

# SIGNS

## ESSENTIAL FOR SERIOUS SELLING!

QUALITY SIGN....QUALITY HOME.....QUALITY AGENT!

Our signs help to set the tone of quality for the property and the agent. Initial impressions are often the most important!

Design Renaissance consistently provides the highest quality rental real estate signs in this state. For example sign frames are resprayed every time they are used and signs are installed in 'as new' condition.

You won't get better quality than Design Renaissance signs

SIGNS....BEST VALUE FOR YOUR ADVERTISING DOLLAR

Can you name another form of advertising that has a ONE OFF COST and works for the vendor day and night for the WHOLE LIFE OF THE LISTING? Of course you can't. That is why a sign should be the first and most essential advertising choice for EVERY VENDOR.

Design Renaissance provides value with quality of product & service.

SIGNS PROVIDE THE GREATEST EXPOSURE!

Do the sums!.....If your property is on South Road Edwardstown it would be exposed to 33,000 passing consumers each day.....231,000 each week.....924,000 each month.....nearly FOUR MILLION in three months! Why would you not have a sign? (And that's assuming only one person per car and ignoring foot traffic!) Even smaller suburban streets like Carlisle Avenue Ethelton carry 3000 vehicles a day or 270,000 passing consumers in three months. Even quieter suburban streets see around 36,000 motorists over three months (figures approximate).

If you are seriously trying to sell a property why would you not want to communicate with all those passing consumers?

If you're thinking about value for money compare that sort of exposure with that received by an advertisement tucked away

amongst a dozen real estate pages in the local paper. Calculate the cost to exposure ratio and benefit of a sign and then factor in all of the other advantages of a sign discussed here.

For quality cost effective exposure ask Design Renaissance.

## DRIVE BY....NO WAY!!

A sign stops people just driving by your properties. It makes them stop and allows you to provide them with information which they would not have otherwise known, thereby creating greater interest and generating enquiry. How does someone new to the area know there is a school nearby or that the block is 40 metres deep unless you tell them!

Stop them in their tracks with Design Renaissance signs!

## STOP THE FOOTPATH DISMISSAL WITH IMAGES

An image on the sign can show browsing purchasers an enticing aspect of the property not visible from the footpath. It can tease their interest and cause them to enquire further. It also forces buyers to stop and study the sign and might even get them out of their car to experience the ambience of the street.

For any combination & size of images on signs call Design Renaissance

## LET'S GET PERSONAL.....SHOW THEM YOURS!

Salespeople images on our signs create a warmer feeling for the browsing buyer and encourage them to call you at the sign site.....and that's the time you want to grab their interest.

Get your image out there!.... call Design Renaissance

## A BIG REMINDER.....YES! WE ARE SELLING!

A sign is a daily reminder to the vendor that their property is for sale and that time and effort needs to be directed to that end. The last thing you want is for a marketing program to become a sleepy 'maybe exercise' A sign maintains a sense of urgency!

For a clear, quality, 'FOR SALE' affirmation call Design Renaissance

## WHO YA GONNA CALL?....THE AGENT WITH THE SIGNS!

If prospective buyers are driving to an open in your area and pass three or four of your signs, who do you think they are going to call next?

Stamp your name on your area with Design Renaissance signs

## MORE SIGNS.....MORE CALLS.....CALLS.....CALLS!

Each sign you put up helps sell all of your listings. When a buyer calls off the sign you can also refer them to other properties you have listed.

The vendor that does not put up a sign owes a debt to all those who do.

If you want the calls, then call Design Renaissance

## BUT...BUT...BUT WE WEREN'T LOOKING TO BUY!

Signs catch the eye of people who weren't even in the market to buy but happened to be passing by. You should be grabbing every purchase possibility you can get!

Design Renaissance signs will do just that!

## SIGN IT!.....AND ACHIEVE THE BEST PRICE

The best agents who genuinely work for their vendors are always willing to push the market to achieve the maximum return for their client.

The boast "We don't need a sign (or advertising) to sell this property" is an appalling statement for an agent to make. Why take the early offers and the quick sale.... push the market with signs and advertising and achieve the best price for every property you sell.

Don't short change your vendors!.... PUSH THE MARKET!

Give it a hell of a shove with a Design Renaissance sign!

**Do the best thing for your business, yourself, your prospective buyers and your VENDOR.....and 'sell them the sign advantage'**

**NO PROPERTY should be without a sign!  
..... a DESIGN RENAISSANCE sign.**