

# As a real estate agent have you ever wanted to send a weekly e-newsletter however...

... never seem to get around to it; don't know what to write; don't know how to send it; can't seem to upload photos and tend to struggle to make something visually exciting; have to rely on the office PA; don't know how to upload email addresses; don't have a designated help-line; unhappy with what the corporate office is offering...



In partnership with  
realestate **view**.com.au  
the view that counts

# never find the time?

# It's here... the effortless e-newsletter for estate agents

***- where we do all the work!***



# how it works

We put your corporate logo here

We put your photo here

You can add your own property of the week

Latest stock list downloaded every four hours

You can write your own weekly message

Put your weblinks here

You can earn \$\$\$ by promoting partner businesses \*

Fresh weekly updated what's on news and links

We even handle any unsubscribes

The screenshot shows a newsletter layout for Hodges real estate. At the top left is the Hodges logo. To its right is contact information for Campbell Cooney and Sarah Genau. Below the logo is a 'Welcome John' section with a photo of a man and a placeholder text. To the right of this is an 'info links' section with a list of links and a 'web links' section with more links. Below the welcome message is a 'Property of the week' section featuring a house and a 'Renovated perfection' ad for a property at Brighton 87 Osborne St. To the right of this is a 'career opportunities at Hodges' section and a 'my holiday of the week' section. Below the property ad is a list of properties, each with a small image, address, and price. To the right of this list are sections for 'my restaurant of the week' (Kouzina Modern Greek & Meze Bar), 'my car of the week' (Audi A4 Sedan), 'my event of the week' (Book now at Tichetex), and '5 minute break' (Beat the clock). At the bottom of the newsletter is the Hodges logo and contact information again, along with a footer containing legal disclaimers.


\* Custom advertising tile \$199 once-off

# examples

## ROCKET CLASSIC

Buxton @buxton  
1st November 2011

# b >informed



**Mathew Cox**  
0412 345 878

This is where the welcome message goes...  
 Welcome John,  
 This is where the welcome message goes...  
 Welcome John,  
 This is where the welcome message goes...  
 Welcome John,  
 This is where the welcome message goes...


**info links**

- Office profile
- Your marketing campaign
- Placeholder for sale

**web links**

- www.buxton.com.au
- www.nrl.com.au
- www.things.com.au
- www.realestate.com.au
- www.monster.com.au
- www.thatsmehelaine.com.au

**Property of the week**



**Renovated perfection**  
57 Osborne St  
Beaumaris

- 4 million plus
- 2 bathrooms
- Double garage
- Very nice

[Click here](#)

**would you like a free appraisal?**

[Click here](#)


**real estate resources**

[Click here](#)

**mortgage calculator**

[Click here](#)


**my holiday of the week**



Cook Islands, South Pacific

[Click here](#)


**my restaurant of the week**



Italian restaurant

[Click here](#)


**my car of the week**



Audi A4 Sedan


[Click here](#)

**my event of the week**



[Click here](#)


**my recipe of the week**



Spring minestrone

[Click here](#)

**5 minute break**



Blat the clock


[Click here](#)

**Property listings:**


- Mentone 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Brighton 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Beaumaris 12 Ball Road**  
Price \$550,000 - \$1.1M+
- Brighton 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Parkdale 12 Beach Road**  
Price \$550,000 - \$1.1M+
- Brighton 12 Ball Road**  
Price \$550,000 - \$1.1M+
- Beaumaris 12 Ball Road**  
Price \$550,000 - \$1.1M+
- Mentone 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Brighton 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Beaumaris 12 Ball Road**  
Price \$550,000 - \$1.1M+
- Mentone 12 Balcombe Road**  
Price \$550,000 - \$1.1M+
- Brighton 12 Balcombe Road**  
Price \$550,000 - \$1.1M+

**buxton** Mathew Cox 0412 345 878 99 Charman Road, Mentone Ph 03 9583 9811

## ROCKET CUSTOM DESIGN



# BULLETIN




Dear [Name],

The property market appears to have settled into a healthy balance this Spring with auctions achieving pleasing clearance rates and acceptable prices. The total White sold 17 properties in auctions on the weekend in addition to a further 4 that were sold prior. Almost half of the properties sold achieved prices over \$1.5 million which shows an encouraging strength at the top end of the market. Although the market is performing well, such levels are very low for this time of year.

