

# PACKAGES & PARTNERSHIP AGREEMENTS

Residential for sale  
and new homes

**GET MORE+**

**INFORMATION.**

A modern house with a pink sky background. The house has a flat roof, large windows, and a covered patio area. The sky is a vibrant pink color.

**EXPOSURE.**

A blue house with a blue sky background. The house has a gabled roof, a central door, and two windows. The sky is a vibrant blue color.

**BUYERS.**

A modern house with a yellow sky background. The house has a flat roof, large windows, and a covered patio area. The sky is a vibrant yellow color.

- 03 MARKETING PACKAGES OVERVIEW**
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# CONTENT

**GET MORE BUYERS**

# **MARKETING PACKAGES**

# MARKETING PACKAGES OVERVIEW

## CHOOSE FROM THREE MARKETING PACKAGES:

PLATINUM

GOLD

SILVER

## ELEVATE YOUR LISTINGS WITH TRADE ME PROPERTY MARKETING PACKAGES

We equip you with the best marketing tools to increase your confidence during discussions with potential vendors around the results they'll deliver.

Each package is designed to elevate your vendor's property, ensuring they stand out in front of Aotearoa's largest property audience\*, where 9 out of 10 buyers search.^

Did you know

81%

of vendors follow their salesperson's advice for marketing their property?\*



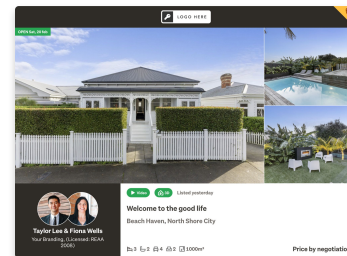
# GET MORE EYES ON YOUR LISTINGS

Attract more buyers by driving active and competitive buyer behaviour, ensuring the best results. Buyers interact most with properties at the top of search results and in prime placements.

Platinum packages drive the highest number of listing views, followed by Gold and Silver.

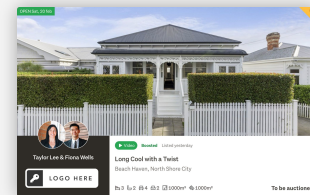
## PLATINUM

Platinum listings get **2.7x** more listings views on average compared to Base\*



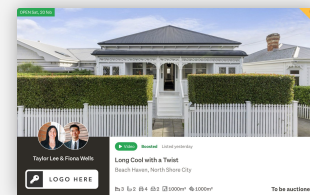
## GOLD

Gold listings get **2.2x** more listing views on average compared to Base\*



## SILVER

Silver listings get **1.9x** more listing views on average compared to Base\*\*



# REACH MULTIPLE AUDIENCES WITH PLATINUM & GOLD

Maximise your reach with Platinum and Gold listings, extended to nine other digital websites, including Homes.co.nz, international property portals, and social media platforms.



## Homes.co.nz

Platinum reaches a wider audience with extended search result visibility and prominent homepage recommendations.



## Social boost

Your property is promoted on Instagram and Facebook on launch day leveraging Trade Me Property data to get the word out further and ensure active buyers see your listing.

## Global exposure

Gain international visibility and attract overseas interest by being published on six top property portals worldwide including:



Australia



India



India



USA



Thailand



India

# PACKAGE FEATURES

## GET MORE BUYERS AND EXPOSURE - COMPARE OUR TOP PACKAGES

Win more listings and sell more houses with our marketing packages. Attract more buyers by showcasing your vendor's property in front of Aotearoa's largest property audience\*.

Explore what each package offers and how it maximises your property's visibility and impact.



Feature on Trade Me Property & Homes.co.nz homepages

### PLATINUM

Until Sold<sup>1</sup>

×

×

Position and prominence in search results and latest listing emails



Rotates to the top of search<sup>2</sup>

Weekly

Weekly

Fortnightly

Appears in search carousel<sup>3</sup>

1 week

1 week

1 week

Target buyers searching suburbs nearby on Trade Me

Until Sold<sup>1</sup>

Below Platinum

×

Homes.co.nz search results

Feature listing

Feature listing

Basic listing

Social Boost on Facebook & Instagram

At launch

At launch

×

Global reach to an international audience

Six websites

Six websites

×

# BUILD TRUST AND BRAND RECOGNITION LOCALLY

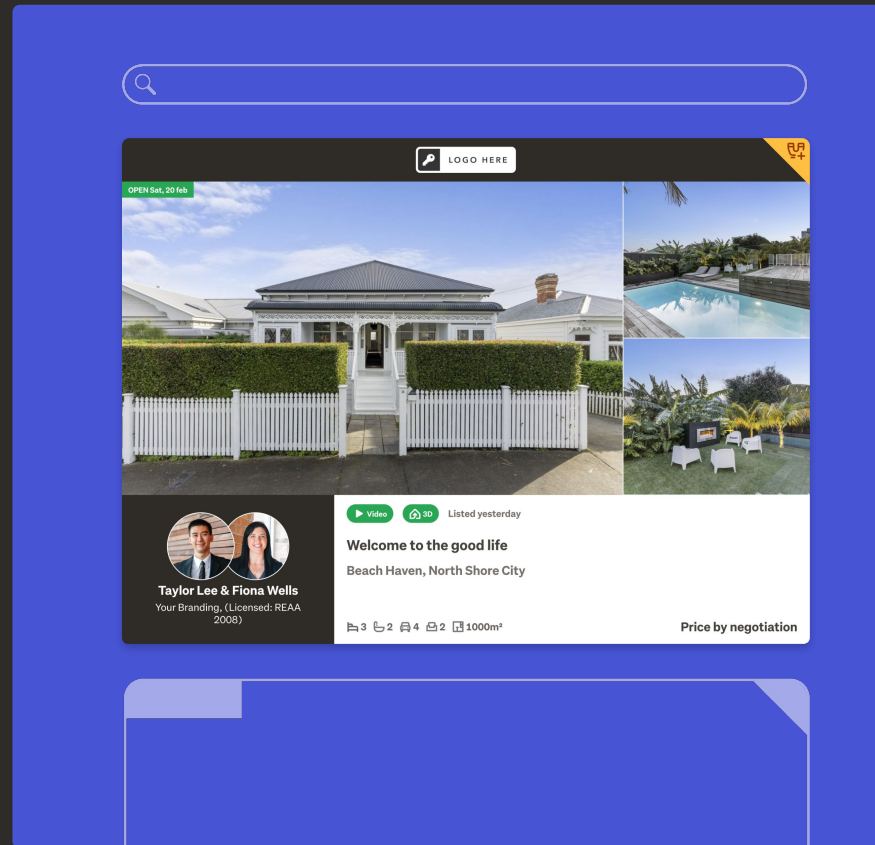
Our packages and upgrades enhance your vendor's listing visibility to buyers and maximise your brand's exposure in your area, showcasing you as the go-to agent for homeowners looking to list their property.

