



AGENT'S CHOICE EDITORIAL

TAKE CONTROL OF YOUR ADVERTISING

AdCompose can now be used for Agent's Choice editorials in 3 easy steps.

- Your sales rep will advise of the size of the Agent's Choice module for the coming week.
- Select the property you wish to use and create the Agent's Choice editorial in AdCompose.
- Deliver the Agent's Choice editorial named with the ad number supplied.

PREPARING YOUR COPY

Each editorial will require around 150 words and either one or two photos, depending on the space available. The copy should be filed under three sub-headings:

- LIFESTYLE** (50 words - what does the property offer the buyer/young family/older couple etc)
- FEATURES** (50 words - what makes this property special)
- LOCATION** (50 words - what does the property offer the buyer/young family/older couple etc)

Copy should be factual and comply to editorial standards. It should be written in full sentences, avoiding common real estate abbreviations eg spell out walk-in wardrobe, don't say WIR.

Domain Agent's Choice



PORT MACQUARIE, 10 Horizons Park Way

Price: \$2,300,000 - \$2,500,000

4 2 2

Agent: McGrath Estate Agents

Phone: Matthew Gale 0404 463 636

Open for inspection: Contact Agent

Domain ID: www.domain.com.au/2014363122

Lifestyle: Displaying pristine elegance and exquisite finishes, this majestic weatherboard residence is a supremely located statement in luxury and sophistication. An incomparable property. sophistication. An incomparablecifr afe

Features: Superb high ceilings throughout with picture rails and timber Generous formal and casual living/dining areas Beautifully crafted kitchen features premium gas appliances Spacious main bedroom with magnificent bay window and robe Gas central heating and living/dining rooms with feature fireplaces dining areas Superb high ceilings s dining areas Superb high ceilings s\fafj drem aeflkid wdjo

Location: Positioned directly opposite Wentworth Falls golf course with a full north aspect and nestled in an acre of enchanting park-like gardens. Bus solorro vidunt liqui blat liam ad maxim reperum quam quuntis aut laudaerum que qui omni di vitis eaquate mporesequi teniae eatur sae. Me dolore peligni endunti atquidi is as doles ea pla doluptatem illabo. Ped que valoris tionesto cus est laborro

IN ADDITION EACH EDITORIAL WILL INCLUDE A FACTBOX:

This information will already be in your property details

Suburb

Street address

Price*

Bed, Bath and Car Spaces

Agent Name and Phone Number

DOMAIN ID (reference number for Domain online search)

Open for Inspection Time* *

*Auction properties can replace the price with the word Auction. Auction details are not permitted in the Agent's Choice.

**If no open time scheduled, insert By Appointment

HOW TO

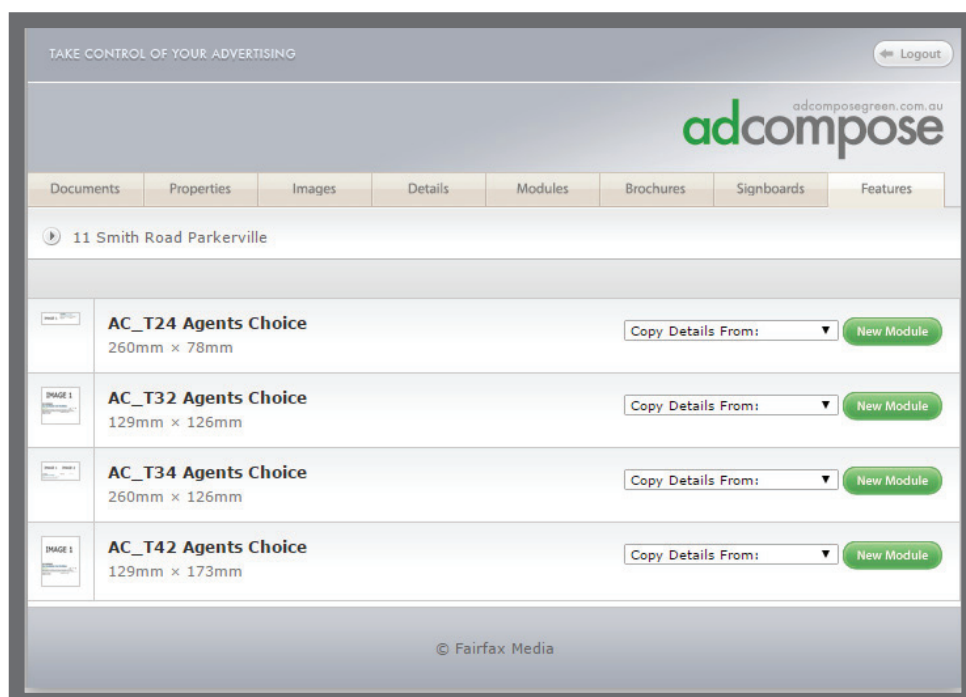
AdCompose now has a tab for Features.

In the same way that a property module is created, an Agent's Choice editorial can be created.

Select the property for the Agent's Choice and select the Feature Tab.

Click on the New Module button and a list of the available sizes will be displayed.

Select the size that was provided by your sales rep and create the feature.



Edit the feature in the same way that modules are edited.

[illegible]

When complete, rename the Agent's Choice with the number provided.

From the Info button click on send to deliver the feature.

