

**The right marketing
package for you**

Proppy

The smart way to buy and sell property

Smart Marketing

We know the real estate industry well and we know the best way to reach your potential buyers. We have carefully crafted three different marketing packages to suit all budgets. They all offer the same base components with the larger packages offering more exposure and the option to acquire additional features. Any property listed with Proppy will be promoted using these well-established tools and channels. There are **NO MARK-UPS** on any of these items, they are direct from the relevant third party. Should you require additional marketing then please let us know, our team are happy to chat through other options with you.

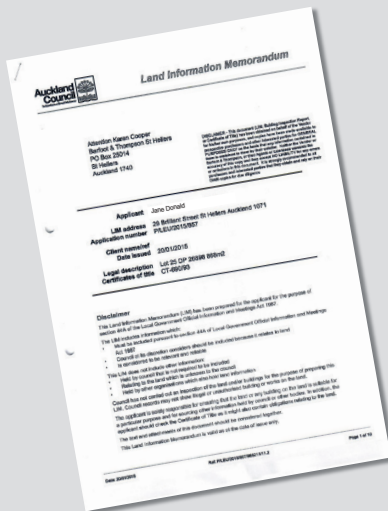
Marketing Packages

	SMART \$899	SMARTER \$1399	SMARTEST \$2399
Professional Photos	Yes	Yes	Yes
Advertising on Trademe	Gold Package	Gold Package	Gold Package
Advertising on Realestate.co.nz	Basic	Basic	Silver
Advertising on OneRoof	Basic	Basic	Basic
Advertising on Homes.co.nz	Basic	Basic	Feature Listing
Advertising on Hougarden	Basic	Basic	Basic
Advertising on Proppy	Basic	Basic	Basic
Open2view Listing (if photography done by them)	Yes	Yes	Yes
Sign Board	Yes (900x600)	Yes (Steel wrap 1m x 1.5m)	Yes (Steel wrap 1m x 1.5m)
Organic Facebook	Yes	Yes	Yes
Agent Briefing	Yes	Yes	Yes
Negotiation/Online Auction/BuyMeNow/Tender Features	Yes	Yes	Yes
Legal title, GV/CV, Building information, Statistics, Rental, School zoning, Census data	Yes	Yes	Yes
CMA Report	Yes	Yes	Yes
Copywriting	Yes	Yes	Yes
Licensed Salesperson	Yes	Yes	Yes
LIM Report and Property File	N/A	Yes	Yes
3D Walkthrough	N/A	N/A	Yes
Printed Media/Brochures	Yes	Yes (Bi-fold brochures)	Yes (Bi-fold brochures)
Targeted Facebook	N/A	N/A	Yes
Interactive Floor Plan	N/A	N/A	Yes
Online Valuation	N/A	N/A	Yes

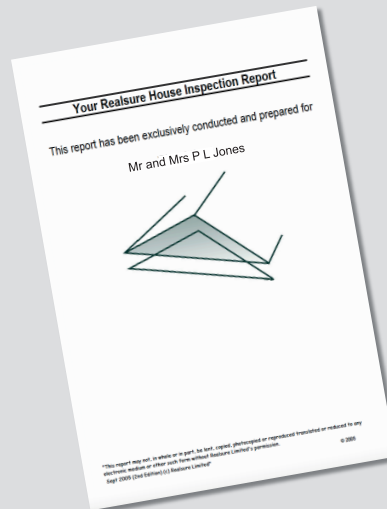
Prices exclude GST. Prices are for residential listing only and exclude commercial property.

Reporting

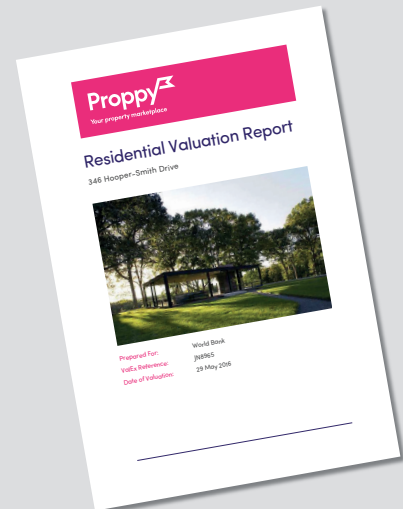
LIM



Builders Report



Valuation



CMA Report



Meth Report



Builders Report

Under 250 sqm	\$645.00*
Under 350 sqm	\$745.00*
Under 450 sqm	\$845.00*

* Add extra \$100 if home has plaster cladding

CMA Report **FREE**

Meth Report **POA**

Land Information Memorandum LIM (Mandatory)

LIM - Auckland (10 working days)	\$263.67
LIM - Hamilton (10 working days)	\$321.74
LIM - Tauranga (10 working days)	\$221.74
LIM - Wellington (10 working days)	\$289.78
LIM - Other North Island (10 working days)	\$260.87
LIM - Christchurch (10 working days)	\$252.17
LIM - Other South Island (10 working days)	\$239.13
LIM - Add on URGENT (Up to 3 working days)	\$86.96
Property Files (Up to 10 working days)	\$53.91
URGENT Property Files (Up to 3 working days)	\$80.87

Photography



Professional Photography \$225.00
12-15 professional photographs.