## TRUST

Familiarity helps you get noticed and trusted in your community. Trust is the top-rated attribute owners look for in an agent\*

# 23%

Of our audience is thinking of selling in 2 years\*



# PACKAGE UPGRADES

DRIVE EVEN MORE ACTIVE & ENGAGED BUYERS TO YOUR LISTINGS WITH AUDIENCE EXTENSION

## KEY BENEFITS

- + Enhance your Platinum, Gold, or Silver packages by re-targeting property seekers viewing your listings for two weeks
- + Reach Trade Me Property's active viewers across Facebook, Instagram, and the Google Display Network

## RESULTS

- + **831 clicks** additional clicks on average back to the Trade Me Property listing\*
- + **30,000** additional impressions on average\*

### AVAILABLE TO:

✓ PLATINUM ✓ GOLD ✓ SILVER

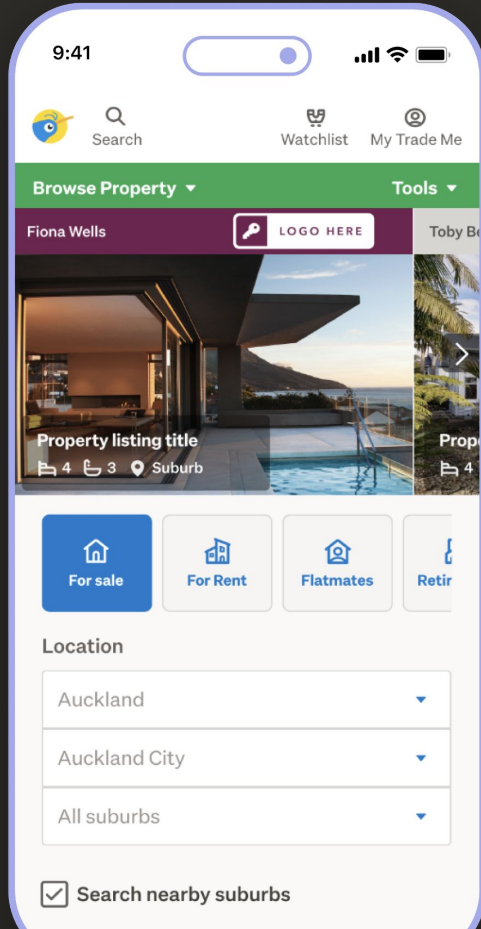
#### SPECIAL OFFERS:

Partnership Agreement customers get \$50 off each Audience Extension booked. Add Audience Extension to all your Gold or Platinum Partner listings and get \$100 off every listing.



# MARKETING PACKAGE FEATURES

LET'S TAKE A LOOK AT THESE IN DETAIL



# BE ONE OF THE FIRST PROPERTIES BUYERS SEE

PLATINUM IS THE ONLY PACKAGE TO APPEAR ON THE TRADE ME PROPERTY HOMEPAGE

- + 259,000 people visit the Trade Me Property homepage daily\*
- + Target active buyers
- + Recommendations are based on users recent searches
- + Appear on the homepage recommendations banner for 1 week

## AVAILABLE TO:

✓ PLATINUM × GOLD × SILVER

# BE ONE OF THE FIRST PROPERTIES BUYERS SEE

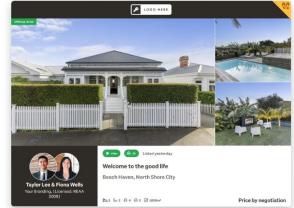
WITH TOP SEARCH POSITIONS & INCREASED ENGAGEMENT THROUGH AUTOMATIC ROTATIONS

AVAILABLE TO:

- ✓ PLATINUM
- ✓ GOLD
- ✓ SILVER



- **Highest** position in search above Gold listings
- **Rotates** to the top of search **weekly**



PLATINUM

- Appears **below Platinum** listings and **above Silver** listings in search
- **Rotates** to the top of Gold listings in search **weekly**



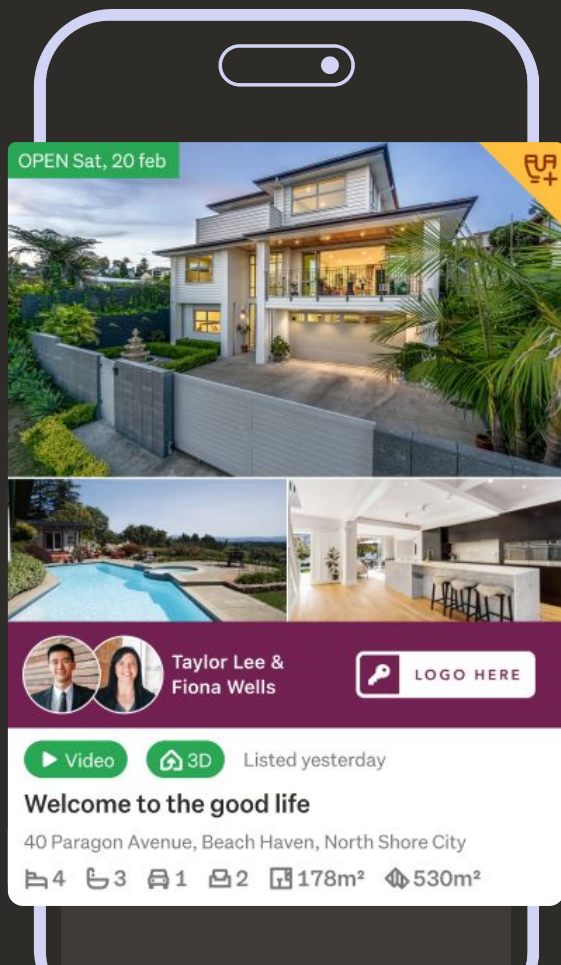
GOLD

- Appears **below Gold** listings and **above Feature** listings in search
- **Rotates** to the top of Silver listings in search **weekly**



SILVER





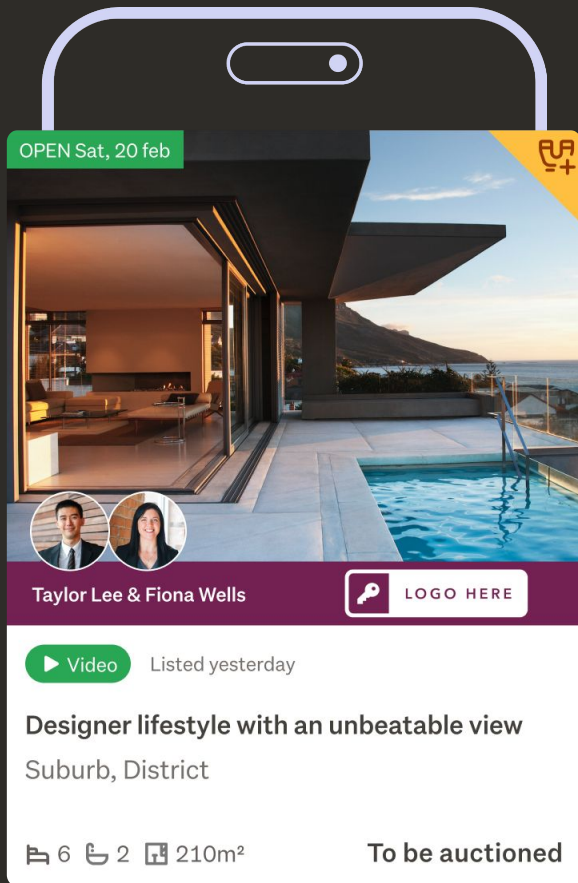
# GET MAXIMUM BUYER ATTENTION & STAND OUT WITH PLATINUM

