

# Why choose Victorstone Real Estate to sell your home?

## VICTORSTONE

### Pricing

We will value your home based on extensive research and data.

To avoid price reduction, we will ensure the price is attainable.

### Pre-launch Marketing

We have a database of over 90k buyers and will use our advanced A.I software to match the closest potential buyers.

Buyers will receive an alert via email and SMS on their phones.

### Advertising on Rightmove

Your home will be a featured and premium listing on Rightmove, Zoopla & On The Market ensuring the listing is at the top of the page and generating four times more buyer enquiries.

### Viewings

We have a strategic approach to viewings and will host an open house. Our aim is to do bulk viewings in open house format to avoid multiple individual viewings.

### International Audience / Buyers

We have offices in the Middle East and Hong Kong and a global network of agents that are strategically located worldwide who work closely with buyers and investors with Victorstone.

## Traditional High Street Agents

### Pricing

The agent will overvalue your home to win your instruction. In a few weeks, the agent will attempt to reduce the price. This will leave a digital footprint on Rightmove and, as a result, it may affect your chances of obtaining the best price for your home.

### Pre-launch Marketing

Rely primarily on Rightmove, Zoopla & On The Market to generate buyer enquiries.

### Advertising on Rightmove

The agent will list your property on Rightmove and wait for the phone to ring. A very reactive approach.

### Viewings

Agents will conduct one viewing at a time.

### International Audience / Buyers

Most agents do not have an international audience.

## Social Media

We will create multiple images and videos for the relevant social media platforms to match the right audience.

We will hashtag the location and other landmarks in the area. This is something Rightmove, Zoopla or On The Market are unable to do. All posts will be shared with our agents, and they will share on their platforms. This will multiply the exposure exponentially.

We have a substantial social media following with all our agents and platforms.

## Walkthrough Videos

We will produce multiple high-quality videos for your home. Including:

- Trailer (teaser video)
- Detailed walkthrough video
- Highlights

## Employed / Self Employed agent

Our agents are self-employed and will work twice as hard for you, around the clock! They will only get paid if they sell your home. They will be available during evenings and weekends unlike high street agents.

## Social Media

Most agents post static images on social media platforms and use the same post on all platforms.

Most agents do not understand how to maximise social media to generate buyer enquiries.

## Walkthrough Videos

Some agents create videos.

## Employed / Self Employed agent

High Street agents are employed and will usually clock out at 6pm.

## Our Key Objectives:

- To create maximum exposure for your home
- To generate maximum value for your home
- To sell your home in the quickest possible time



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