

# REAL ESTATE COPYWRITING



 **SUE POPOVSKI**  
COPYWRITER

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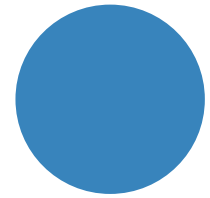
Residential  
Commercial

Contact me

Email, phone and Zoom  
Hours I work



# About me



## Hi, I'm Sue

I've been living and breathing real estate since securing my first investment property in 1990, and gained valuable knowledge across Melbourne's south-east from Richmond to Rosebud for over 30 years.

Creating property descriptions combines my love of property, lifestyle, architecture and writing creative sales copy.

I take pride in being responsive, reliable and delivering detailed property descriptions that capture the hearts and minds of your buyers, and align with your brand voice and values.

Let me help you banish the burden of writing your own marketing materials so you'll have time to do what you do best... Selling!



# Services

## RESIDENTIAL



Emotive and engaging real estate listings that excite buyers, written according to your house style or corporate guidelines

### Standard inclusions

My service includes:

#### Internet copy

- Up to 3 headline suggestions
- Description of property and location, including lifestyle benefits and proximity to amenities
- Detailed list of features and specifications

#### Brochure copy

Paragraph or dot points as per your requirements adapted from the main listing

#### Board copy

Paragraph or dot points as per your requirements

# Services

## COMMERCIAL



Commercial property listings that highlight the most important information, such as:

- Income
- Lease term
- Size

## Standard inclusions

My service includes:

### Internet copy

- Up to 3 headline suggestions
- Description of premises and location, size, income, lease term, and proximity to amenities
- Detailed list of features and specifications

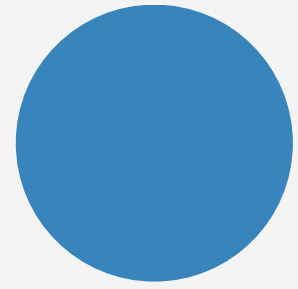
### Brochure copy

Paragraph or dot points as per your requirements adapted from the main listing

### Board copy

Paragraph or dot points as per your requirements

# Delivery



## Documents

I use Google Workspace, and share documents via a link to my Google Drive.

You can chose to receive documents in Google Docs or MS Word format.

## Turnaround times

You'll receive the ad copy within 24 hours of visiting the property or receiving information for remote listings.

# Pricing

\$165

## In-person bookings

As per your house style, I provide a document which includes ad copy for internet, brochures and boards, including up to 3 headline suggestions.

Up to 20 km from Mornington

\$120

## Remote bookings

As per your house style, I provide a document which includes ad copy for websites, brochures and boards, including up to 3 headline suggestions.

Australia-wide

## Billing

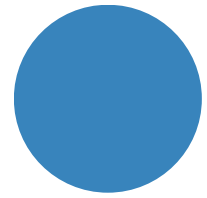
Invoices are emailed to your nominated contact at the beginning of each month for the previous month's work

## Payment terms

My payment terms are 7 days



# What next?



Let's have a chat about your requirements, over the phone or via Zoom.

## How to book

Once you're ready to book, just send me an email with the details of the property, and the date and time I should attend.

Generally, I require at least 24 hours notice to attend a property.

The more notice you can give me the better — a week or two in advance would be most welcome.

## Remote listings

Email through the address, land size, photos, floor plans and notes. eg solar panels, alarm system, etc.

Ready to get started?

## Get in touch

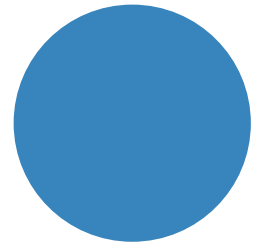
[sue@suepopovski.com.au](mailto:sue@suepopovski.com.au)

0425 786 945





# Portfolio

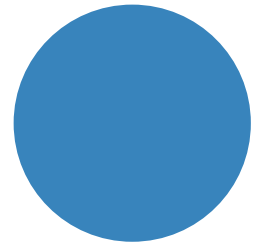


## Refined coastal luxury with views

A masterpiece of modern luxury and architectural design, this impressive Latitude 37 residence delivers relaxed living spaces across 2 levels. Lofty raked ceilings adorn the light-filled open-plan living area and sleek gourmet kitchen, all merging harmoniously with a large alfresco balcony creating an expansive relaxation zone with stunning views. Offering a superb master suite, 2 double bedrooms, 2 luxuriously-appointed bathrooms with heated floors, and only moments to the beach, shops and freeway, this lock-and-leave property is perfect as a permanent home or coastal retreat.

- Magnificent architect-designed residence set on 320sqm approx
- Fully-fenced, remote gate, double garage, CCTV, alarm system
- Large north-facing alfresco balcony with Louvretec roof and heater
- 7.2KW solar panels, zoned ducted heating/air-con, gas fireplace, ceiling fans
- Landscaped gardens, artificial lawn, bamboo, palms, wifi-controlled irrigation system
- Stone kitchen, glass splashback, quality appliances, integrated fridge and dishwasher
- Stone-top dining table extension, floating storage cabinets, pendant lighting
- 2 fully-tiled bathrooms, heated floors, rainfall showers, custom-built stone-topped vanities, main with spa bath
- Master suite with walk-in robe, ensuite, connecting powder room
- 2 bedrooms with built-in robes and ceiling fans, 1 with garden access
- Floorboards in bedrooms, rectified porcelain tiles throughout
- Ample fitted laundry cabinetry plus hallway storage, intercom

# Portfolio



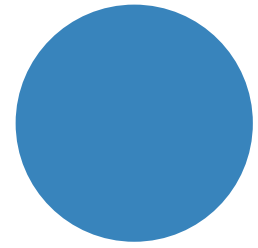
## **Luxe entertainer, stunning bay views**

Showcasing spacious interiors awash with natural light and highlighted by timber, stone and glass, every detail of this impressive residence has been carefully crafted to reflect premium contemporary styling. Panoramic bay views and stunning sunsets provide the perfect backdrop while relaxing in the open-plan living area, large balcony, or expansive ground-floor deck. Nestled in a quiet pocket of McCrae, you'll enjoy proximity to shops, parks, cafés, and the beach. An outstanding home on a 965sqm block with nothing left to do except move in and enjoy.

