



MARKETING THAT MOVES PROPERTY

360 REACH

**Affordable. Effective.
Everywhere.** With
standout boards,
professional brochures,
and data-driven digital
advertising, Jacobs
and Lowe gives your
property maximum
exposure at a
competitive price.

JACOBS AND LOWE
ESTATE AGENTS

At Jacobs and Lowe, our marketing tools are designed to stand out in a competitive market—just as we have for over 120 years. With a deep focus on the Mornington Peninsula, we understand what works here and how to reach the right buyers effectively.

Our team combines proven strategies with innovative marketing solutions to give your property the attention it deserves. From high-quality photography, floorplans, brochures, and signage to comprehensive exposure across major real estate portals and digital channels, we ensure your home is seen by more engaged buyers.

With strong local brand recognition, a trusted reputation, and a large database of actively searching buyers, we connect with the market in ways that deliver results. Our long-standing relationships and community connections mean we can amplify your campaign both online and off—giving your property the best chance to achieve a premium result.

At Jacobs and Lowe, our signature '360 Reach' marketing strategy is designed to put your property in front of more buyers—wherever they are. Whether you're launching to the full market or testing the waters off-market, we tailor our approach to suit your goals while maximising exposure with minimal upfront investment.

And to make the process even easier, we offer flexible pay-later marketing options—taking the stress out of listing your property. This allows you to launch your campaign confidently, with high-impact marketing from day one, and defer the cost until settlement.*



*Conditions apply.

360 REACH: The Full Marketing Mix

The Fundamentals - The Essentials Done Exceptionally Well. +

Our Reach - Relationships that Move Property. +

Local Presence - On the Ground Where it Matters Most. +

Digital Edge - Reaching Buyers Where They Are. +

Classic Media - Print Advertising That Complements Digital +

**360
REACH**

THE FUNDAMENTALS - The Essentials Done Exceptionally Well.

Photography

At Jacobs and Lowe, we know that standout photography can make all the difference to your campaign. We work with trusted local photographers who understand how to capture each property at its best—across various styles, lighting conditions, and angles.

Our packages are cost-effective and professionally curated to showcase your home in the best possible light.

Optional upgrades include:

- Drone photography for elevated perspectives
- Twilight shoots for dramatic impact
- Property videos to create an immersive experience

Copywriting

Every property has a story—our expert copywriters know how to tell it. Whether your home features premium finishes, a stylish renovation, or an unbeatable location, our copy is crafted to highlight what matters most.

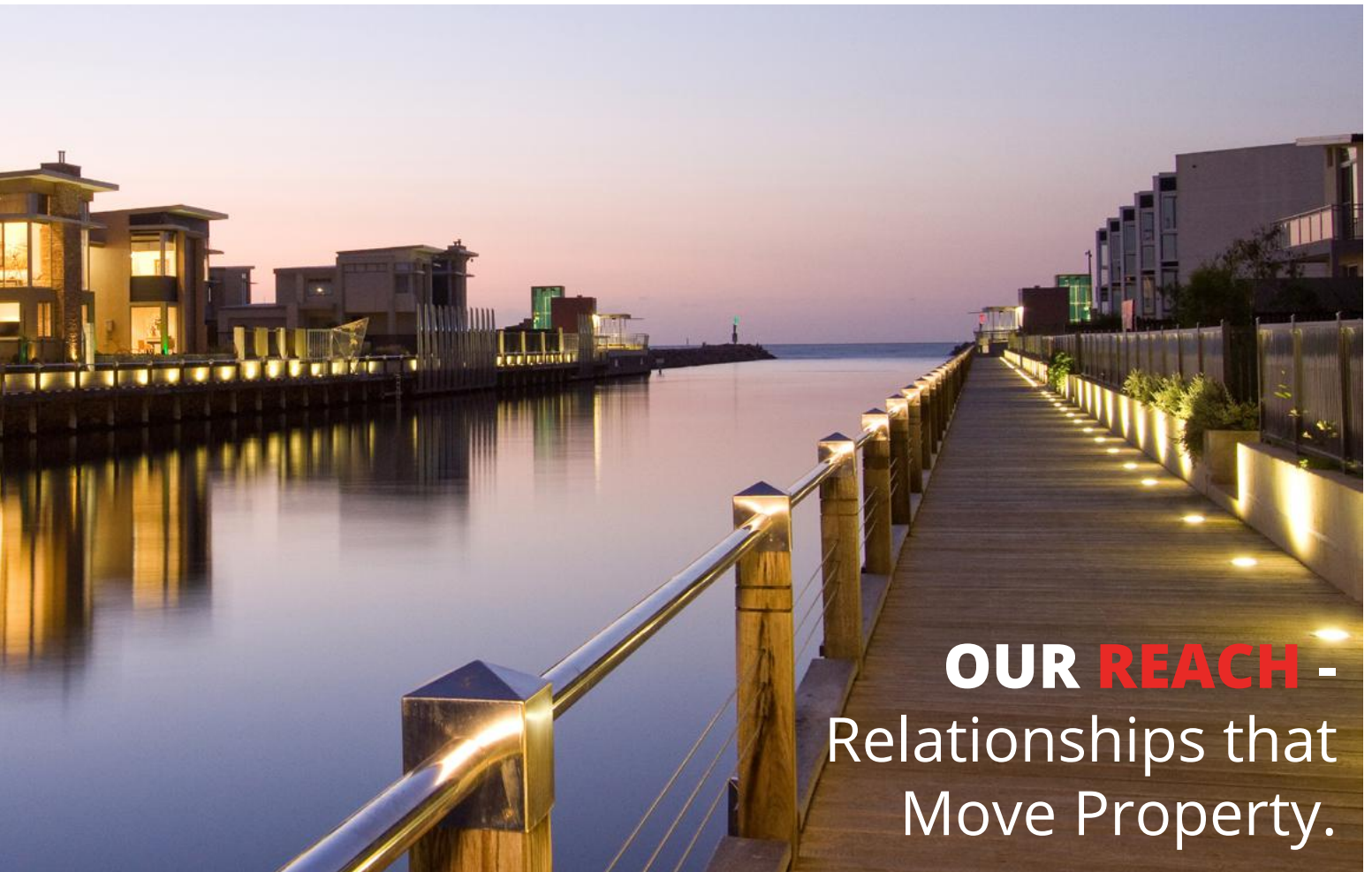
Strong, targeted descriptions not only appeal to potential buyers but also enhance your online visibility with keyword optimisation for better reach on search engines.