## LARGEST LISTING CARD IN SEARCH RESULTS

- + Three images to showcase your property's best features
- + Largest agent & office branded card

### AVAILABLE TO:

✓ PLATINUM   ✗ GOLD   ✗ SILVER



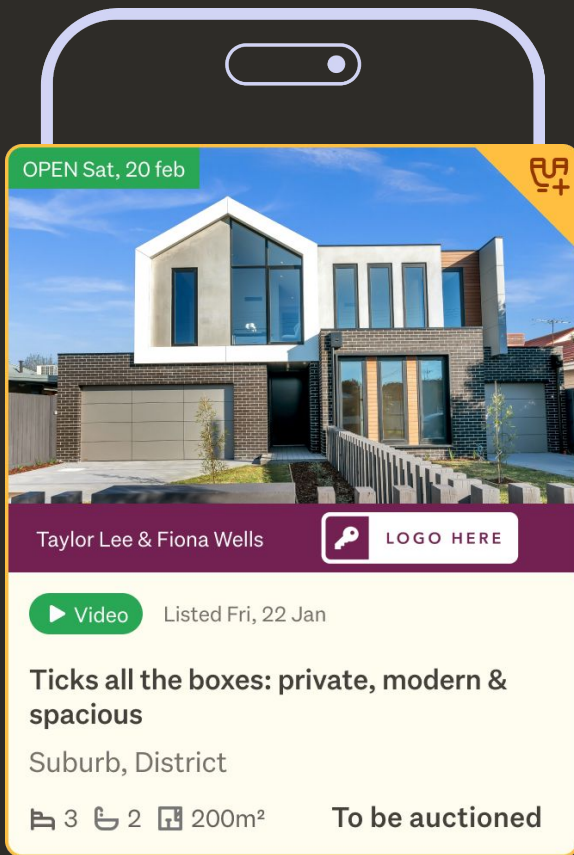
# GET GREAT VISIBILITY WITH GOLD & SILVER LISTINGS

## LARGE LISTING CARD IN SEARCH RESULTS

- + One large image
- + Largest agent & office branded card

### AVAILABLE TO:

✗ PLATINUM ✓ GOLD ✓ SILVER



## STAND OUT FROM BASE LISTINGS

FEATURE LISTINGS HAVE A MEDIUM  
SIZE LISTING CARD IN SEARCH

- + Steal the spotlight from Base Listings, with a distinctive background and border
- + Applied to all packages six months after going live or when relisted
- + Appear ahead of all Base Listings in search results
- + Lasts the lifetime of your marketing campaign

### AVAILABLE TO:

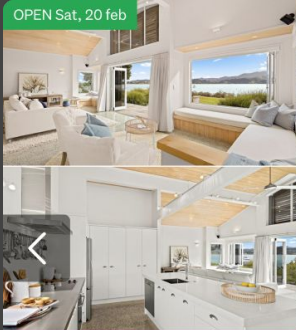
✓ PLATINUM ✓ GOLD ✓ SILVER

# APPEAR IN THE SEARCH CAROUSEL FOR ONE WEEK


Our Search Carousel is the very first result property seekers see when searching on desktop. Showcase your brand and your listing's best features.


## DURATION IN SEARCH CAROUSEL

PLATINUM	<b>GOLD</b>	SILVER
1 week	1 week	1 week



OPEN Sat, 20 feb





LOGO HERE

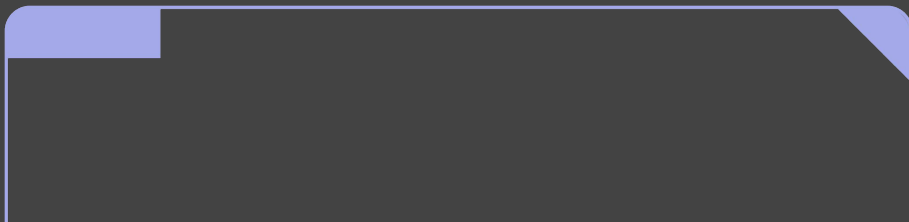
Fiona Wells

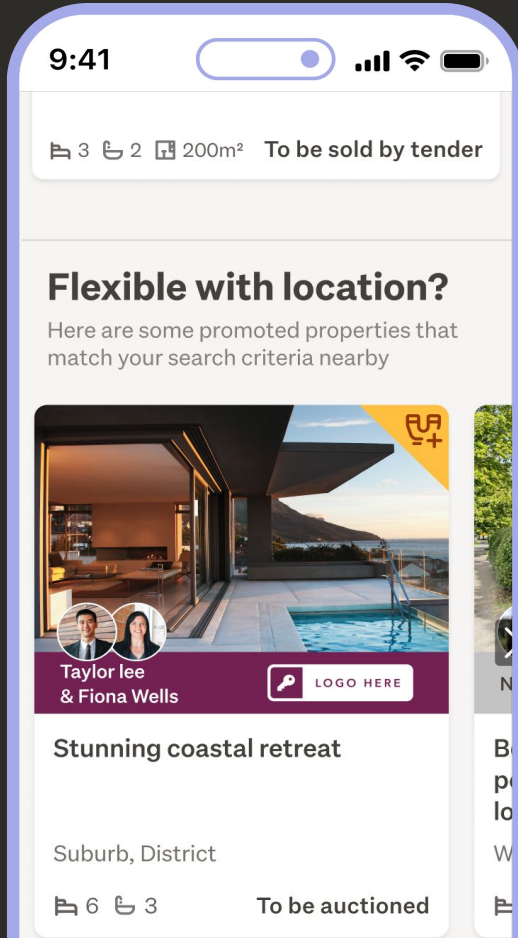
### Immaculate city-fringe sanctuary

Suburb, District

5
 3
 175 m<sup>2</sup>

To be auctioned





# EXTEND THE REACH OF YOUR LISTING FURTHER

## PLATINUM AND GOLD LISTINGS TARGET NEARBY SUBURBS IN SEARCH

- + Use search criteria to target buyers
- + Reach a wider audience
- + Entice potential buyers with flexible location targeting

### AVAILABLE TO:

✓ PLATINUM ✓ GOLD ✗ SILVER

# EXTEND THE REACH OF YOUR LISTING FURTHER

## LARGER CARDS & TOP SPOTS IN LATEST LISTING EMAIL ALERTS

- + **307,500 members** view property listings from saved search emails per month\*
- + Maximises your brand exposure across platforms
- + **Tip:** Dominate latest listing emails by bulk uploading listings on one day

