

BRONZE

Property Marketing



COST: \$750



Standard Property Packages

BRONZE

\$750 - COST

Available Platforms:

3 (Maximum)

Campaign Length:

5 Weeks (Maximum)

Location Targeting:

< 100km From Property

Content Type:

Static Image, Slideshow Or Video

SILVER

\$1500 - COST

Available Platforms:

4 (Maximum)

Campaign Length:

8 Weeks (Maximum)

Location Targeting:

National

Content Type:

Static Image, Slideshow Or Video

GOLD

\$2500 - COST

Available Platforms:

5 (Maximum)

Campaign Length:

10 Weeks (Maximum)

Location Targeting:

International

Content Type:

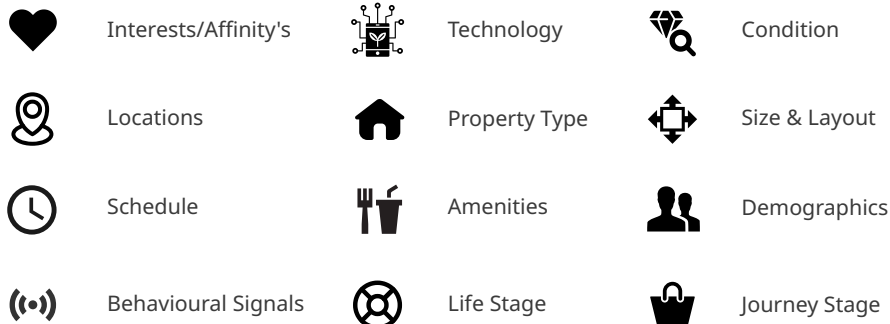
Static Image, Slideshow Or Video

Bronze Package

Our Bronze Package offers vendors the most cost-effective way to advertise their property to the local buyer market. It focuses on targeting potential buyers who currently live in — or are actively interested in — areas within a 100 km radius of the property.

Targeting Examples

We can leverage all available targeting parameters across the platforms we support, using a combination of human expertise and AI to identify the ideal audience for your advertisements.

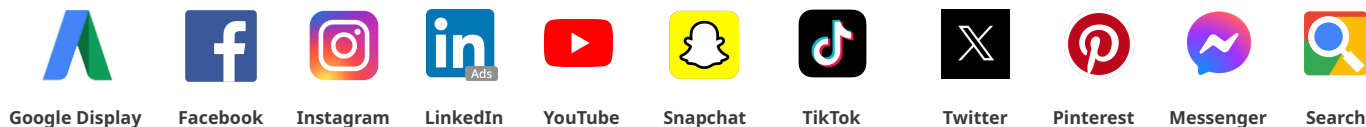


Location

Our system targets users within a 100 km radius of a predefined location, with flexible settings that can be adjusted to meet the specific needs of agents or vendors.



Available Platforms - 3 Maximum



\$750

Extra Features

FULL CUSTOMIZABILITY

You can request changes at any time during your campaign to ensure it always meets your requirements.



Content & Design



Targeting Parameters



Location Focus

SOLD CONVERSION

If the property sells before the campaign ends, our team will update the content to highlight the successful sale.



Content Update



Targeting Update



Custom Options

PROPERTY PORTAL

We provide a login-free portal that allows your vendor to stay up to date with the campaign at all times.



Detailed Reports



Live Dashboard



Content Overview

Content Process

We want the content used during our property campaigns to stand out on each of the platforms chosen. To make this process flexible we can create content from the templates we have on file or you can directly supply content in the required format.

TrueProperty Generated



Content is generated from the templates that we have on file for an agent.

- ✓ Three Standard Sizes
- ✓ Brand Standard Adherence
- ✓ REAA Compliant

Client Generated



Square
(1080 x1080)



Story
(1920 x1080)



Rectangle
(1200 x628)

We can work with any content provided by the agent, as long as it is supplied in the three specified dimensions.

Video content is also accepted.