Floor and Site Plans

Floorplans are essential in helping buyers understand a property's layout and potential.

All of our marketing packages include a full-colour floorplan and site plan, providing a clear visual of scale, flow and usable space—so buyers can easily picture themselves in your home.





OUR REACH - Relationships that Move Property.

Whether you're looking to test the market with a low-key off-market campaign or launch with maximum impact, Jacobs and Lowe has a proven strategy to suit. Our tailored approach uses a mix of traditional and digital platforms to generate strong buyer interest with minimal upfront investment.

Thanks to our deep community connections and long-standing presence on the Mornington Peninsula, chances are we've already met your future buyer.

Client Database

With more than **38,000 active contacts**, our database allows us to match your property with genuine buyers through targeted campaigns and regular email alerts.

Qualified Buyers

Each week, we meet high-intent, qualified buyers at open homes and private inspections. As our database grows, so does your opportunity to connect with the right purchaser faster.

Website Traffic

Attracting over **50,000 visitors per quarter**, the Jacobs and Lowe website is a key destination for buyers actively searching on the Mornington Peninsula.

Social Media Reach

Our social media presence reaches an average of **16,000 people each week**, driven by ongoing campaigns promoting both current listings and the Peninsula lifestyle. With over **4,000 engaged followers**, your property benefits from continuous exposure—at no additional cost.

MAJOR LISTING PLATFORMS - Premium Placement for Maximum Exposure.

In addition to our own website, we list your property on the leading real estate platforms—including realestate.com.au and domain.com.au—where the majority of buyers begin their search.



realestate.com.au – Premiere+ Listings

Realestate.com.au attracts over 10–12 million unique users per month, making it Australia’s most popular property portal.

- As a Premiere+ client, your listing appears at the top of search results and is automatically rotated to the top every 15 days, helping maintain visibility with fresh buyer traffic
- Premiere+ listings receive up to **28% more views** and **20% more email enquiries**, and properties sold via Premiere+ typically sell much faster than standard listings
- Exclusive features include early “Coming Soon” exposure, eBrochures, Listing Bumps, Campaign Insights, and audience targeting to engage more serious buyers across stages of the selling journey

Domain

domain.com.au – Upgrades Available

Domain.com.au draws around 3.9 million active users monthly, many seeking mid-to-high-end Peninsula properties.

Our partnership grants access to high-impact listing upgrades—Platinum, Gold, and Silver.





DIGITAL EDGE - Reaching Buyers Where They Are.

Weekly Buyer Emails & Instant Match Alerts

Each week, Jacobs and Lowe sends a dedicated property email to our growing database of over **38,000 engaged buyers**. When your campaign launches, your property is featured in this high-performing email, reaching those actively searching in your suburb and price range.

