

Radio Advertising – Our Local Audio Touchpoint

June 28 2024

It gives Harcourts Mandurah great pleasure to offer our recommendations on our own local and influential radio stations, 97.3 Coast FM and 91.7 The Wave.

Our office has been using this service for just over four years, which has allowed an exceptional way to get our messaging to listeners throughout the Peel Region - from Perth to the South West.

Harcourts Mandurah were fortunate enough for me to have recorded some advertising for Cedar Woods Property Group around 2018. That was the first time that I realised how many listeners were in the community, with people commenting on the ad, as well as the development that was on offer.

The team at that Station from the sales side, through to production always offered 100% support in assisting and guiding, on content, through to where the target audience would be reached.

If you have a message that your business has to offer, from a product through to an achievement that you need to shout from the roof tops for everyone to hear or you have made the decision to grow your business through branding, radio is without doubt one of those touchpoints that that hits our communities' senses continuously and quickly.

We are so fortunate to have a professional and local station in our catchment offering music for all to enjoy, everyday advice and quality content which attracts a massive genre of listeners. Trades, local businesses, Mum's, Dad's and anyone driving tune in every day.

If you have made the decision to take your business to the next level, radio is certainly one form of advertising that should be considered to your marketing portfolio.

Your sincerely,



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