### AVAILABLE TO:

- ✓ PLATINUM
- ✓ GOLD
- ✓ SILVER

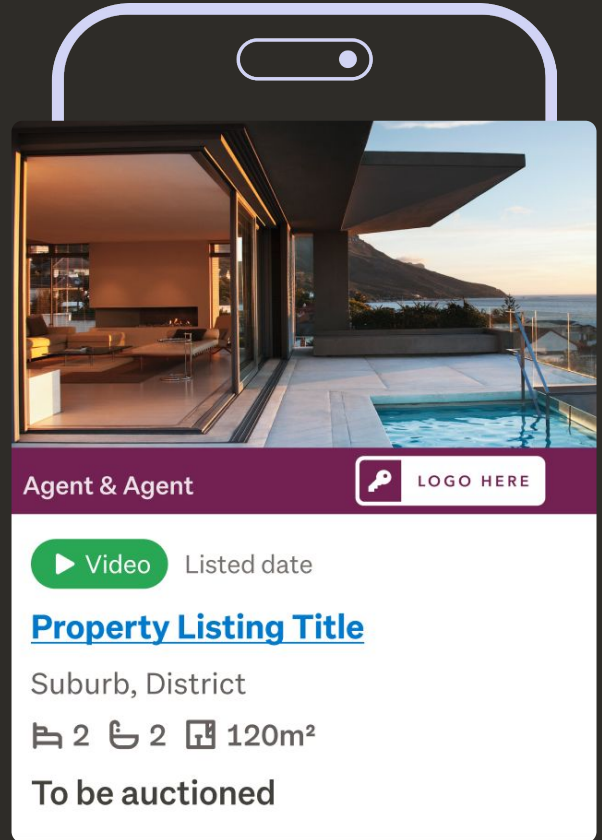
### PLATINUM POSITION



### GOLD POSITION



### SILVER POSITION



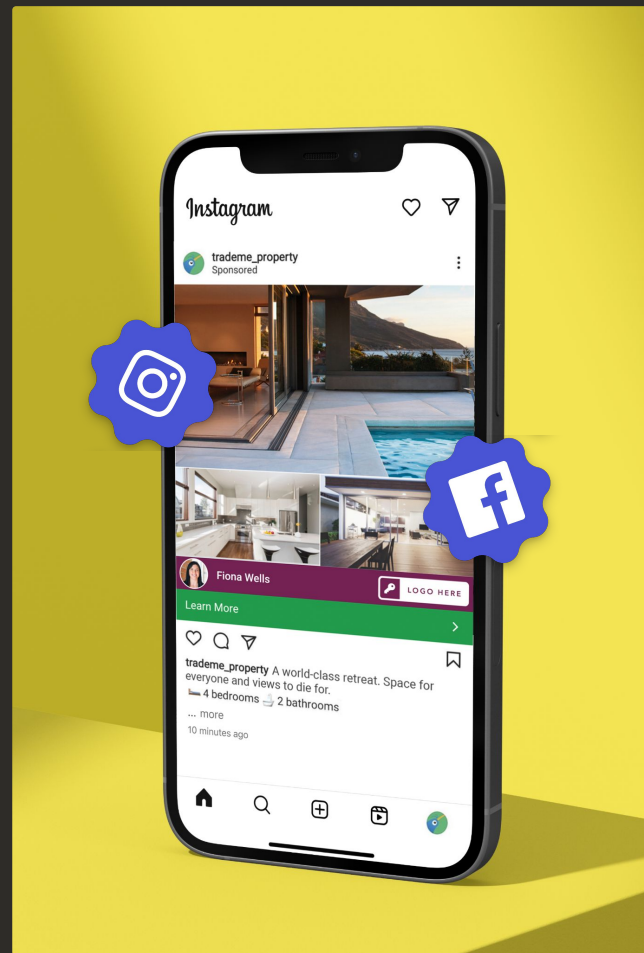
# SOCIAL BOOST

**AUTOMATICALLY BOOST YOUR LISTINGS  
ACROSS INSTAGRAM & FACEBOOK DURING THE  
INITIAL DAYS OF THE CAMPAIGN LAUNCH**

- + Reach active buyers and expand your property's market presence
- + Utilise Aotearoa's largest buyer audience data\* to target the right people
- + We handle ad creation and targeting—no extra work for you

## AVAILABLE TO:

- ✓ PLATINUM
- ✓ GOLD
- ✗ SILVER



# EXTEND YOUR REACH GLOBALLY

Your listings will be published automatically on six property portals around the world to reach a growing audience of international buyers. This includes:



Australia



India



India



USA



Thailand



India

## AVAILABLE TO:

✓ PLATINUM ✓ GOLD ✗ SILVER

+ Listings are shown in 10 different languages including English

+ Unlock a world of opportunities and attract overseas interest to drive enquiry for your property straight to your inbox



# BASIC LISTING

Your listing gets extended within the Homes.co.nz search results with a Basic Listing

AVAILABLE TO:

✓ ALL CUSTOMERS

The screenshot displays the Homes.co.nz search results interface. At the top, the navigation bar includes the logo, 'Properties', 'Find agents', 'Homes Inspiration', 'Blog', and 'More'. A search bar contains 'Suburb, Region'. Below the search bar are filters for 'All homes', 'For sale', 'Sold', 'For rent', and 'Not listed'. The main content area features a grid of property listings. Each listing includes a 'FOR SALE' badge, a photo of the property, and details such as 'Price by negotiation', a car icon with the number '3', a house icon with the number '2', and the address '3 Fleet Street, Suburb, Region' with a 'Listed: 6 Apr 2022' date. To the right of the listings is a map showing the search area with numerous grey dots representing property locations. The map includes street names like 'Grey Lynn', 'Kingsland', 'Mount Eden', and 'Wesley'. A 'Log in /' button is visible in the top right corner of the interface.

