

Ray Jones Print Ad Copy

Background: this property had sat on the market for a few months, with low interest rates, meanwhile the vendor needed an urgent sale because they were relocating.

After taking a brief from the agency, I interrogated their 'back story' and came up the Italian Craftmanship angle. It wasn't just another property for sale ad anymore, it became something far more special and bespoke.

Result: after running these ads during the week, the property was opened again and sold for a 20% + premium that first weekend. A net gain over over \$200,000 for the vendor!

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.

**JUST ANOTHER EXAMPLE OF WORDS THAT WORK FROM
STU LLOYD – the Special Sauce Guy**

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