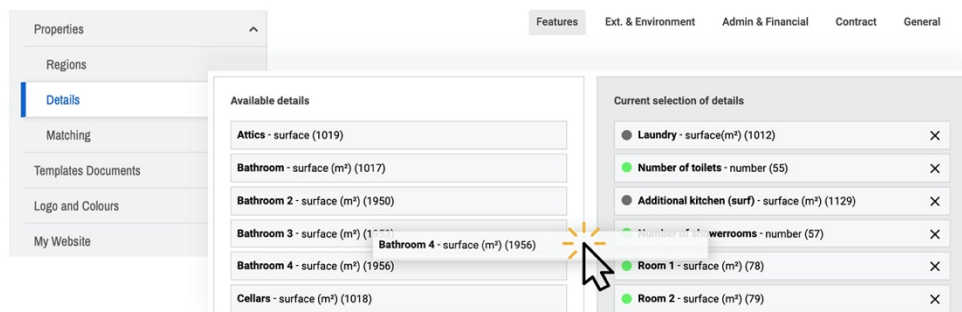
Today, potential buyers have no desire to have to call to find out if the property matches the "preliminary" criteria of their search. That's why they appreciate a detailed listing that allows them to make an initial selection of the properties they wish to visit.

Moreover, a good number of selling owners also look at the way you present the properties you are selling/renting. This is a way for them to select the agents that seem the most professional to them.

Let's not forget that the detailed encoding of a property allow you to make an exact matching between your properties and your prospective buyers, especially when the prospective buyers have a particular request.

WHISE has also paid attention to this aspect of advertising by providing a large number of details available for you to complete.

Of course, detailing a commercial for a ground floor or a 4-facade villa does not require the same information. This is why the software adapts to the type of property you enter as well as to the type of transaction (sale/rental).



This function gives our software very great flexibility and allows you to ensure a fast data-entry perfectly adapted to the properties available on your real estate market.



TIPS & TRICKS

The most successful real estate agents among WHISE users complete their properties with a lot of detail to be as complete as possible.



VIRTUAL TOUR AND VIDEO

These means of communication have become essential in real estate and allow your customers to project themselves in the property they have selected.

The virtual visit: this feature allows an individual to visit a property without having to travel. The significant advantage of this tool is to let the person visit the different rooms of a property at his or her own pace. The virtual visit ensures that an interested party is qualified and avoids visits that are sometimes unnecessary.

Video: this material is useful to report, in a limited way, on the possibilities offered by a property placed on the market. It presents the most interesting elements in an attractive and quick way and above all offers increased visibility, bearing in mind that today video remains an extremely popular tool on social networks, for example.

WHISE allows you to ensure flawless management of these new tools by directly inserting the link during the encoding of the property.

This very fast and simple action allows you to publish your virtual visit and/or your video directly on your website and also on all the other portals that display this type of media, offering then greater visibility to your property.

3. INTEGRATED PROFESSIONAL TOOLS

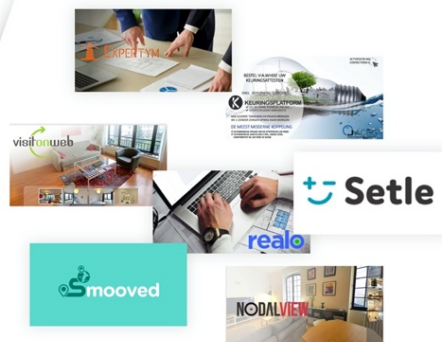
Quick access to professionals to carry out your photo reports, virtual tours, or energy certificates can save you precious time in the marketing of the properties entrusted to you.

WHISE allows you to access, directly within the platform, professional service providers for whom the services are completely integrated. This means that you can not only access their services very easily, but also that **when the service is done, it appears automatically in WHISE**.

For example, with the creation of energy certificates, the information is directly encoded into your property, allowing you to market it more quickly without having to spend time encoding anything!

Ordering and integrating the service is made easy and very often allows you to have a perfectly adapted service at your fingertips**.

Contract Documents Media Service



** partners and services vary according to the country where you are located.



02

Publication on your site and specialized portals

Your property is now ready to "make its entrance", it's up to you to give it the best media coverage possible.

You will want to publish your property on different real estate portals and, of course, on your website.

With an average of 15 minutes for the encoding of a property on each of these platforms, you will very quickly realise how much time a software such as WHISE will save you.

Of course, you must also take into account the time needed to update each of them when changing a price, for example.

Publishing your properties will only require one click for each media, and all updates are done automatically without any intervention.

MANAGING AND
CONTROLLING YOUR
PUBLICATIONS BECOMES
CHILD'S PLAY!

Each modification made on a property automatically leads to an adaptation of your ad without you having to worry about anything!