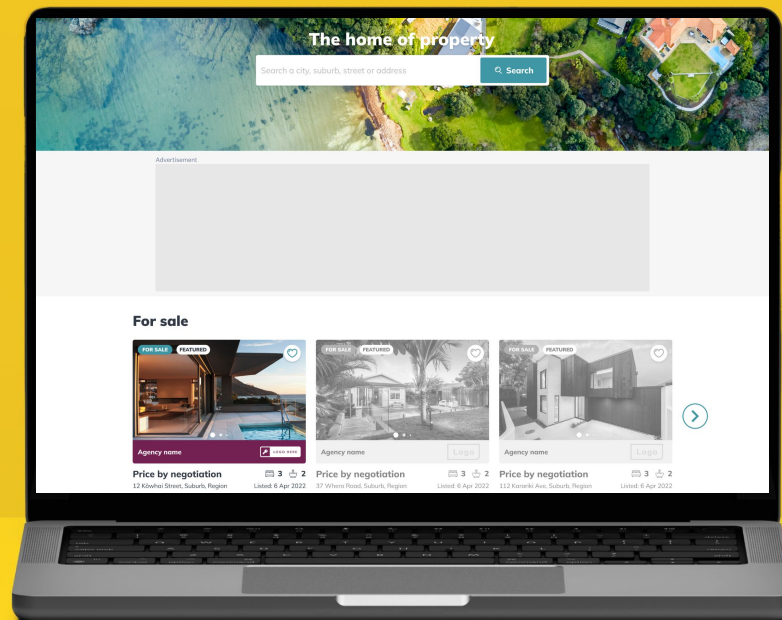
# REACH A WIDER AUDIENCE ON HOMES.CO.NZ

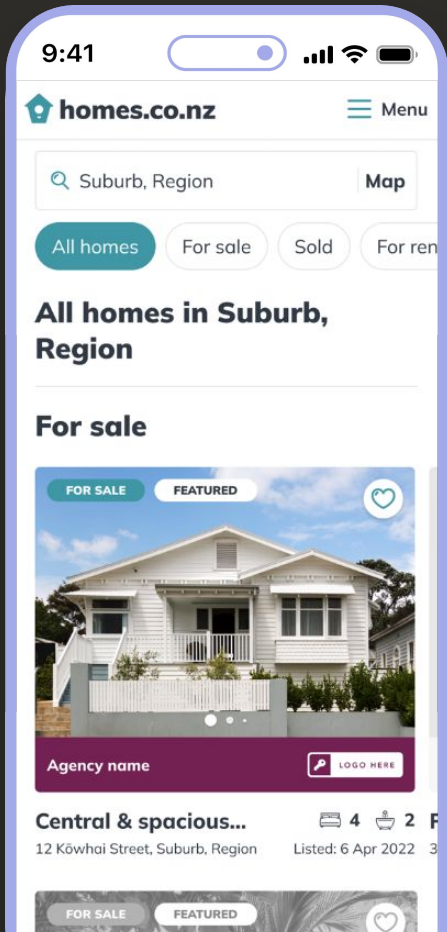
Platinum is the only package to appear on the Homes.co.nz homepage recommendations banner

- + List once and appear in front of two audiences
- + Be on top of your buyer's consideration
- + Maximise your listing reach with access to over **863,000** homepage views\*

## AVAILABLE TO:

✓ PLATINUM ✗ GOLD ✗ SILVER





# SEARCH CAROUSEL

Position your property at the top of your buyer's search results on Homes.co.nz



Platinum and Gold feature in search results carousel on Homes.co.nz

## AVAILABLE TO:

- ✓ PLATINUM
- ✓ GOLD
- ✗ SILVER

# PARTNERSHIP AGREEMENTS

AS A PARTNER YOU'LL GAIN EXCLUSIVE ACCESS TO ADDITIONAL BENEFITS.  
LET'S TAKE A LOOK AT THESE IN DETAIL.

# GET MORE EXPOSURE, ENHANCE YOUR CONVERSATIONS, AND WIN MORE LISTINGS WITH A PARTNERSHIP AGREEMENT

A Partnership Agreement with Trade Me Property significantly enhances your digital brand presence through consistent listing campaigns at reduced rates.

## Exclusive benefits for partners:

- **Access to additional branding products:** Attract new business with tailored branding solutions.
- **Utilise insights tools:** Convert more appraisals with the help of our advanced OneHub real time market data reports.

These added benefits, alongside our marketing packages, will distinguish you from the competition and position you as a market leader.

# PARTNERSHIP AGREEMENT FEATURES

CHOOSE FROM PLATINUM, GOLD, OR SILVER

Our comparison table highlights the exclusive features of each Partnership Agreement to help you find the best fit for your office.

As a partner, you'll save your vendors approximately 35% compared to a standard office subscription. This significant saving offers a competitive advantage when discussing marketing strategies with your vendors.



Discounted packages applied to your office's listing off the standard price

Base listing included

Platinum Assist rate

Downgrade threshold

Discounted access to Suburb ownership off the standard price

OneHub team & office performance report

Unlock exclusive OneHub market insights

Featured first in 'Find an agent' with premium branding

Premium office profiles

Display your own advertising on all your Trade Me listings

Complimentary Premium Agent & lead generation tools\*

## PLATINUM

Up to 33% off Platinum



20%

30% off



Premium Agent Plus

## GOLD

Up to 35% off Gold



10%

30% off



Premium Agent Starter

## SILVER

Up 36% off Silver



10%

30% off



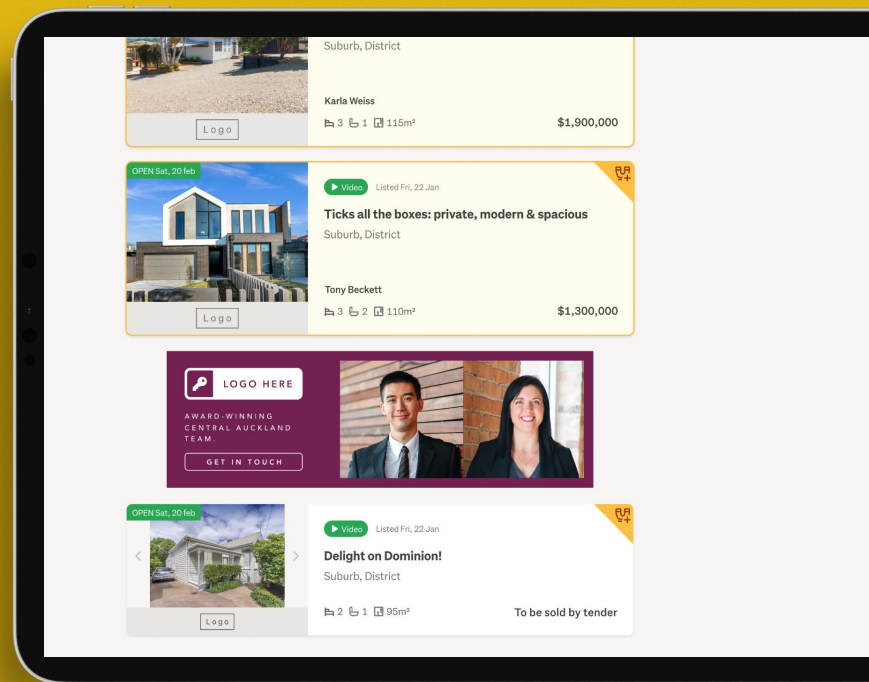
# GAIN TOP VISIBILITY WITH THE FIRST DISPLAY AD POSITION IN SEARCH

As a partner, reach potential buyers and sellers in your suburb with discounted Suburb Ownership rates.

- + Position yourself as the market expert with ownership of your suburb
- + Increase your brand awareness
- + Get leads and grow your business

All partners get an exclusive 30% discount off Suburb Ownership rates:

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA



ACCESS REAL-TIME DATA

# ONEHUB PRE-LIST REPORT

Access real-time buyer insights to help convert the appraisal

- + Build vendor confidence that now is the right time to sell, and you're the right agent to sell their home
- + Access unlimited & exclusive access to refreshed market data, including buyer activity over the last 90 days

EXCLUSIVE TO:

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA

## Searches by maximum price range

What is the maximum price people select when searching for property like this?



