

# PROPERTY SHOW LAUNCHED TO NATION'S LARGEST GEO SOCIAL MEDIA AUDIENCE

*Property agents can now deliver video 'shows' to specific audiences on a unique national geo-mapped social media network developed by Tech company Realty.com.au*

SYDNEY, NEW SOUTH WALES, AUSTRALIA, October 13, 2020 /EINPresswire.com/ -- [PROPERTY SHOW](#) LAUNCHED TO NATION'S LARGEST GEO SOCIAL MEDIA AUDIENCE



We developed a unique property marketing solution that delivers interactive targeted video content to more than 200,000 social media savvy Australian homeowners in over 400 geo markets."

*Kevin Turner*

Property agents can now seamlessly deliver highly engaging and entertaining property video 'shows' to specific audiences by tapping into the unique geo-mapped technology developed for social media by [Realty.com.au](#).

One of Australia's fastest-growing property marketing platforms, Realty.com.au launched an innovative video channel the Property Show to showcase property using highly-targeted and engaging videos. In just 4 months

since launch, the Property Show will this week broadcast its 300th episode.

Realty.com.au, launched in October 2018, as an innovative social-media-powered property marketing platform that connects buyers, sellers and renters with agents & properties across Australia using its unique geo-targeted technology.

In April, Realty Media Group acquired the digital assets, content library and audience base of Palmcrest Pty Ltd, the producer of programs including Real Estate Talk and Real Estate UNCUT, owned by property media personality Kevin Turner. As part of the acquisition, Turner joined the board of Realty Media and took on the role as Content & Partnership Director.

"We recognised an opportunity to expand our reach and influence within the property journey through the delivery of premium content to support buyers, sellers, property investors and agents." said Troy Rushton, CEO and Founder of Realty.com.au "By partnering with Kevin we immediately enhanced this by tapping into his extensive experience as a content producer with an impressive audience and amazing body of work."

The Property Show is the first of several new programs created in the group and marks the next

phase of growth for Realty.com.au by offering agents and their vendors an effective marketing channel to reach a targeted pool of buyers, sellers and investors who are actively engaged on social media.

“We developed a unique property marketing solution that delivers targeted video content to potential buyers and investors in an unprecedented and interactive way, connecting agents with more than 200,000 social media savvy homeowners across Australia in over 400 major geographic markets.” said Turner.

The Property Show, along with Real Estate Talk, Real Estate UNCUT, Auction Update and several new shows being rolled out, will position Realty Media at the forefront of property marketing and promotion in the country” added Turner.

For more information or to secure your spot on the next Property Show episode go to <https://channels.realty.com.au/propertyshow/>

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About Realty.com.au

Realty.com.au is a property marketing ecosystem of social media, mobile and web-based technologies including a unique geo-mapped digital delivery platform developed over the last 2 years and designed specifically to reach anyone interested in property across Australia’s most populated suburbs. Realty.com.au connects people and property differently.

For interview or further information

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