

**Custom**



**The fastest way to search for a listed property on the internet  
www.customdomainname.net**

**Domain Name**

If you are a seller, how do you get more potential buyers to see your property?

Use a Custom Domain Name

As buyers search for a real estate property on the internet and the fact that real estate agents use the web and social media (Facebook, Twitter, Instagram, LinkedIn, etc) to market a property, using a Custom Domain Name also referred to as a Unique Web address, makes it easier for prospective purchasers to find the listed property in an exclusive selling environment.

SEARCH - Better exposure in Google search.



GOOGLE ANALYTICS - each property is optimised for Google analytics, and if you have analytics on your website then you can track the results.



SEO - each custom domain name is search engine optimised to allow for the appropriate search engines to find and therefore list the property higher on their ranking.

UNIQUE - A Custom Domain Name (CDN) makes your property unique and stand out, making sure you give it the best exposure that you can.

DIRECT - The fastest way that a buyer can go directly to your property on the web, no search engines, no portals to navigate through, just directly to your property's webpage.

EASY AND SIMPLE - makes it very easy for a buyer to remember the property address in both the physical and virtual world.

SECURE AND EXCLUSIVE SELLING ENVIRONMENT -A CDN takes your listing out of the robust world of property search engines. This allows you to showcase the benefits of the property in an exclusive environment, away from competing listings and banner ads that could steal your prospective buyer onto another property on a 3rd party website.

INCREASE EFFECTIVENESS - a CDN makes any other marketing that you may be doing (eg., emails, press ads, flyers, brochures, phone calls, social media etc.) work more effectively and efficiently. Even the signboard outside the property will become a better selling tool. In effect it creates a 2nd search engine.

For more information or to order a Custom Domain Name visit  
[www.customdomainname.net](http://www.customdomainname.net) or contact Andrew Cole 0433 161 509  
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