

PACKAGES & PARTNERSHIP AGREEMENTS

Residential for sale and new homes







GET MORE+

- **03 MARKETING PACKAGES OVERVIEW**
- **07 PACKAGE FEATURES COMPARISON TABLE**
- **09 PACKAGE UPGRADES**
- 10 PACKAGE FEATURES
- **24 PARTNERSHIP AGREEMENTS OVERVIEW**
- **26 PARTNERSHIP AGREEMENTS COMPARISON TABLE**
- **27 PARTNERSHIP AGREEMENT FEATURES**



CONTENT

GET MORE BUYERS

MARKETING PACKAGES

MARKETING PACKAGES OVERVIEW

CHOOSE FROM THREE MARKETING PACKAGES:

PLATINUM

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 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

realtor.com





Thailand

India

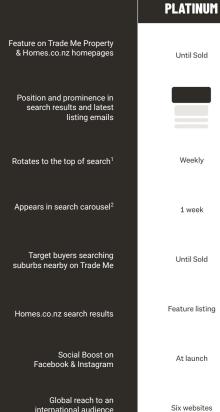
India

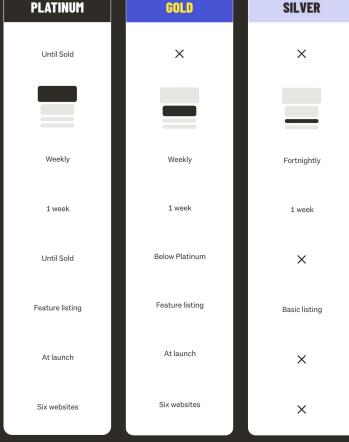
PACKAGE FEATURES

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.





BUILD TRUST AND BRAND RECOGNITION LOCALLY

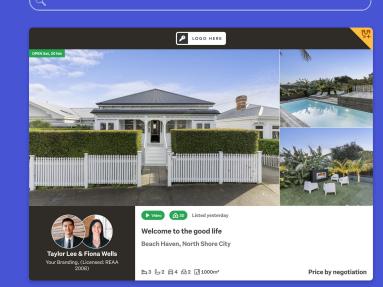
Our packages and upgrades enhance your vendor's listing visibility to buyers and maximise your brand's exposure in your area, showcasing you as the go-to agent for homeowners looking to list their property.

TRUST

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

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

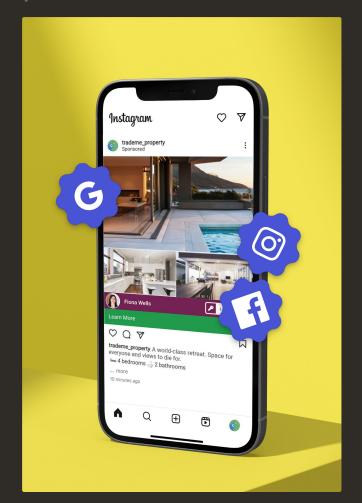
- + 831 clicks additional clicks on average back to the Trade Me Property listing
- 30,000 additional impressions on average*

AVAILABLE TO:

✓ PLATINUM ✓ GOLD ✓ SILVER

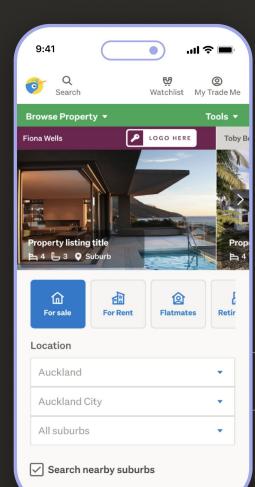
SPECIAL OFFERS:

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

AVAILABLE TO:

 \checkmark PLATINUM \times GOLD \times SILVER

WITH TOP SEARCH POSITIONS & **INCREASED ENGAGEMENT THROUGH AUTOMATIC ROTATIONS**



- 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 fortnightly



AVAILABLE TO:

✓ PLATINUM









GET MAXIMUM BUYER TENTION & STAND **OUT WITH PLATINUM**

LARGEST LISTING CARD IN SEARCH RESULTS

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





Listed yesterday

Welcome to the good life

40 Paragon Avenue, Beach Haven, North Shore City





154 63 61 62 1178m² 10530m²



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

▶ Video Listed yesterday

Designer lifestyle with an unbeatable view

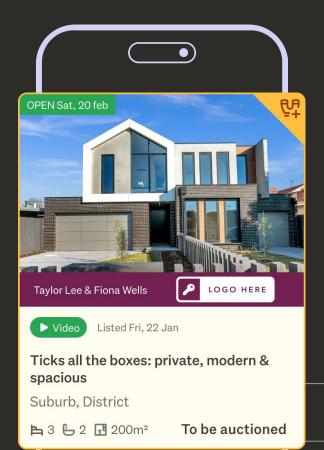
Suburb, District

△ 6 **○** 2 **□** 210m²

To be auctioned

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



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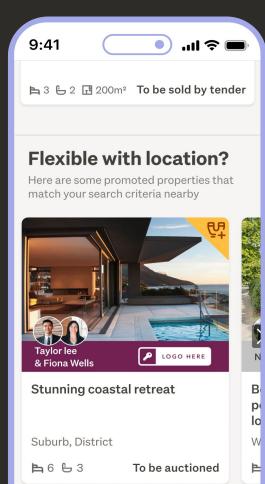


Immacculate city-fringe sanctuary

Suburb, District

₱ 5 **ⓑ** 3 **屈** 175 m²

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

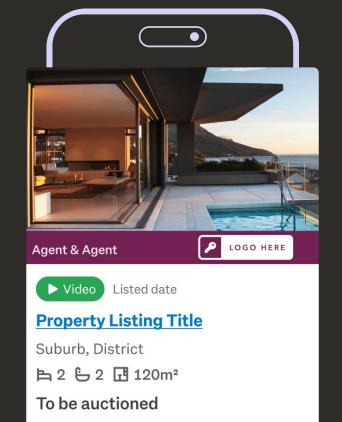
EXTEND THE REACH OF YOUR LISTING FURTHER

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



SILVER POSITION



AVAILABLE TO:

✓ PLATINUM
✓ GOLD
✓ SILVER

SOCIAL BOOST

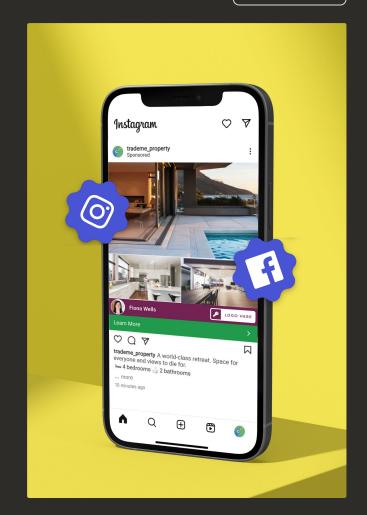
AUTOMATICALLY BOOST YOUR LISTINGS ACROSS INSTAGRAM & FACEBOOK DURING THE INITIAL DAYS OF THE CAMPAIGN LAUNCH

- + 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:



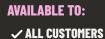


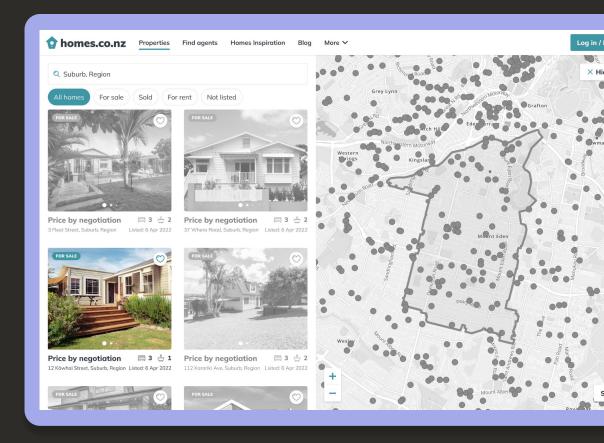


- + Listings are shown in 10 different languages including English
- + Unlock a world of opportunities and attract overseas interest to drive enquiry for your property straight to your inbox

BASIC LISTING

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





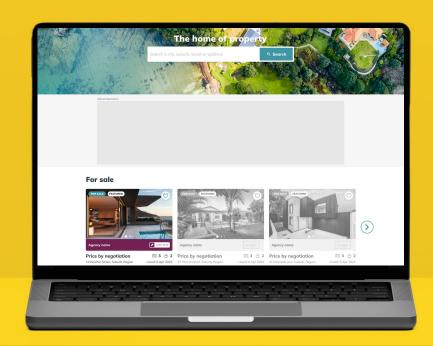
REACH A WIDER AUDIENCE ON HOMES.CO.NZ

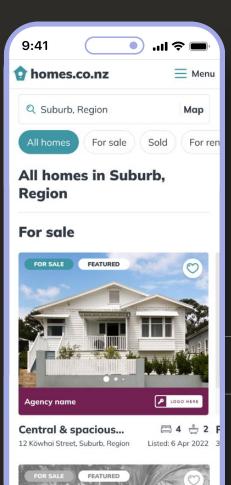
Platinum is the only package to appear on the Homes.co.nz homepage recommendations banner

- 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 \times GOLD \times 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:



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.

