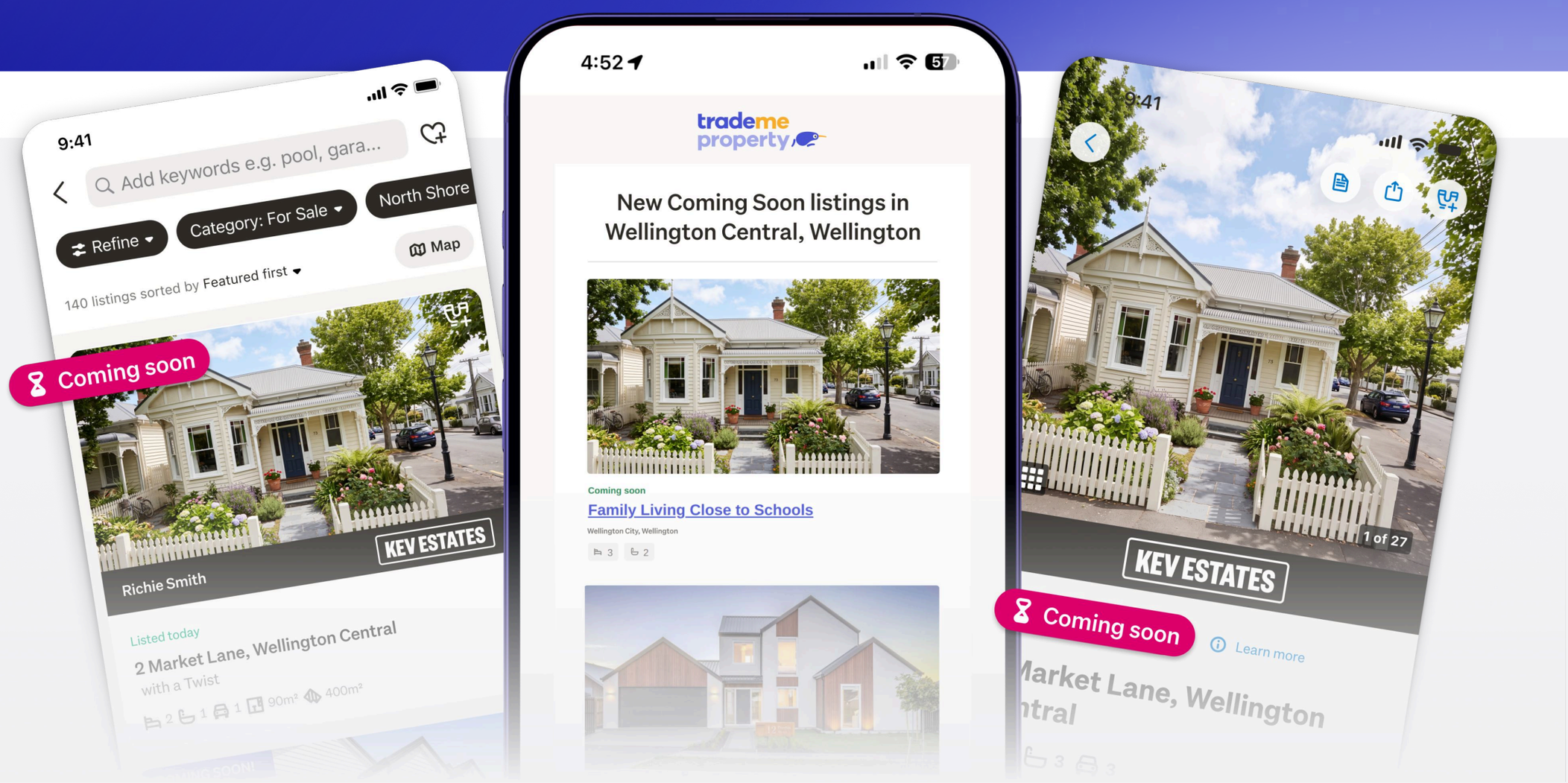
COMING SOON

Build hype before your property hits the market



Get a head start: we reach active buyers for you, automatically.

Your vendor:
Covering all bases?

Show them you're ahead of the game, with their property in front of active Trade Me buyers before launch day.

Your reach:
In addition to your database?

Appears in search with a Coming Soon badge, and buyers with a matching saved search get it straight to their inbox.

Your official launch day:
Buyers waiting?

When your Platinum listing goes live, your watchlisters carry over and hear about it straight away.

CREATING IT IN ONEHUB

→ Log in to OneHub → Market Property

→ Coming Soon Listing

→ Add the key details and at least one fresh photo

→ Check everything on preview

→ Launch. It's live for five days

WHEN YOU'RE READY TO LAUNCH

→ Create your Platinum listing as usual

→ Ensure the address matches exactly, including unit or flat number

→ Watchlisters carry over and are notified automatically

LEARN MORE ABOUT COMING SOON

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COMING SOON

Best practice guide

REQUIRED

Get your signed authority to list first
Have your listing agreement and AML checks done before you create a Coming Soon listing.

Match the property address exactly on Platinum, including the unit or flat number
That's how your watchlisters carry across.

Check beds, baths and expected price
These help match your listing to buyers' saved searches and price filters. We fill in what we can from Homes data, but check it's right.

Check everything on the preview step
You can't edit your listing once it's live.

Add a second agent if you're working together
The marketing report is emailed to both listing agents.

Follow up enquiries before launch
Coming Soon enquiries don't carry over to your Platinum listing.

Include one new photo
Old photos can't be used, you can add up to 50 photos. Tip: tease your listing with your best shot and save the full set of photos for launch day.

GOOD TO KNOW

Sits below Platinum listings in search
In the default sort, Coming Soon listings sit below Platinum and Silver listings in search.

It's not on Homes.co.nz yet
However, your Platinum listing will appear there as usual once launched.

Some details stay hidden until launch
Price, sale method and open homes appear once your Platinum listing is live, along with extras like Audience Boost and Watchlist Connect.

You'll get a marketing report when it ends
When your Coming Soon listing ends, you'll automatically get a marketing report by email, so you can share the early interest with your vendor.

One Coming Soon listing per property
There's no limit on how many Coming Soon listings your office can create, however, each property address can only have one Coming Soon listing per campaign.

Your Coming Soon listing runs for five days
If you launch Platinum while it's live, your Coming Soon listing is withdrawn automatically.

QUESTIONS? TALK TO YOUR ACCOUNT MANAGER OR VISIT THE AGENT RESOURCE CENTRE.

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