

Why professional media sells your property for more

Your property's first viewing happens on a phone. Almost every buyer sees your home for the first time as a thumbnail, sitting in a list of other homes. That one image decides whether they tap through or keep scrolling — and everything else, the open home, the negotiation, the price, only happens if they stop.

What professional media actually does

- 01 More first clicks.** Your listing competes with every other property in the Far North on the same screen. A bright, well-composed lead image is the difference between being opened and being skipped past.
- 02 The right buyers at the open home.** Video walkthroughs, floor plans and aerial shots let buyers understand the layout, the section and the setting before they arrive. Fewer tyre-kickers, more people genuinely interested.
- 03 Buyers who aren't in the region yet.** Many Far North buyers are in Auckland, Wellington or overseas. A 3D tour and a proper walkthrough are how they shortlist your property without getting in the car — and they buy from that shortlist.
- 04 A price that holds.** Presentation signals value. A home photographed properly looks like a home worth what you are asking. One that is not invites a lower offer before anyone has walked through the door.

What's included in your marketing

INCLUDED	WHAT IT DOES FOR YOU
Professional photography	The lead image and the gallery buyers scroll through.
Cinematic video walkthrough	Shows flow, space and light that stills cannot.
Drone and aerial	Section size, boundaries, aspect and the setting around you.
3D Matterport tour	Lets out-of-town buyers walk the whole house from anywhere.
Measured floor plan	Buyers spend longer on listings that have one.
Social cut-downs	Reaches your agent's own audience, not just the portal.

THE INVESTMENT

\$[XXX] + GST

Invoiced on delivery, 14 day terms. Vendor-paid invoicing available.

Who is shooting it — Sean Panther, North Swell Media. Based in Ahipara, shooting across the Far North. Every shoot is planned, shot and edited personally, so you get the same eye and the same standard every time. Shot, edited and delivered within 5 days.