Drone Photography \$200.00
Professional photographs are taken using drone operated camera.



Twilight Photography \$250.00
Professional photographs are taken at dusk.

Floor Plans & 3D Walk-Throughs



Interactive Floor Plans \$220.00



3D Walk-Throughs \$275.00
A fully immersive 3D viewing experience of a property.

Signage & Brochures



Signboard

1.5m x 1m Steel Wrapped **\$189.00**

Open Home Signs

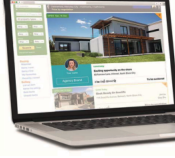
2 Signs and 2 Stakes **\$40.00**

Flyers

50 x A4 Flyers **\$40.00**

50 x Bi-Fold Flyers and 100 x DLE **\$125.00**

Online Advertising



Premium Listing
The ultimate advertising option.
Impressions matter so ensure your property is in the right light with the largest and most prominent listing on Trade Me.

- Elevate your property ahead of all Feature and Base Listings.
- Capture attention with images 6x bigger on desktop.
- Photo scroll to showcase your property's best features.
- Default to a Feature Listing after Premium Listing period has ended.

Super Feature
Maximum exposure
90% more watchlist adds than a base listing.*

Carousel
Stand out on the property homepage
#1 property site in New Zealand.*

Feature
Stand out
Get more views than a base listing.*

Boosted
Jump to the top
Be seen by new potential buyers.

Boost

Boosts your listing to the top of the search results **\$68.70**

Carousel

Standout on the property homepage for one week **\$303.48**



trademe.co.nz

Base Listing

Listing only – until sold. **\$68.70**

Feature

Featured listings appear at the top of search results with a distinctive yellow background. Feature runs for the duration of your listing. **\$147.00**

Super Feature

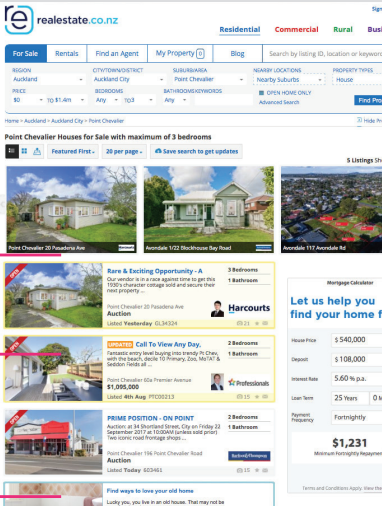
90% more watchlist adds than a basic listing, at the top of every relevant search result, includes a feature listing **\$260.00**

Premium Feature

Elevate your property ahead of all feature and base listings
Images 6x bigger on desktop and photoscroll defaults to a feature listing after premium listing period has ended

1 week **\$390.43**
3 weeks **\$477.39**
6 weeks **\$520.87**

Silver – 3 week premium listing, 1 week super feature, 1 boost **\$390.43**



Showcase Listing **\$194.43**

Feature Listing **\$115.30**

Base Listing **\$20.00**



Base Listing – No Limit

Listing only – until sold. **\$20.00**

Bronze Package – 3 weeks


Listed until sold. Featured until sold. 2 weeks of Showcase Carousel with agent branding. 2 refreshes to boost your listing back to the top of search. Promoted in the realestate.co.nz app **\$216.52**

Silver Package – 4 weeks

Listed until sold. Featured until sold. 3 weeks of Showcase Carousel with agent branding. 3 refreshes to boost your listing back to the top of search. Promoted in the realestate.co.nz app **\$390.43**

Gold Package – 5 weeks

Listed until sold. Featured until sold. 4 weeks of Showcase Carousel with agent branding. 4 refreshes to boost your listing back to the top of search. Promoted in the realestate.co.nz app **\$564.35**



Standard Listing



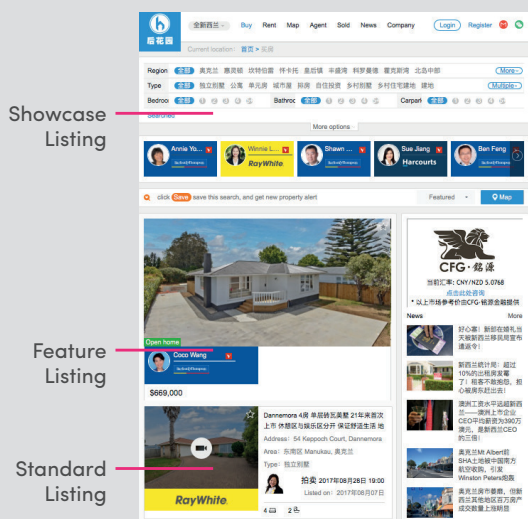
Standard Listing **FREE***

* Free when Open2View photographer is used.