## **Brochure copy**

Showcasing spacious interiors awash with natural light and highlighted by timber, stone and glass, every detail of this impressive residence has been carefully crafted to reflect premium contemporary styling. Featuring 4 bedrooms, 2 bathrooms and 3 living zones with stunning entertainer's kitchen, front and rear balconies and bay views on a 965sqm block. Nestled in a quiet pocket of McCrae, enjoy proximity to shops, parks, cafés, and beaches.

# Portfolio

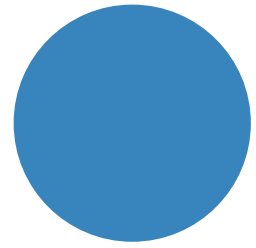


## Relaxed bayside living

Located in arguably one of the most sought-after streets in St Kilda, this top floor apartment in a secure boutique block, offers relaxed bayside living and verdant views across the St Kilda skyline. Featuring a light-filled open-plan living space and modern kitchen with Blanco stainless-steel appliances. The spacious L-shaped master bedroom provides built-in robes, while the second bedroom with leafy outlook, is perfect as a home office. Close to shops, parks, cafés, bars and restaurants, only 400m to public transport, and 1 km approx to the beach.

- Secure boutique block of only 6 units in a tranquil leafy location
- 2 carpeted bedrooms, master with built-in robe and deep drawer cabinetry
- Light and bright open-plan living with brand-new Coastal Blackbutt floorboards
- Kitchen boasts Blanco appliances, glass splashback and dishwasher
- Large tiled bathroom with shower over bath and laundry facilities
- Daikin r/c heating/air-con and Noirot wall-panel heater
- Secure gate and intercom entry to common areas, NBN connection
- Off-street parking for 1 car with remote control access
- Near Fitzroy Street, Acland Street, St Kilda Pier and The Esplanade

# Portfolio



## **Impressive residence, sublime bay views**

Perfectly positioned, this impressive double-storey residence takes advantage of the natural landscape to deliver magnificent views across the peninsula from both levels.

Upstairs, indulge in the centrally-located pool with jet spa, or relax in the lounge, open-plan living area and expansive balcony while taking in sweeping views of the bay.

Comprising 4 spacious bedrooms, 3 bathrooms and multiple relaxation areas, this well-appointed home offers living spaces the whole family can enjoy. Close to Dromana Hub, dining options, sandy beaches, bus transport and freeway onramp.

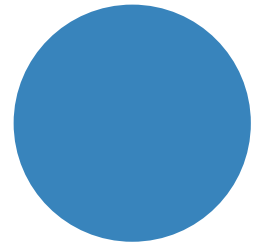
## **Brochure copy**

This impressive residence takes advantage of the natural landscape to deliver magnificent bay views from both levels.

Featuring a centrally-located pool, separate lounge, large balcony and open-plan living with entertainer's kitchen for effortless entertaining.

With 4 bedrooms, 3 bathrooms and multiple relaxation areas, this well-appointed home on a 739 sqm block, offers spaces the whole family can enjoy. Close to shops, eateries, sandy beaches, bus transport and freeway onramp.

# Portfolio



## Brochure copy

Located in a prime beachside location, this 220 sqm commercial investment includes an option to purchase the entire building, comprising retail premises and a 3 bedroom apartment with rooftop garden.

The building is situated in a vibrant and highly-established retail and lifestyle precinct anchored by Dromana Hub Shopping Centre.

Strata title. Ample parking and rear access with income of \$72,910 per annum, and a 4 + 4 + 4 year lease.

## Magnificent Dromana Freehold Investment

- Income of \$72,910 p.a.
- Well-proportioned site of 220 sqm
- Rear access and ample car parking
- Lease: 4 + 4 + 4

Located in a prime beachside location, this investment includes a building, comprising commercial premises and a luxury 3 bedroom apartment with rooftop terrace.\*

The building is situated in a vibrant and highly-established retail and lifestyle precinct anchored by Dromana Hub Shopping Centre, with foot traffic from tourists and locals alike. Suits investors and retirees seeking a luxurious beachside residence with long-term income potential.

- Well-presented commercial property of 220 sqm on its own strata title
- Leased to an established tenant and returning \$72,910 per annum
- The tenant, Eatery by the Bay, a popular Greek eatery seats 28 plus outdoor seating
- Surrounded by a range of local and national businesses including retail, medical, and lifestyle
- Walk-in cool room, WC and handicapped bathroom facilities
- Ample parking with Route 781, 788, 887 and 970 buses within 20 metres
- Rear access from Hardware Lane car park

\* Please see the residential listing for 12 Hardware Lane, Dromana

# Contact me



## Website

[suepopovski.com.au](http://suepopovski.com.au)



## Phone

0425 786 945



## Email

[sue@suepopovski.com.au](mailto:sue@suepopovski.com.au)



## Book a Zoom call

<https://calendly.com/suepopovski/call>



## Hours I work

9am to 5pm Monday to Friday