## Listings by expected sale price

What was the expected sale price for new listings that matched this criteria?





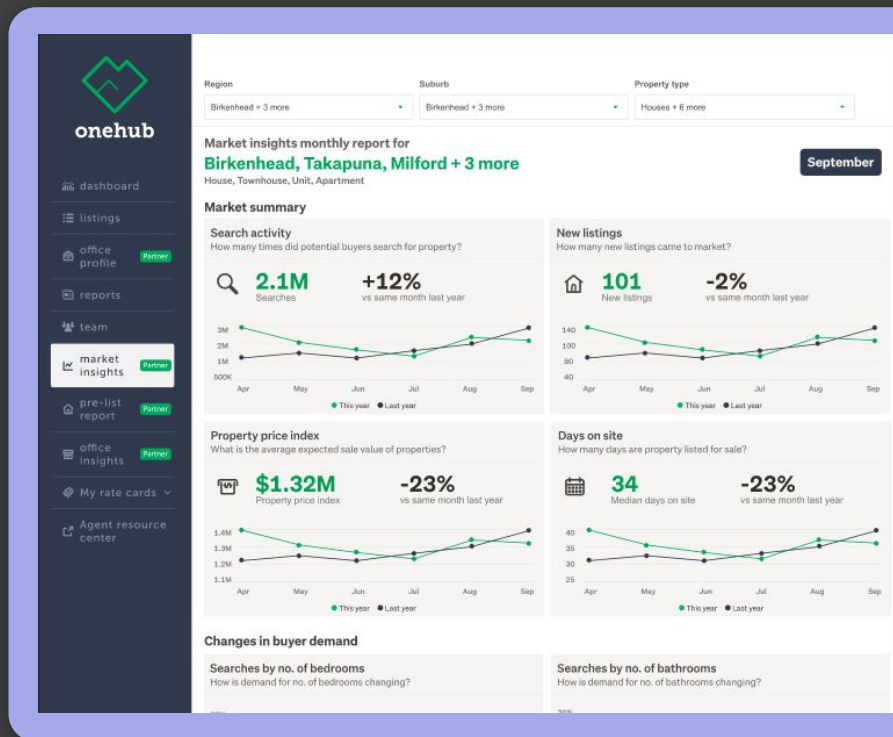
ACCESS REAL-TIME DATA

# ONEHUB MARKET REPORT

Use insights from your Onehub Market Report to advise potential vendors and spot new opportunities based on buyer demand

EXCLUSIVE TO:

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA



ACCESS REAL-TIME DATA

# ONEHUB WATCHLIST REPORT

See what properties are competing for your buyer's attention

- + Discover the top five properties competing for your potential buyers interest
- + Set realistic price expectations by understanding market demand and sales methods of comparable properties

**EXCLUSIVE TO:**

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA

## Watchlist interest report



### Trade Me Property watchlist interest report

26 Feb 2024



Listed 19 Feb



LOGO HERE

**34 Dryden Street, Grey Lynn, Auckland City, Auckland**

To be sold by auction on 13 Mar, 2:00 pm

🏠 5 🛏 3 🚗 2 📏 240m<sup>2</sup> 💎 473m<sup>2</sup>

#### People who have watchlisted your property have also watchlisted these:



Listed 29 Mar

**2 Wanganui Avenue, Ponsonby, Auckland City, Auckland**

Price by negotiation

70 of your watchers

🏠 4 🛏 2 🚗 3 💎 417m<sup>2</sup>

[View](#)


Listed 29 Mar

**61 Rose Road, Grey Lynn, Auckland City, Auckland**

Price by negotiation

69 of your watchers

🏠 4 🛏 3 🚗 2 📏 305m<sup>2</sup> 💎 405m<sup>2</sup>

[View](#)


Listed 7 Feb

**123 Crummer Road, Grey Lynn, Auckland City, Auckland**

To be sold by auction on 28 Feb, 6:00 pm

[Download report](#)

For more tips and insights go to our [Agent resource centre](#)

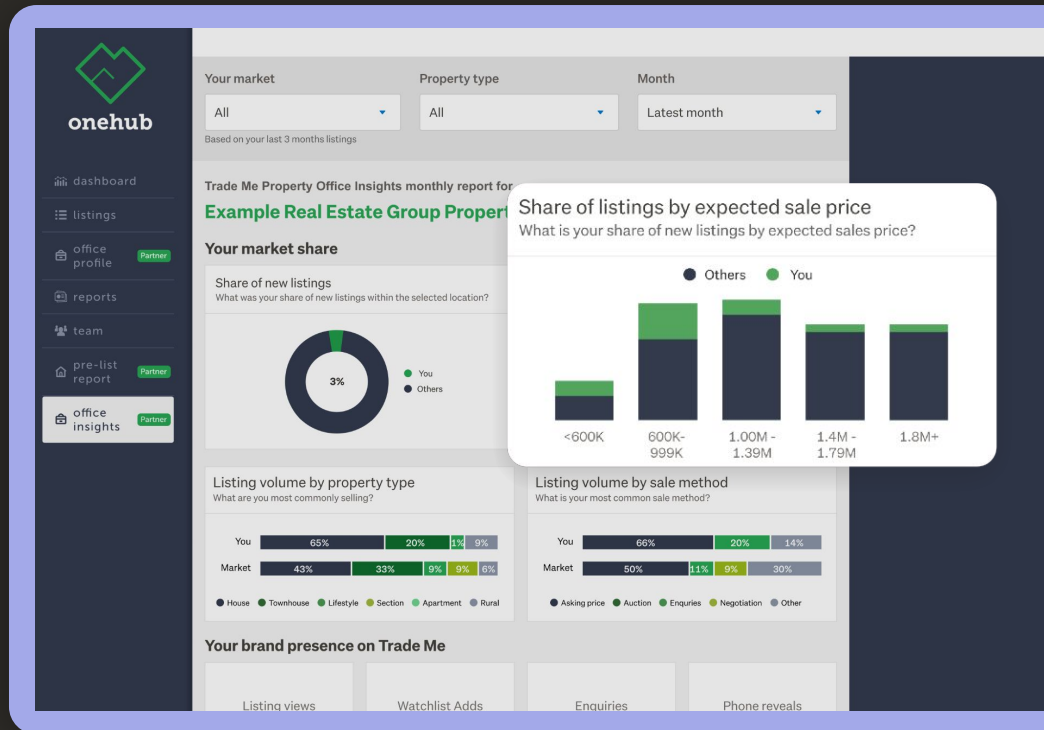
# ONEHUB OFFICE INSIGHTS REPORT

Monitor your office performance and market share

- + Understand your position in the market based on your share of new listings and share of listings by price range
- + Compare the types of property your office sells and method of sale to the market average
- + Data at your fingertips to present at weekly sales meetings and drive competition among agents to take the top spot on the leaderboard