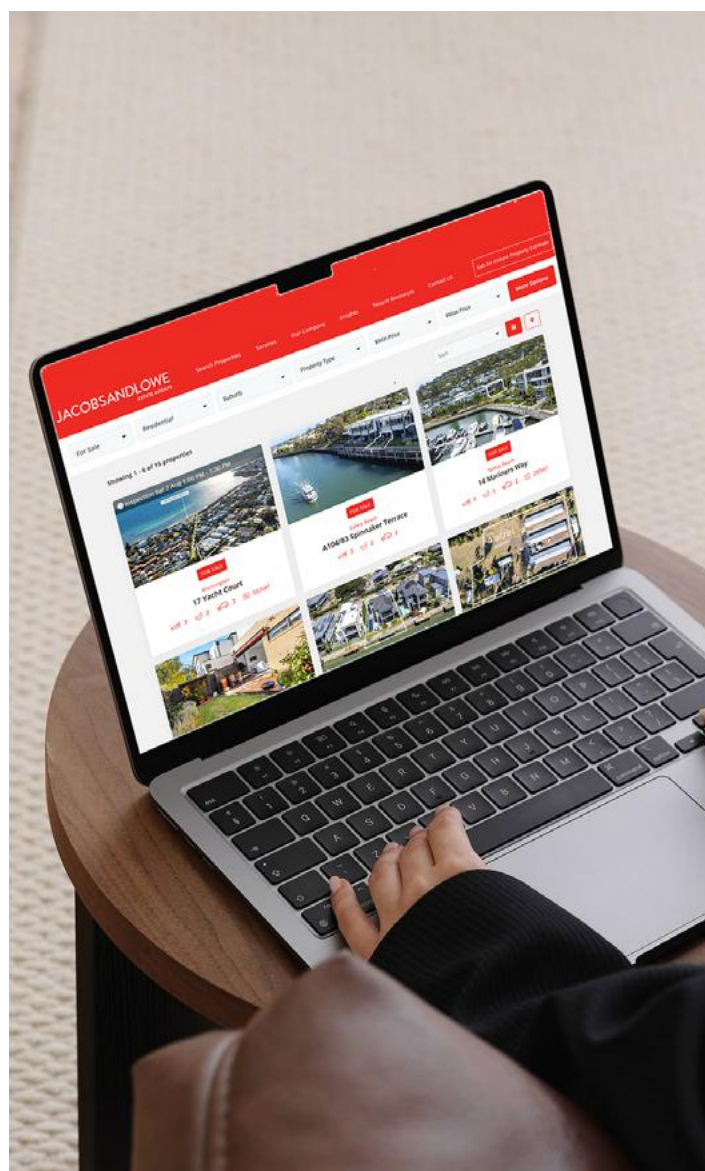
In addition, our Property Match system is triggered the moment your listing goes live, automatically delivering tailored alerts by email and SMS to buyers who match your criteria. It's a fast and direct way to connect your home with the most interested audience—immediately.

Jacobs and Lowe Website

With over **50,000 visits per quarter**, our website is a central platform for serious Mornington Peninsula buyers. Unlike external real estate portals, jacobsandlowe.com.au allows us to present your property with more detail, greater visual impact, and a stronger brand presence.

All marketing—from digital ads to QR codes on boards and brochures—drives traffic back to your listing on our website. This boosts SEO performance, supports social media retargeting, and gives buyers a seamless, responsive experience on any device.