Feature Upgrade **\$169.57**

Super Feature Upgrade **\$339.13**

Online Advertising



nz.hou garden.com

Starter Package

\$86.09

Positioned at the top of search results to grab buyer attention. Featured for 3 weeks. Refreshed to the top each week.

Basic Package

\$173.04

Dominate the page with a large ad and photos and appear towards the top of search results for a longer period. Showcased for first 2 weeks, featured for 3 weeks.

Plus Package

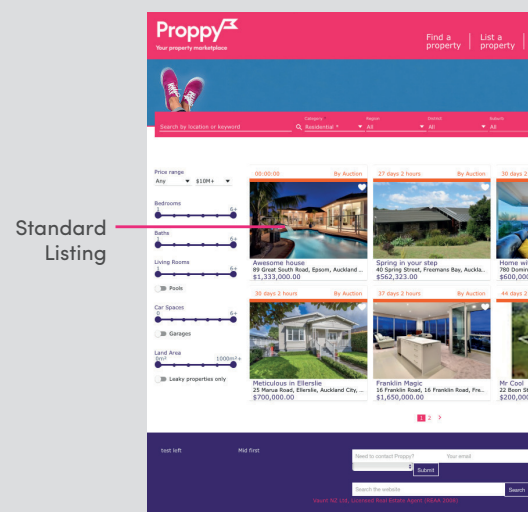
\$216.52

Ultimate advertising option to market your property and drive maximum enquiry. Featured and showcased for three weeks. Refreshed to the top each week.

Super Package

\$303.48

The super Hou garden package, your property will be advertised and featured until sold. Showcased for 3 weeks. Refreshed to the top each week. Listed until sold.



Standard Listing

FREE

Print Advertising



Print Advertising

Property Press POA
Herald Home POA
Other POA

Home Staging



Home Staging

POA

Marketing Price List

Corelogic Online Valuation		\$50.00	
Builders Report using BOINZ accredited builders	Home under 250 sqm. Add extra \$100 if plaster cladding.	\$645.00	
	Home under 350 sqm. Add extra \$100 if plaster cladding.	\$745.00	
	Home under 450 sqm. Add extra \$100 if plaster cladding.	\$845.00	
Open2View	Basic Signboard	\$64.00	
	Premium Signboard	\$189.00	
	Professional Photography	\$225.00	
	Drone photography	\$200.00	
	3D Walkthrough	\$275.00	
	Interactive Floor Plan	\$220.00	
	Video Basic	\$300.00	
	Video with Agent	\$450.00	
	Open Home Pointers and Stakes	\$40.00	
	50 x A4 Flyers	\$40.00	
	50 x BiFolds and 100 x DLE	\$125.00	
	Feature Upgrade	\$169.57	
	Super Feature Upgrade	\$339.13	
LIM Report from Council	LIM - Auckland (10 Working Days)	\$263.67	
	LIM - Hamilton (10 Working Days)	\$321.74	
	LIM - Tauranga (10 Working Days)	\$221.74	
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	Add on LIM - URGENT (Up to 3 Working Days)	\$86.96	
	Property Files (Up to 10 Working Days)	\$53.91	
	URGENT Property Files (Up to 3 Working Days)	\$80.87	
Trademe Advertising	Base Listing	\$68.70	
	Feature Listing	\$147.00	
	Super Feature Listing	\$260.00	
	Premium Listing (1 week)	\$390.43	
	Premium Listing (3 weeks)	\$477.39	
	Premium Listing (6 weeks)	\$520.87	
	Boost	\$68.70	
	Carousel	\$303.48	
	Silver - 3 week premium listing, 1 week super feature, feature listing, 1 boost	\$390.43	
Realestate.co.nz Advertising	Base Listing	\$20.00	
	Feature Listing	\$115.30	
	Showcase Listing	\$194.43	
	Bronze Package	\$216.52	
	Silver Package	\$390.43	
	Gold Package	\$564.35	
One Roof Advertising	Feature	\$99.00	
	Super Feature	\$179.00	
	Homepage Premium	\$229.00	
	Onerooft Carousel	\$249.00	
	Base Listing	FREE	
HouGarden Advertising	Start Package	\$86.09	
	Basic Package	\$173.04	
	Plus Package	\$216.52	
	Super Package	\$303.48	
Proppy Advertising	Listing on Proppy.co.nz	FREE	
Viewings	6 x Open Home and/or Appointments	\$599.00	
Facebook Advertising	Targeted Campaign	\$130.43	
Homes.co.nz Advertising	Feature Listing	\$68.70	
			\$

Payment Options

If budget is tight and you're struggling to see how you will pay for the marketing costs, talk to us about Real Estate Funders. Pay just \$95, fill in a form and they will handle all the marketing costs for 90 days. On completion of the sale you can pay the remaining costs from the proceeds of your sale, plus interest and a small admin fee. If it doesn't sell you can simply pay it off by direct debit.

* Prices exclude GST. Prices are for residential listings only and exclude commercial property. There is NO MARK UP in this pricing, it is direct from the third party. All third-party prices correct at time of publishing and are subject to change (April 2021).