## EXCLUSIVE TO:

- ✓ PLATINUM PA
- ✓ GOLD PA
- ✓ SILVER PA



# BE FEATURED FIRST ON OUR 'FIND AN AGENT' PAGE AND STAND OUT

- + Showcase your success with two sold records previewed
- + Stand out in front of potential vendors as the local expert with higher placements

Users heading to 'find an agent' increased 12% YoY during July 2023\*

## EXCLUSIVE TO:

✓ PLATINUM PA   ✓ GOLD PA   ✗ SILVER PA

The screenshot displays the Trade Me website's 'Find an agent' page. The navigation bar includes 'Marketplace', 'Jobs', 'Motors', 'Property', and 'Services'. The 'Property' section is active, with sub-categories like 'Residential', 'New homes', 'Flatmates', 'Commercial', 'Rural', and 'Businesses'. The 'Find an agent' section shows search filters and a 'Search' button. Below the search results, it indicates '6,500 Agents found, sorted by Featured'. The first agent profile is for Fiona Wells, a Real Estate Agency, with 116 sold properties and 14 for sale in the last 12 months. Her latest sales are highlighted: a property sold on 24 Aug 2021 and another on 03 Aug 2021, both in a Suburb, District. The second agent profile is for Alistair Casey, also a Real Estate Agency, with 83 sold properties and 5 for sale in the last 12 months.

EXCLUSIVE TO PARTNERS

# GET MORE EXPOSURE & RECOGNITION

With your Premium Office Profile

- + Put your brand forward to gain recognition from potential buyers and sellers
- + Appears on your listings and on your agents' profiles.
- + Maximise your brand exposure within the agent directory
- + Stand out as local experts

EXCLUSIVE TO:

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA

The screenshot shows a real estate website profile for 'Example Real Estate Group'. The navigation bar includes 'Marketplace', 'Jobs', 'Motors', 'Property', and 'Services'. The 'Property' section is active, with sub-categories: 'Residential', 'New homes', 'Flatmates', 'Commercial', 'Rural', and 'Businesses'. There are also links for 'Property Insights' and 'Tools'. The main header image is an aerial view of a residential neighborhood. Below the image is a purple box with a magnifying glass icon and the text 'LOGO HERE'. The profile information includes: 'Example Real Estate Group (Licensed: REAA 2008)', '4 Rodwell Road, North Shore City, Auckland', and '24 Listings'. There are buttons for 'Contact details', 'Enquiry', and 'Request a free appraisal'. Social media icons for Facebook, Twitter, and LinkedIn are also present. A video player is visible at the bottom right, showing a kitchen interior.

## EXCLUSIVE TO PARTNERS

# ENCOURAGE POTENTIAL SELLERS TO LIST WITH YOU BY LEVERAGING THE PARTNER BADGE

- + Communicate the value of choosing to list with a Property Partner (i.e. reduced rates, access to unique data to build a successful campaign promoting their home)
- + Sellers can identify Property Partners from their listings, agent profiles and office profile

## AVAILABLE TO:

✓ PLATINUM PA ✓ GOLD PA ✓ SILVER PA

9:41

**Partner?**

**Property Partner**

Advertising your property with a Trade Me Property Partner gives you access to additional benefits.

**What are the key benefits?**

- Digital marketing expertise**  
Our Partners have access to a dedicated Trade Me Property account manager, unique data insights, & digital training which enables them to implement a detailed strategy to market your property and optimise your listing.
- Priority support**  
Our Partners receive priority Trade Me customer support which ensures your listing receives tailored guidance from Trade Me Property experts.
- Reduced marketing rates on Trade Me**  
You'll receive competitive prices for the recommended Trade Me Property marketing package by listing with a Partner.

[View more from this office](#)

**Property Partner**

Advertise your property with this office to gain access to exclusive benefits. [Learn more](#)

LOGO HERE

**Fiona Wells**

[Contact details](#)

[Email enquiry](#)

**with so many options**

**4 Apr, 3:00 PM**

175m<sup>2</sup> Floor 875m<sup>2</sup> Land

Garage Parking 2 Offstreet parking Home 8

[Style](#)

House

2 Garage parking, 2 Off street parking

## EXCLUSIVE TO PARTNERS

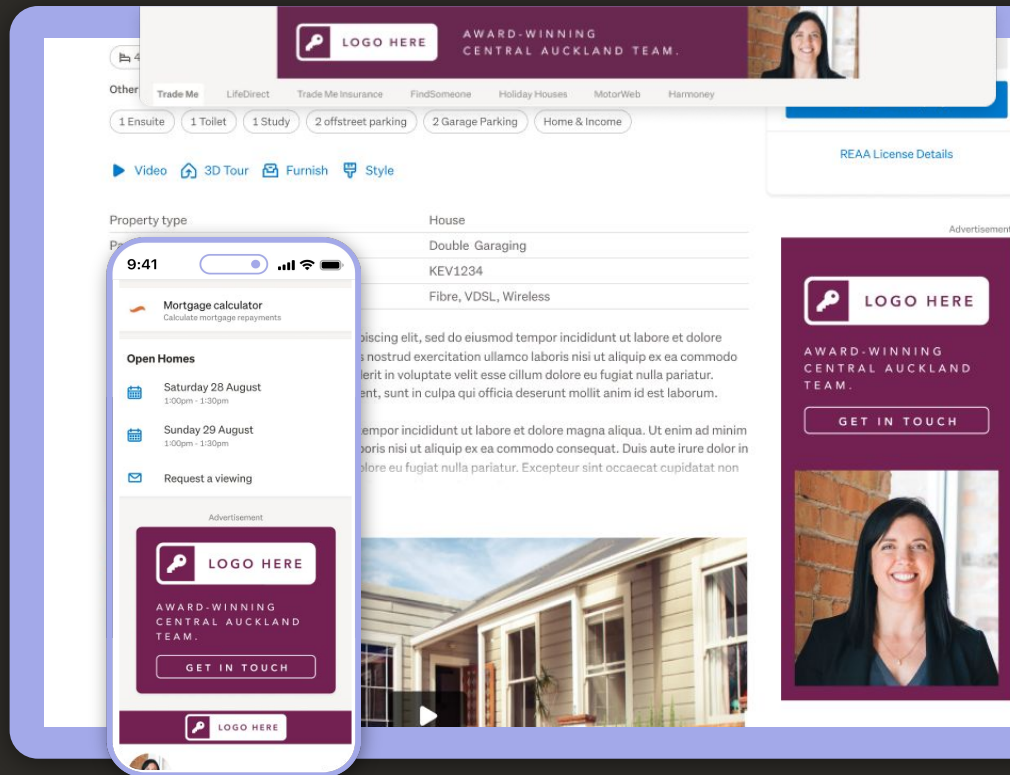
# BRANDINGPLUS

Build even stronger brand awareness with a full advertising takeover

- + Own 100% of the display advertising on your listing pages\*
- + Promote your brand proposition throughout the page
- + Connect users to your other listings with one click

### AVAILABLE TO:

✓ PLATINUM PA × GOLD PA × SILVER PA



# GROW YOUR BUSINESS WITH PREMIUM AGENT

Stand out and connect with homeowners on  
Trade Me and Homes.co.nz

## 186%

Appraisal requests to our premium agents  
have increased by 186% compared to the  
previous year\*

## GET MORE APPRAISALS

Premium Agent gives you access to receive  
appraisal requests from homeowners browsing  
via homes.co.nz or Trade Me.