Advertisement Examples



Available Content Formats



Static Image

TrueProperty Generated
(Default)



Slideshow

TrueProperty Generated
(If Video Not Available)



Video

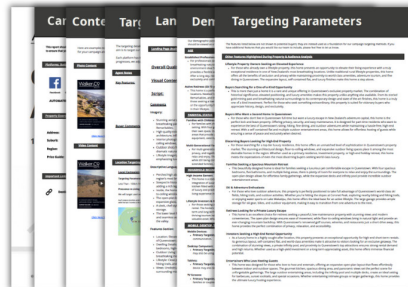
Agent Supplied
(If Available)

Advanced Reporting

We have developed the most in-depth reports possible to ensure all parties understand exactly what is happening throughout the marketing period. Each report is tailored to meet the requirements of each service category.

ACTIVATION REPORTS

(Pre-Campaign)



Platform Details: An overview of the platforms on which the campaign will be operated.

Campaign Details: Start and end dates, along with an overview of the important links related to the campaign.

Content Overview: Access the content we plan to use for your campaign directly through editable Canva links.

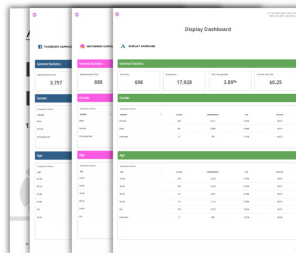
Landing Page Review: A review of the intended landing page, including its script, layout, and imagery.

Location Breakdown: A detailed breakdown of the location targeting parameters selected for the campaign.

Detailed Demographics Targeting: A detailed breakdown of the location targeting parameters selected for the campaign.

LIVE DIGITAL DASHBOARD

(During-Campaign)



Live 24/7 Data Access: A 24/7 dashboard that displays live data from the moment the campaign starts until it concludes.

Vendor Accessible (No Login Required): Vendor-ready link for easy external sharing in a simple downloadable format.

Platform Specific Costing and Results Breakdown: Simple, easy-to-understand data that clearly displays exact costs and results from each platform.

Simple Cost Per Click Statistics: Transparent cost-per-click statistics that are typically missing from other dashboard providers.

Age & Gender Results Breakdown: A detailed breakdown of age and gender data for each platform and location.

Region & City Breakdown (Where Applicable): A detailed overview of the results gathered from specific regions and cities.

COMPLETION REPORTS

(Post-Campaign)



General Campaign Result Breakdown: An overview of the results collected from each platform.

Cost Per Click Breakdown: A straightforward overall cost-per-click breakdown to help you identify the most cost-effective platform for promotion.

