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PETER FLOWERS
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Property action to enlist Pokemon Go

TALK about jumping on a craze.

John Henderson Professionals Mermaid Beach agency decided to milk the worldwide sensation while it lasts, encouraging children and younger property hunters to search for Pokemon during open houses on the Gold Coast last weekend.

Director Luke Henderson said the Pokemon Go craze "could have positive benefits for the property industry".

He said the game would "provide families with tech-savvy children a more enjoyable experience while they are house hunting".

"We have told all our potential buyers that they are welcome to search for Pokemon while they are searching for a new home during our open houses," he said.

"In the future, I can see businesses and real estate agents being able to buy temporary Pokestops or lures.

"These sort of devices will help attract more people to open homes, keep less property-focused family members entertained and generally help keep people at open homes for longer periods."

Points for trying.