Moreover, each portal has its specific features regarding the number of photos and details displayed, etc... WHISE ensures you an optimal publication for each of them by respecting the requirements of each one.

Many functionalities are available to you to manage and control your publications:

- Visualisation of your publication status
- Direct link to the property published on the media
- Ability to schedule the end of the publication
- etc.

03

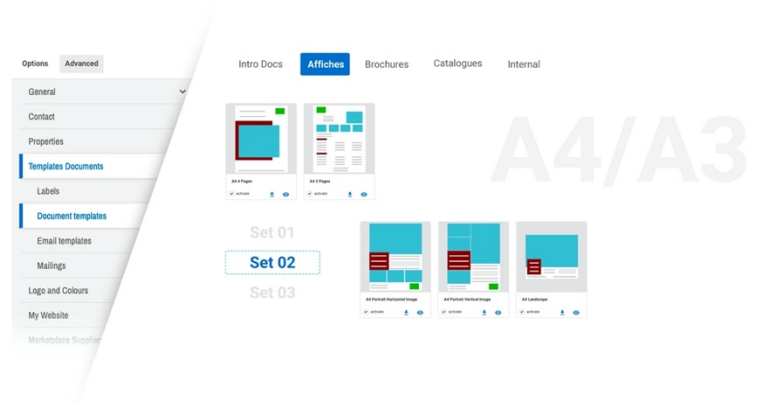
Modern and personalised documentation

A key element of your marketing is also to be able to present the property through complete documentation.

Whether it is a poster, a catalogue of goods or a complete description, your brand must appear clearly while respecting your colours and logo.

Indeed, the catalogue and brochures are informative supports that allow you to keep your potential buyers "in mind" when they consult them, for example, after a visit.

As for window posters, they are a direct reflection of your brand and must also convey and concise information about your goods.



TIPS & TRICKS

Having a large photo and the main elements such as the number of rooms, the garden and the area on your posters may seem short but remember that the goal is to bring the person into your offices. Not transmitting too much information, therefore becomes much more attractive!



WHISE gives you access to a large number of document templates. They are automatically adapted with your colours and logo to respect your corporate image.

The documents present:

- only the completed details of your properties, thus avoiding specific documents for land and businesses, for example.
- an optimal treatment of your photos both from the point of view of print quality and respect of proportions
- they automatically adapt to the language of your contact person
- can be sent by email with a simple click!

04 Mailing

Find the potential buyer for your property.

You are in daily contact with potential buyers looking for a particular property. Ideally, you should offer them as quickly as possible a new property on the market that corresponds to their research criteria.

To do this, WHISE has a particularly powerful tool that will automatically match a property with all potential buyers. You will be able to choose between an automatic or a manual selection of candidates and send them a personalised email.

This tool is so critical for the marketing of a property that it will be the subject of the following white paper. Don't miss it!

Send a newsletter for a project or several properties.

Some properties require a different type of communication, for example for an open day, or to announce an exceptional discount on a new project.

A newsletter is very indicated in these cases to provide complete information and above all to enable your potential buyers to react to a commercial proposal:

- Sign up for priority access to organized visits
- Sign up for open houses
- ...

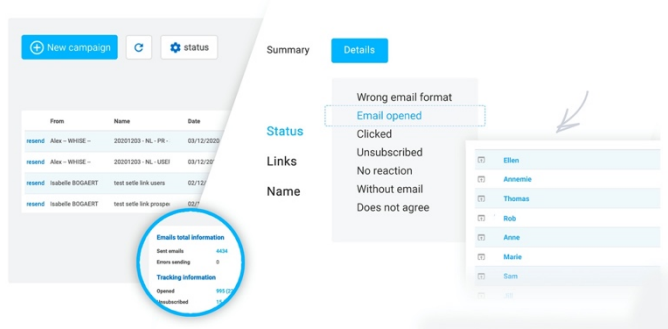
WHISE provides you with a very simple and complete tool that allows you to do so quickly without the need for technical knowledge.

This tool allows you to communicate either with all your contacts at once or with a precise selection of contacts.

Sending emails is interesting;
knowing if they are read is essential!

That's why we also provide you with a tracking tool that allows you to know precisely:

- When and who opened the emails
- When and who clicked on the links (buttons) you inserted in your newsletter



This module is particularly interesting when you know that it doesn't cost you a dime more to use it, regardless of the size of your database!

Our mass-mailing module allows you to send a huge quantity of emails in a secure and simple way.



TRUCS & ASTUCES

Our most successful clients use this tool very regularly to communicate with their potential buyers. In particular to inform them of an open house, the launch of a new project or even to promote a new property on the market.

WHISE accompanies you during the different stages of the real estate transactions, from the prospecting to the completion (sale or rental), by facilitating and automating the follow-up of your customers and your properties.

Our next file will be dedicated to the best way to find prospects for your properties.