**SHIRAZ POWELL**  
SALES EXECUTIVE - FREMANTLE  
T 08 9335 5977 M 0405 704 528  
[-> view my profile](#)

**PROPERTY OF THE WEEK**

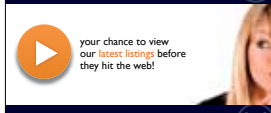


**THE MONUMENT**  
FREMANTLE 3 Solomon Street

Bidding from \$1,700,000


[view more information](#)

**JUST LISTED**



your chance to view our latest listings before they hit the web!

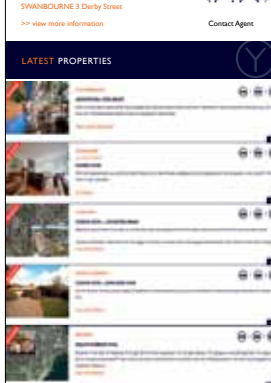
**SOLD PROPERTY OF THE WEEK**



**LIFESTYLE CHOICE**  
SWANBOURNE 3 Derby Street

Contact Agent

**LATEST PROPERTIES**



**OUR QUICK LINKS**

- Email me
- Our Team
- Blog
- Property Alert

**COMPLIMENTARY APPRAISAL**

Find out how much your property is worth in the market.

**OUR MONTHLY MAGAZINE**

Register to receive our free monthly online magazine.

**OUR TESTIMONIALS**

Find out why you can trust us with your real estate needs. Contact us today for more information.

**This Week's Featured Products & Events**

- STEP UP
- ShutUP Foundation
- Mercedes-Benz
- The Australian
- Capeorn Young
- James McCracken
- Crown Plaza

www.capeornyoung.com.au  
CLAREMONT | FREMANTLE | APPELLOVIC | SUBIACO

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minimum 20 subscribers per brand. POA

Our core product that really packs a punch.

For premium groups wanting their own unique design and functions.

# the details

In the world of Real Estate an agent becomes successful by the number of people he or she keeps in touch with. The obvious dilemma is how do you practically and economically reach your entire data base? Simple – with your new personalised weekly Rocket email blast. The team at Rocket know exactly how busy you are throughout a full working week and have the system that allows you to either customise your product or do nothing at all!

Rocket Email is a company that is totally focused on Email Marketing. Quite simply we design, build and send e-newsletters about you and your real estate business. As an added extra we even let you see how each and every weeks email was received to you clients. You can monitor view rates, undeliverables, and we even handle any unsubscribes that may come your way.

Most importantly you can fully recover the cost of running your weekly campaign by adding just a few pennies to your vendors VPA schedule. Buyers win, sellers win and you win.

We send your Rocket email nationally every Thursday from 12.00 noon.

- CUSTOMISED TO YOUR BRAND
- WE DO ALL THE WORK
- WE SEND IT
- YOU CAN PERSONALISE IT
- SELL YOUR OWN ADVERTISING
- IT IS FRESH EVERY WEEK
- UNLIMITED SENDS
- LOW COST TO VENDORS
- FULL DATA REPORTING
- DOWNLOADS TO SMARTPHONES

## REV SUBSCRIBERS

realestate  .com.au

CLASSIC

12 weeks \$29.95 | per week

free set-up

52 weeks \$24.95 | per week

## REV NON-SUBSCRIBERS

CLASSIC

12 weeks \$33.95 | per week

\$79 set-up per agent

52 weeks \$29.95 | per week

\*All prices include GST

Price on application for custom design.

“ Let me start off by saying I wish I had started using Rocket Email ages ago. I highly recommend Rocket Email as an e-newsletter solution for anyone wanting to increase awareness and profitability amongst their database. It will earn you thousands. ”

Ben Riddle  
Buxton Geelong



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