



Innovation > Property & Construction > Dutch home sends prospective buyers around on a rollercoaster

DUTCH HOME SENDS PROSPECTIVE BUYERS AROUND ON A ROLLERCOASTER

 PROPERTY & CONSTRUCTION

Netherlands-based bank ABN Amro has launched a new campaign that involves sending househunters around properties on a custom-built rollercoaster.

Selling a property is difficult — even when a home is essentially perfect for a prospective buyer, even something small can help them to change their mind and look elsewhere. So how can realtors make sure that the first visit is a memorable one? Netherlands-based bank [ABN Amro](#) has launched a new campaign that involves sending househunters around properties on a custom-built rollercoaster.

Like many countries in the Eurozone, the Netherlands is still only slowly recovering from a hit to its housing market. To help out, ABN Amro is embarking on a month-long campaign that's offering customers help with selling their home in a number of innovative ways. Some can win their own radio commercial or have their house advertised on a mega public billboard.

However, one participant has had a more unusual way to attract attention to their property. As part of a televised advert, a custom wooden rollercoaster was installed in and around the house. Visitors can step into the individual carts in order to be show around the home without the help of a real estate agent. As well as traveling through every room of the house, riders also enjoy a surprise drop and hairpin turn to finish their memorable viewing.

Watch the ad below:

While the ride might be a bit more hair-raising than it is useful, it certainly fulfills its purpose at raising interest in the property, while also providing a marketing platform for ABN Amro. Are there other ways that house viewings could be made more interesting to pull in potential buyers?

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Website: www.huizenpromoter.nl

Contact: www.abnamro.com/en/contact-abn-amro/index.html

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