

Case Study: Real Estate Office Increases Staff By 25% And Doubles Properties Listed In 3 Years With AusPromotion

The Harcourts logo features the word "Harcourts" in a white, sans-serif font on a dark blue rectangular background. A small blue horizontal line is positioned under the letter "a".

Potential clients see that we're #1—while some of our competitors are nowhere to be found. We win the business because they trust us to market and sell their property."

COMPANY BACKGROUND

The principal of a leading Harcourts local real estate business wanted to get more leads and property appraisals for his office. Their commissions are, on average, worth between \$8,000 and \$9,000 each, so the director wanted to make their phones ring more consistently.

Looking at his lead generation, the principal knew he wasn't capturing any of the impressive volume of clicks on Google's sponsored search ad results.

BUSINESS GROWTH

"David gave us some suggestions and keywords that he'd prepared, and we had some of our own," the director said about trying Google Search Ads. "We get reports all the time. He made it very easy to get started."

Over the last 3 years, the sales department has grown 25%. The company has also grown from 600 to 1,300 properties (some acquired, some organic growth). The director attributes the company's growth to a mix of Google pay-per-click ads, newspaper ads, letterbox drops, online portals, and other marketing channels. It was the multiple touchpoints that was the secret.

CLOSING BIGGER DEALS

Google ads are also landing the director more deals with potential big clients. "When we go pitch business, I can contact David the night before, and say 'make sure we're #1 on Google for this search term or this location.'

"Then when I'm meeting with a potential client to sell their property, as part of my presentation, I'll take out my iPad and Google these search terms. "I'll show the potential client on my iPad that our office comes up #1 for the keywords.

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About AusPromotion.com

AusPromotion offers fully managed Google Ads services that increases leads and brand trust for local real estate firms and agents in Australia and New Zealand. AusPromotion is a 15-Year Google-certified Partner and offers No Contract Management for Google Search Ads, Maps Ads, Display Ads, YouTube Video Ads plus Display Remarketing Ads and YouTube Video Remarketing Ads.

For a free 20 – 30 minute strategy session on how AusPromotion can help you grow your real estate business, please call David on +61-422-656-006 or email David directly at david@auspromotion.com.