

# AUDIO TOURS

## FROM ASHINGTON PAGE

Ashington Page

The Multi Award Winning Agency

Ashington Page has introduced a new service for sellers, giving you an additional way to promote your property. Audio Tours give prospective buyers a more engaging way to learn about your home than traditional details alone and will help you receive greater exposure and generate even more interest.

### WHAT IS AN AUDIO TOUR?

An Audio Tour is similar to a video of your property, but created using still images plus professional narration of the features and benefits of your home.



1. They give prospective buyers an engaging insight into your property
2. A professional voice over gives a personal tour of the features you need to highlight to buyers
3. High quality images animated as a slideshow maintain interest

### HOW CAN AN AUDIO TOUR HELP SELL YOUR PROPERTY?

The more that can be done to make your property stand out to buyers, the higher the chances of a viewing and quick, successful sale. Video is a medium everyone is familiar with from television through to YouTube, and our Audio Tours give you a simple and engaging way for buyers to view your property in this way.

Having an Audio Tour for your property will:

- Enhance your listing and market your property in the best way to get the most quality viewings
- Communicate to potential buyers the features of your property in a trusted TV style advertisement medium

- Allow buyers to view your property online at a time to suit them, filtering out possible viewings that would never have been interested
- Give you an edge over properties listed with other agents as only Ashington Page offer this service locally

An Ashington Page Audio Tour allows prospective buyers to take a first viewing of your property from the comfort of their own home, giving an enticing reason for them to contact us and find out more.

#### GET AN ONLINE EDGE TOO

The internet is a vital part of any property marketing plan today. As well as [www.ashingtonpage.co.uk](http://www.ashingtonpage.co.uk) having a top ranking for many searches, your Audio Tour will be able to be directly found by buyers searching online, giving you additional chances to get in front of prospective purchasers.

Your Audio Tour will be featured not only on our own website listings but be available through the major property portals, Rightmove and Primelocation.

You may not be aware but YouTube is actually the second largest search engine in the world after Google. More people search for content each day on YouTube than on Yahoo or any other search site. We can feature your Audio Tour on our YouTube portal, giving you even more exposure to that vital flow of online search from all over the world. What's more, with increasing numbers of televisions accessing YouTube videos directly you'll not only be able to be accessed via computers, but straight from the living room sofa.

#### HOW DOES IT WORK?

As soon as your listing is on our website we will organise the Audio Tour to be created with our professional voiceover artist and it will usually be uploaded within three working days.

Once a buyer has viewed the tour they are directed to a link that allows them to request more details or arrange a viewing. Ashington Page will follow those requests up immediately and organise whatever is required.

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