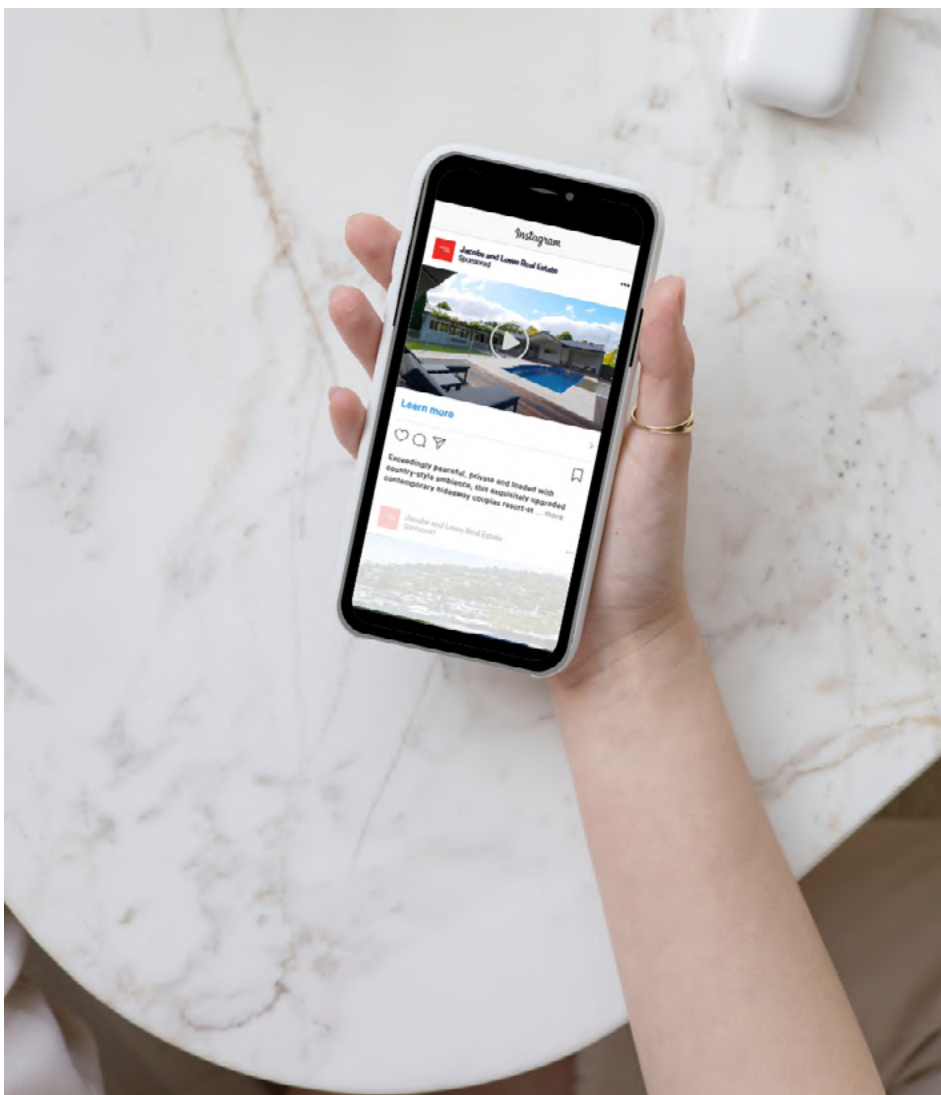
It's not just a website—it's a high-performing property showcase built to convert interest into enquiry.



Digital Campaigns That Deliver.

Your property is also promoted through a bespoke digital campaign designed to drive qualified buyers to your online listing. We use exclusive Jacobs and Lowe data to target the right people with precision. Campaigns are shown to:

- Buyers who have previously visited your property
- Enquirers from platforms like realestate.com.au, domain.com.au, and jacobsandlowe.com.au
- Visitors actively browsing similar properties on our website
- New potential buyers, identified by key demographics, behaviours, and location



Our advertising spans Facebook, Instagram, Messenger, Google, and YouTube, leveraging over 26 digital ad formats to ensure your property stands out. These ads reach **over 90% of online users**, capturing attention where people spend the most time—on their phones and devices.

Through our Performance Formula, we continuously analyse which images and messages generate the most buyer interest, fine-tuning your campaign to maximise engagement and enquiry.



26 DIGITAL AD FORMATS

REACH **90% OF**
ONLINE USERS

LOCAL PRESENCE - On the Ground Where it Matters Most.

Property Boards

Bold and unmistakable, Jacobs and Lowe property boards are designed to make an impact. Featuring our signature Jacobs and Lowe red, they're a standout in a sea of muted tones and immediately recognisable across the Mornington Peninsula.

Our high-quality boards include a QR code linking directly to your online listing and are available in a range of sizes and formats to suit your property, street frontage, and local area.

Property Brochures

Our professionally designed brochures provide prospective buyers with a high-quality, tangible reference they can take with them after an inspection.

Whether it's kept on the kitchen bench or revisited after a weekend of open homes, our brochures help keep your property top-of-mind.

Local Letterbox Drops

Sometimes, your next buyer is just around the corner. We offer targeted direct mail campaigns to reach neighbours and locals—often the most engaged and enthusiastic advocates for your home.





CLASSIC MEDIA - Advertising That Complements Digital.

At Jacobs and Lowe, we continue to invest in local print advertising to boost the exposure of every property we represent. Featuring prominently in well-read publications across the Mornington Peninsula and beyond, our print campaigns ensure your property reaches a wide and diverse audience.

While many buyers begin their search online, print media remains a trusted source—particularly for discerning buyers who appreciate a tangible, considered approach.

By combining print with digital, your campaign benefits from increased visibility and multi-channel reach.

