



# Homesellers Guide

Everything we do is dedicated to achieving the best price for your property.

#### Digital marketing

The way people are buying and renting property has changed. Over 90% of home movers start their journey online which is why we make sure your property has the maximum exposure to reach the right channel at the right time.

#### Online coverage

We make sure we advertise in all the right places, including Myhome.ie and Daft.ie as well as their associated websites, which are Ireland's leading property websites. Your property will also be featured on our website morrisonestates.ie

#### Social media

We share engaging content across Facebook, Twitter, Instagram and other key platforms, featuring local properties, research and property insights, as well as any local community activities that we support.

#### Photography

Photography of the highest quality is essential and the foundation of the marketing campaign for your property. This is why we use professional photographers who understand how to present your property. We will also arrange video and virtual tour content where necessary.

#### Floorplans

Our inhouse team will measure your property and create a floorplan which is vital to being able to convey a property layout to a prospective buyer.

#### Brochure

The brochure we produce for your property will be of the highest standard and bespoke to your requirements, because the better it looks, the better it sells or lets. We will also make the brochure available digitally.

#### For Sale/To Let boards

If appropriate we will erect a For Sale/To Let board at the property as these remain an extremely successful way of generating local interest.

#### Expert Auctioneers & Agents

When it comes to viewing your property to buyers our team of experts really know their stuff and will present your property at its best. Our team are experts in their areas and provide friendly expert service and local knowledge to prospective buyers, sellers, landlords and tenants.

#### Discreet marketing

If you are considering selling or letting your property, but are concerned by the idea of extensive marketing and promotion, we will look to secure you a buyer or tenant with our discreet property marketing. We can introduce the property to our private register of qualified buyers or tenants without creating an online presence.

#### Fees

We offer the most competitive fee options in the market for the range of services we offer and depending on the property we are marketing we can tailor make the best option.

Find out more by contacting our team, who will be able to demonstrate and show examples of these products and share the success for previous customers.