

AN AUSTRALIAN FIRST FOR MOSMAN VENDOR WHO BREATHES NEW LIFE INTO TIRED REAL ESTATE MARKETING CAMPAIGNS.

Sydney – Veteran property developer Ray Jones has decided to add an element missing from many real estate marketing campaigns: FUN!

In an Australian first, he has engaged two Sydney actors to play out the role of a blissful couple during open-house inspections of two semis at 88 Belmont Road, Mosman. This project is literally close to home for him -- he is selling them on behalf of his daughter Amalia.

‘My daughter and her husband were called away urgently on an exciting America’s Cup assignment in Italy, leaving me the job of selling their two side-by-side terraces,’ said Ray Jones of Lindfield. ‘After meeting with a number of agents I was less than inspired by their formulaic marketing ideas. I borrowed this idea from Los Angeles, where an agent is successfully making use of the abundance of out-of-work Hollywood actors.’

The local actors will be on site on Saturday 21 October between xx and xx pm when the two stunning and stylish semis are launched on the market. ‘They will interact with prospective buyers, as though they themselves are the owners. You’ll see them enjoying the superb features of the Italianate terraces. Maybe cooking up a bowl of pasta. You can ask them about the Gaggenau appliances. Maybe they’ll be soaking up the Italian Bisazza glass mosaic-tiled salt water plunge pool.’

It is appropriate given the most likely buyer would be a young business couple. Or perhaps empty-nesters who want to keep a small but impressive home in Sydney while spending much of their time elsewhere.

Jones has also commissioned his own copywriter to create a series of ads that gets away from the format of picture and list of features. Award-winning creative director and travel writer Stu Lloyd was charged with the job. ‘Ray was desperate for something different, and I picked up on his daughter’s penchant for all things expensive and exotic,’ said Lloyd. ‘These semis are packed with incredible creature comforts and top-of-the-range mod cons. Not to mention that her Italian boat-builder husband has personally hand-crafted much of what has gone into these. A change from the usual faceless real estate story.’

The two properties are being marketed through Fergus Maclagan of Warwick Beehag Agency with a price guide of \$1,550,000. Tel: 0418 476 716 or (02) 9908 3744.

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PHOTO OPPORTUNITY: Film the actors in action Sat 21 Oct xx pm, as inquisitive buyers meet and interact with them cooking, swimming, enjoying themselves.

For further information: contact Ray Jones. (02) 9417 5339 or 0438 613 833.
rayajones@bigpond.net.au

A SEMI FOR THOSE WHO DON'T DO THINGS BY HALF.

My daughter Amalia has expensive taste. She's always loved everything Italian. So much so, she even married an Italian, Mauro. And when they built their dream home of course it was Italian this and Italian that ... Bisazza glass mosaic heated salt-water plunge pool, Caesarstone benchtops and breakfast bar, slate-covered roof, and, of course, Italian Calacutta Grigio marble bathrooms (the ensuite featuring a cast-iron Juliette balcony, naturally).

Poor Mauro could only say 'Si, bella,' and get on with hand-crafting her exotic vision. After all he's a boat-builder. And not just any boatbuilder ... he was urgently summoned to Valencia to ready the Italian challenger for the next America's Cup.

Which means, sadly, their modern Italian masterpiece – with five-year defect warranty still in place -- is for sale. So is its identical twin terrace next door (see I told you she doesn't do things by half).

Yes, they've had to leave behind their landscaped easy-care garden, and the welcoming feeling of entering the 1880 Italianate-styled home via an open plan lounge/dining area, instead of squeezing down a narrow hallway past the bedrooms first.

These semis would suit a busy young couple like Amalia and Mauro. Or empty nesters who want to divide their time between Mosman and some fancy pad elsewhere; or even someone who has it all except, perhaps, a partner.

Whoever the lucky new owners are, you will be someone who lives life to the full. Because there's nothing to do but move in and enjoy. In fact the only finger you'll have to lift is to dial Fergus Maclagan on 0418 476 716. But may I suggest you do it on the, er, double.

MY DAUGHTER MARRIED AN ITALIAN. BUT SHE'S STILL ON A FIRST NAME BASIS WITH SOME GORGEOUS EUROPEANS.

My daughter, Amalia, has always loved everything Italian. Literally. She even married Mauro, an Italian boatbuilder. And when they built their dream home of course it was full of hot-and-cold running Italian gear ... Bisazza glass mosaic heated salt-water plunge pool, Caesarstone benchtops and breakfast bar, slate-covered roof, and, of course, Italian Calacutta Grigio marble bathrooms (the ensuite featuring a cast-iron Juliette balcony, naturally).

But marriage hasn't curbed her desire for exotic Europeans. Oh, no, she's filled her house with a fantasy line-up of European designer models: Gaggenau appliances, dishwasher and canopy. Hansa Grohe Smart Shower and tapware. Kohler Presquile toilets and fittings.

What's more, this 1880 Italianate terrace-styled love nest comes with a spa bath, 100% New Zealand wool carpet (not, um, shag pile) by Feltex, and double-glazing. That way, the neighbours can neither see nor hear what you're up to. Which is just as well, as they'll be enjoying the exact same features as you. Because Amalia loved this place so much, she built its twin sister next door.

Not that there'll be any swinging from the chandeliers, though: it's a bit tricky with the beautiful brushed aluminium-finish down lights.

To experience love at first site, Italian style, call that other famous European model, Fergus Maclagan on 0418 476 716. He's your passport to a foreign affair on the North Shore.