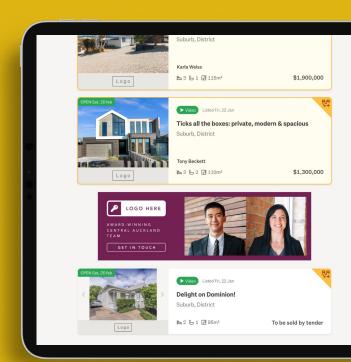


GAIN TOP VISIBILITY WITH THE FIRST DISPLAY AD POSITION IN SEARCH

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:



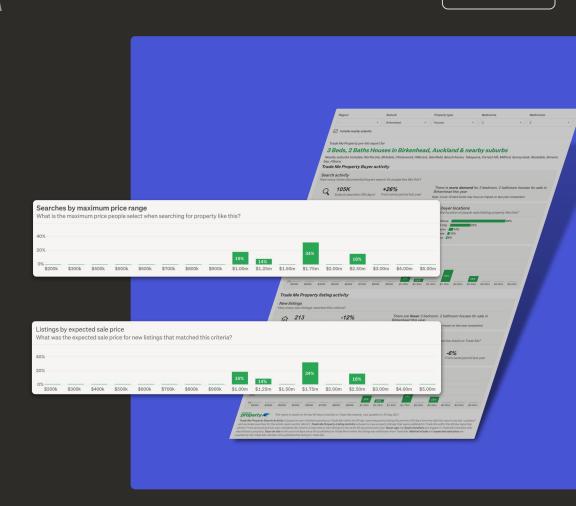
ACCESS REAL-TIME DATA

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:

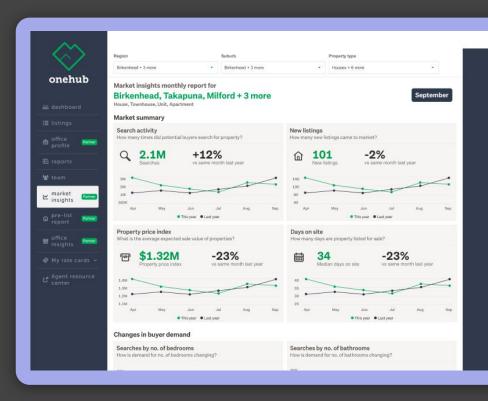


ACCESS REAL-TIME DATA

ONEHUB MARKET REPORT

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

EXCLUSIVE TO:



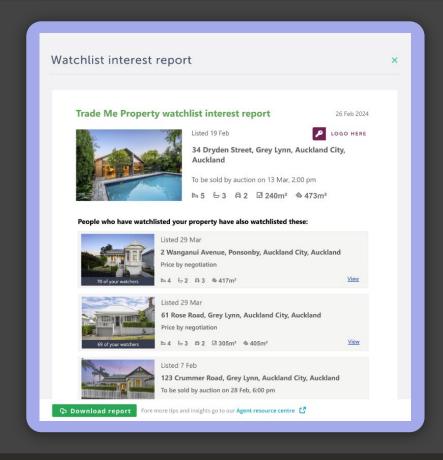
ACCESS REAL-TIME DATA

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:

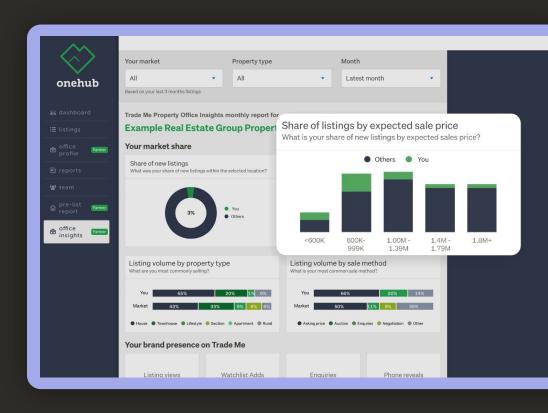


ONEHUB OFFICE INSIGHTS REPORT

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:

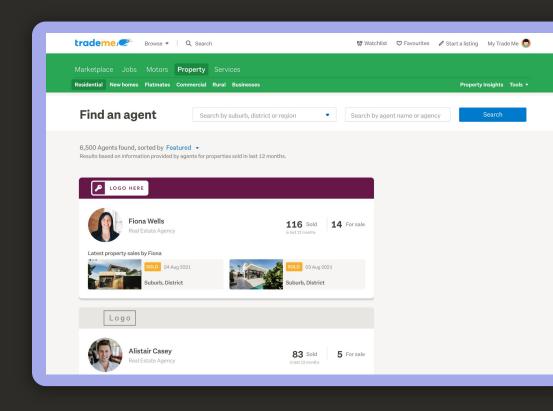


BE FEATURED FIRST ON OUR 'FIND AN AGENT' PAGE AND STAND OUT

- + 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:



EXCLUSIVE TO PARTNERS

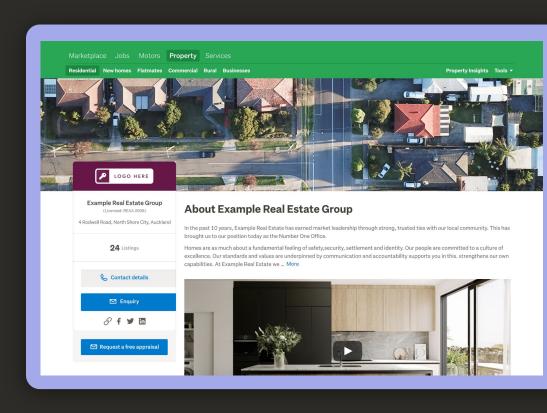
GET MORE EXPOSURE & RECOGNITION

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:



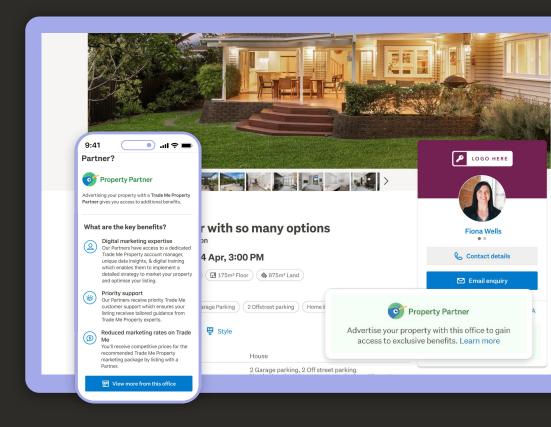


EXCLUSIVE TO PARTNERS

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:



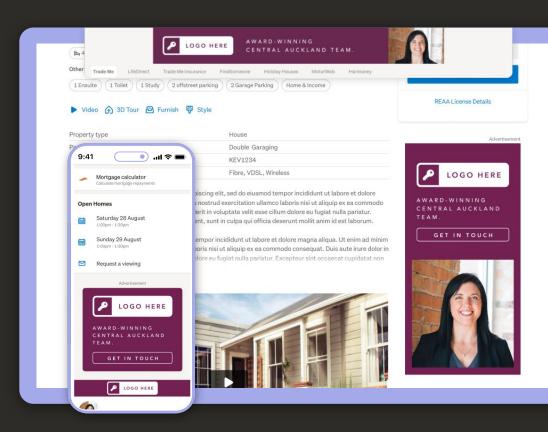
EXCLUSIVE TO PARTNERS

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:



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.³



- ✓ 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.³



trademe property

- 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

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.

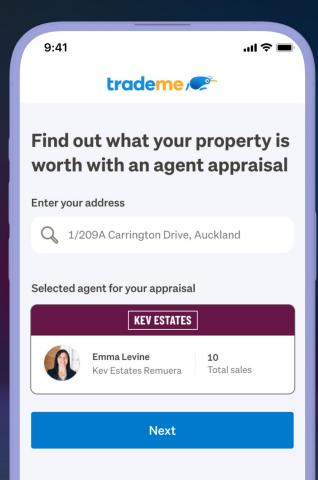
Each appraisal request includes essential details, such as timeframes for selling, helping you prioritise your leads efficiently.

AVAILABLE TO:

✓ PLATINUM PA × GOLD PA × SILVER PA

23%

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



*Trade Me State Of The Nation Survey - March 2024

COMING SEPTEMBER

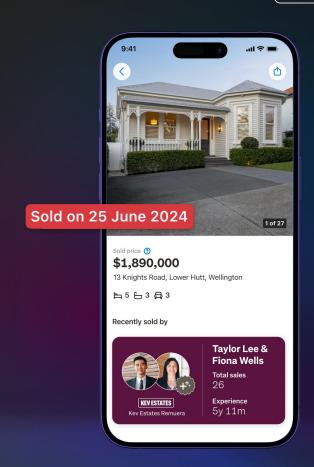
TRADE ME SOLD EXPERIENCE

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:



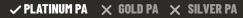
COMING SEPTEMBER

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:





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



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



nd prestige

Es 4 Bellis - 4 1217er Land

egotiation

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



READY TO MAKE A BOOKING, OR WANT TO CHAT THROUGH YOUR OPTIONS?

<u>Click this link</u> to get in touch with our customer support team, or contact your account manager to learn more about package & Partnership Agreement benefits.