

Media study



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AN Media Consultant Online Publication Report Real Estate Brochures of Listings:

Benefits of Transition from Print Format to Online Publication Introduction

There are significant benefits from transitioning from a printed format to an online publication. This report looks at the current format of real estate brochures of listings and indicates how the product will be transitioned to a new communications context in the form of an online publication. Current Format of Real Estate Brochures of Listings Real Estate Brochures currently have one or more listing(s) per page. The aim of having as much information on one page is to save on printing results. This results in properties being placed wherever space is available to accommodate them. In order to find a property the customer would essentially have to go through the whole brochure which is time consuming. Additionally, the customer will be overwhelmed with too many options. Furthermore, if houses are sold the customer is not aware until contact is made with the sales agent. New

Communications Context – Online Publication The product will be digitised so that it can be uploaded online. The first page of the magazine will have different sections indicating the types of properties available - townhouses, two family houses, apartments, etc. These will be hyperlinked to the relevant pages. There will also be requirements for additional inputs to narrow users search. See New York Mag (n. d.). These will include inputs for lower and upper limit of price range and location. Here the customer will not have to waste time searching through irrelevant information. All relevant pages in the online brochure will be linked to the home page. The online edition will also allow the potential purchaser to view the property inside out by way of a virtual tour of the house. Additional information on the property will be accessed by way of a hyperlink. These include contact details. The website

will have capabilities to allow for downloads to iPad, iPhone and Android so as to allow users to access it anywhere. The website will be updated real time. Conclusion The website will be successful because it will be user friendly and customers will be able to see all the information they want without having to contact anyone until they are serious. Customer will therefore be able to make decisions quickly. There will also be a form for users to fill out indicating contact information including interest in any particular type of real estate. To ensure success the site would be advertised on popular sites such as Face book, Twitter, Yahoo! and Google. The number of hits on the website would also be compared with number of related sales. This would be compared with previous periods' information. Reference New York Mag. (n. d.). New York Real Estate. Retrieved from: <http://nymag.com/realestate/>