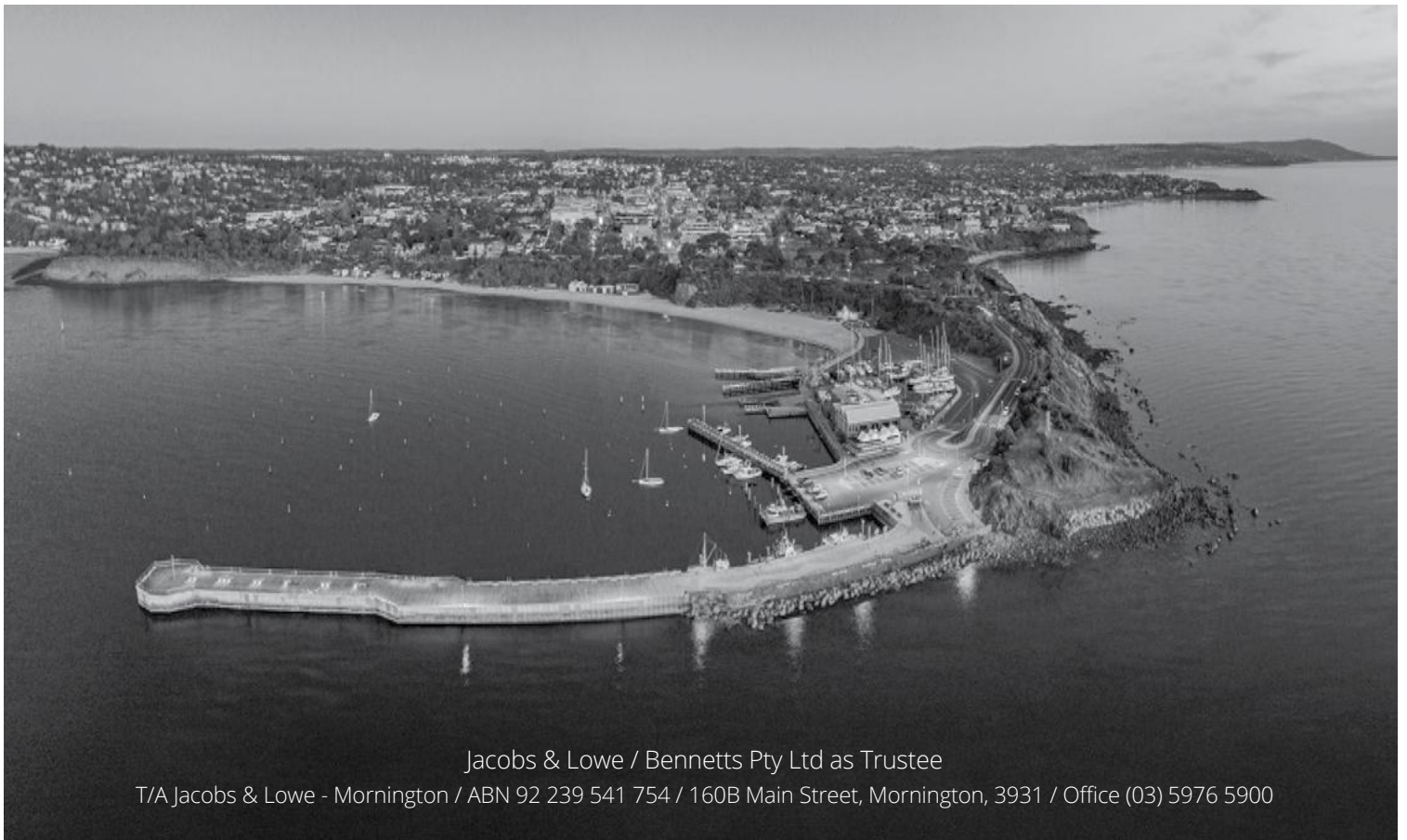
Print provides an added layer of cut-through—ensuring your property gets noticed by more buyers, both locally and nationally.

Expertise. Experience. Focus.

JACOBSANDLOWE
ESTATE AGENTS

At Jacobs and Lowe, we've been helping Peninsula property owners sell with confidence since 1905. As the region's most established agency, we combine deep local insight, a connected team, and a shared database to ensure your property reaches the right buyers.

From preparing your home for market to negotiating the final sale, we're with you every step of the way—focused on delivering the best possible result. When it's time to sell, trust the team that knows the Mornington Peninsula like no one else.



Jacobs & Lowe / Bennetts Pty Ltd as Trustee

T/A Jacobs & Lowe - Mornington / ABN 92 239 541 754 / 160B Main Street, Mornington, 3931 / Office (03) 5976 5900