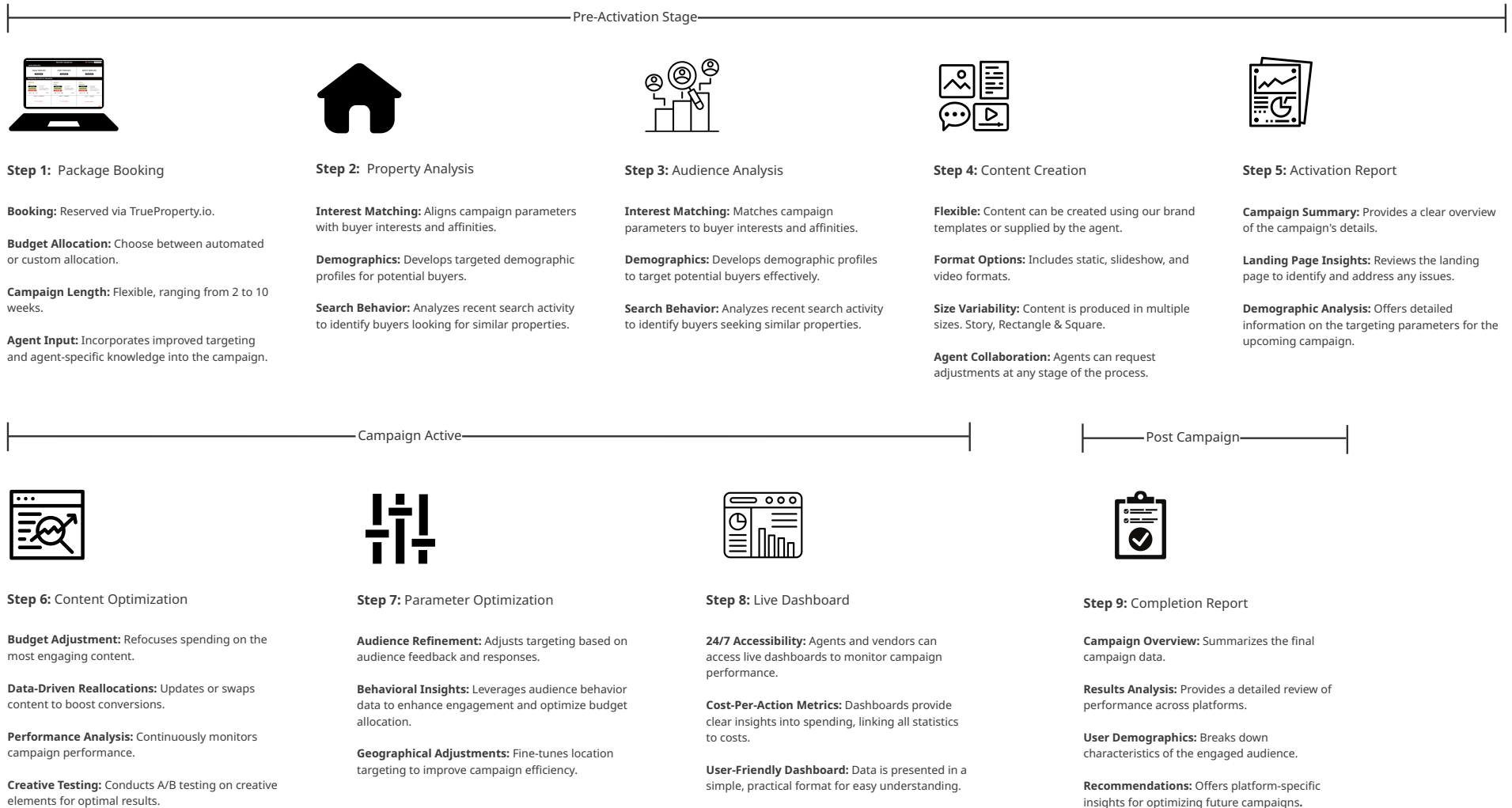
Affinity Statistics: A breakdown of the affinity statistics collected from the campaign in terms of click-through rate.

Platform Specific Recommendations: Any recommendations we have regarding platforms for future campaigns.

Overall Campaign Quality Summary & Review: A detailed breakdown of each campaign statistic and the results derived from the presented data.

Progression

There are 9 main steps completed during a campaign. Details for each step can be found below.



What's Our Difference



Built with Agent Input

Our systems are built by former agents and refined alongside active agents at every stage, ensuring we understand exactly what you need.



Extensive Platform Options

We provide access to nearly every platform available to an agent, giving you direct access to a wide range of audience types.



Interactive TrueProperty Platform

Access all of our services through our device-friendly platform, review active campaigns, and utilize a range of real estate-related tools and materials.



Enhanced Human Procedures

We use AI to enhance our human processes, providing our team with skills and knowledge beyond the standard. However, we never replace human expertise with AI.



Externally Integrated Systems

Our systems are connected externally to your agency and accounts, meaning we don't require direct access to any of your systems.



Dedicated Client Support

We provide direct communication channels with staff members actively involved in all aspects of our company, ensuring they can offer immediate, knowledgeable support.



Extended Campaign Lengths

We offer campaigns that run up to 10 weeks, just shy of the standard listing period, ensuring your campaign lasts for the full duration of a property marketing campaign.



Compliance & Legal Assurance

Our company ensures compliance across all services, making sure you and your agency adhere to local legislation and regulations.



Generous Loyalty System

Our TruePoints system rewards agents and agencies for using our services, allowing them to earn points that can be redeemed for our offerings.



Quick Setup & Onboarding

We prioritize quick setup and onboarding to ensure you can start using our services efficiently and effectively.



Customizable Campaigns

Every aspect of your marketing campaigns can be tailored to meet your specific requirements.



NZ Based Staffing

All of our full-time staff are based in New Zealand, ensuring a deep understanding of the local market.



Comprehensive & Transparent Reporting

We offer industry leading reporting from advanced targeting reports to transparent live dashboards.



Continuous Innovation

This is just the beginning; we plan to continually innovate across all current and future service categories to stay flexible and ahead of the competition.