## BUILD TRUST WITH HOMEOWNERS

Premium Agent helps you build trust with  
homeowners getting ready to sell by showcasing  
your previous sales on both homes.co.nz and  
Trade Me.



# YOUR OPTIONS FOR PREMIUM AGENT

COMING DECEMBER 2024

Premium Agent Starter will be complimentary for Gold Partners

## Starter

\$99 +GST per month

Your starting point for connecting with homeowners. Gain access to **1 million monthly users** on homes.co.nz.<sup>3</sup>



✓ Sales attribution on homes.co.nz via:

- The homepage
- The search results page
- The property page

✓ Appraisals from homes.co.nz via: \*

- The property page
- Your agent profile

## Plus \* NEW

Valued at **\$699** +GST per month

Exclusive & complimentary to Platinum Partners

Reach the most homeowners with combined access to over **4.2 million monthly users** on homes.co.nz and Trade Me Property.<sup>3</sup>



✓ Everything in Starter and...

✓ Sales attribution on Trade Me via:

- The search results page

✓ Appraisals from Trade Me via: \*

- Listing pages \*
- Your agent profile
- Homepage \*

✓ Premium Agent Plus Badge \*

\*Appraisals are not guaranteed

<sup>3</sup> Google Analytics Data - 2023

Premium Agent is available to REA licensed offices only

## ADVANCED APPRAISAL REQUEST FORM

# GET APPRAISAL REQUESTS STRAIGHT TO YOUR INBOX

Get exclusivity of appraisal requests originating from your listings or agent profile on Trade Me Property. Additionally, we'll match you with prospective sellers browsing Trade Me based on their address.

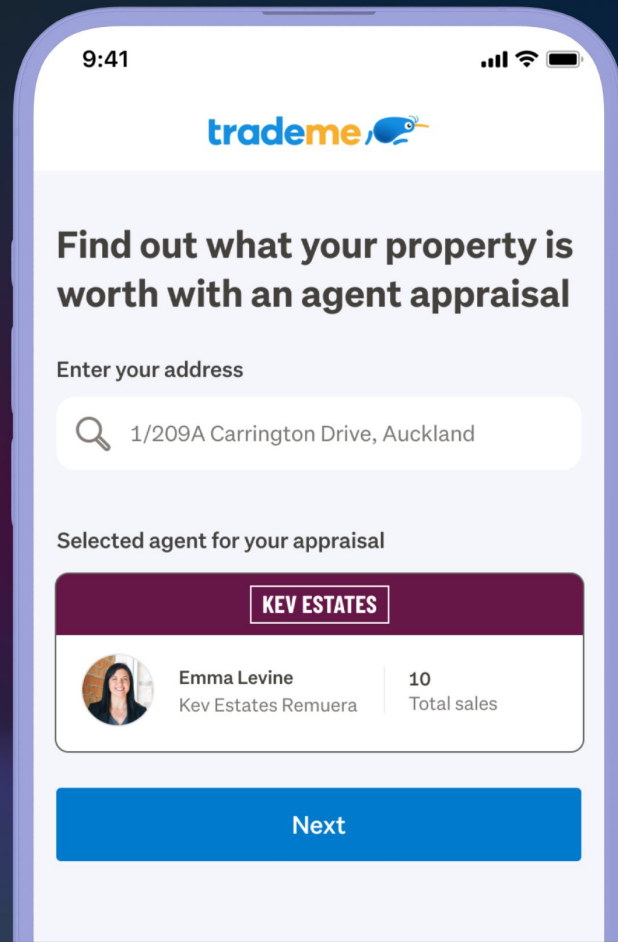
Each appraisal request includes essential details, such as timeframes for selling, helping you prioritise your leads efficiently.

### AVAILABLE TO:

✓ PLATINUM PA ✗ GOLD PA ✗ SILVER PA

# 23%

of our Kiwi are thinking of selling in the next year\*



COMING SEPTEMBER

TRADE ME SOLD EXPERIENCE

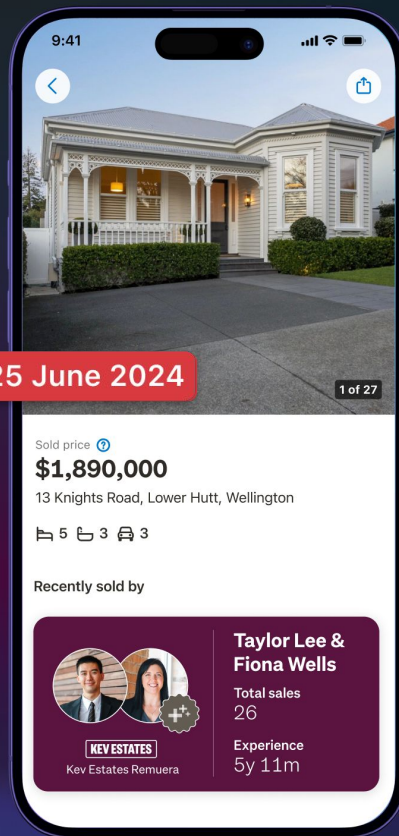
# SHOWCASE YOUR SUCCESS: A VIRTUAL 'SOLD' SIGN FOR EVERY PROPERTY YOU'VE SOLD IN NZ

Get in front of homeowners researching the market in the new Trade Me Sold Experience.

Build trust and increase your brand awareness as the local expert by showcasing your sales to become the preferred choice for an appraisal.

AVAILABLE TO:

✓ PLATINUM PA × GOLD PA × SILVER PA



COMING SEPTEMBER

THE PLUS BADGE

# STAND OUT AND ENHANCE YOUR CREDIBILITY



As a Premium Agent, show potential sellers the exclusive benefits of listing their property with you.

AVAILABLE TO:

✓ PLATINUM PA ✕ GOLD PA ✕ SILVER PA







The Plus Badge appears on your profile and listings across Trade Me.



## PREMIUM PLUS

~ Seller Benefits ~

**Sellers who list with a Premium Plus agent receive these benefits**

-  **Exclusive marketing rates**  
Get more for less with discounted marketing packages
-  **Agent enablement tools**  
Your agent has access to buyer insights to help you make the best decisions when selling
-  **Priority support**  
The support team is on hand to assist your agent with queries relating to your property
-  **Discounted social**  
Appear across social media, with more eyes on your listings, and more money in your pocket.

[Get an Appraisal from Emma](#)

**Are you an agent?**  
[Learn how to become a Premium Plus member](#)

and prestige  
Road, Remuera, Auckland City

negotiation

4 Baths 3227sq Land

KEY ESTATES



Taylor Lee & Fiona W

Contact details

Email enquiry

Key Estates Remuera, (L)

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