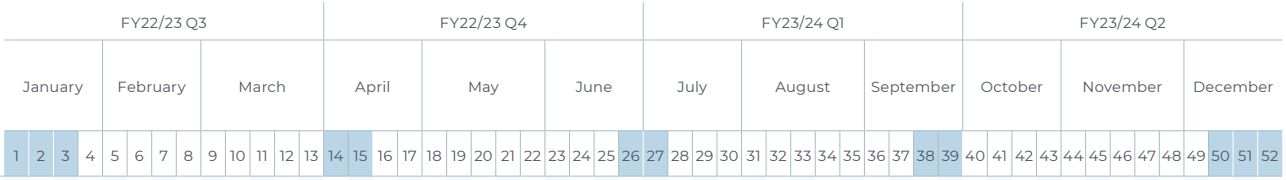
Place. **Agent Marketing**

Silver.

SILVER RECOMMENDED SCHEDULE

Activity	Size/Type	Frequency	Qty/Dur	Single Cost	Total Qty	Total Cost
QTR SUBURB SNAPSHOT	DLX Mailcard	4	1,000^	$228#	4,000	$912#
SEASONAL CAMPAIGN	DL Mailcard	4	1,000^	$188#	4,000	$752#
JUST LISTED/JUST SOLD	DL Mailcard	6	1,000^	$188#	6,000	$1,128#
PLACEPULSE DIGITAL	Bronze	6	1 Week	$299	–	$1,794
TOTAL						**$4,586**



All prices are indicative, include GST and are based on quotes or estimates from suppliers at time of publication of this plan and are subject to change.
^ Mailcard quantities can be scaled up or down and prices will vary accordingly. # Mailcard distribution costs not included.

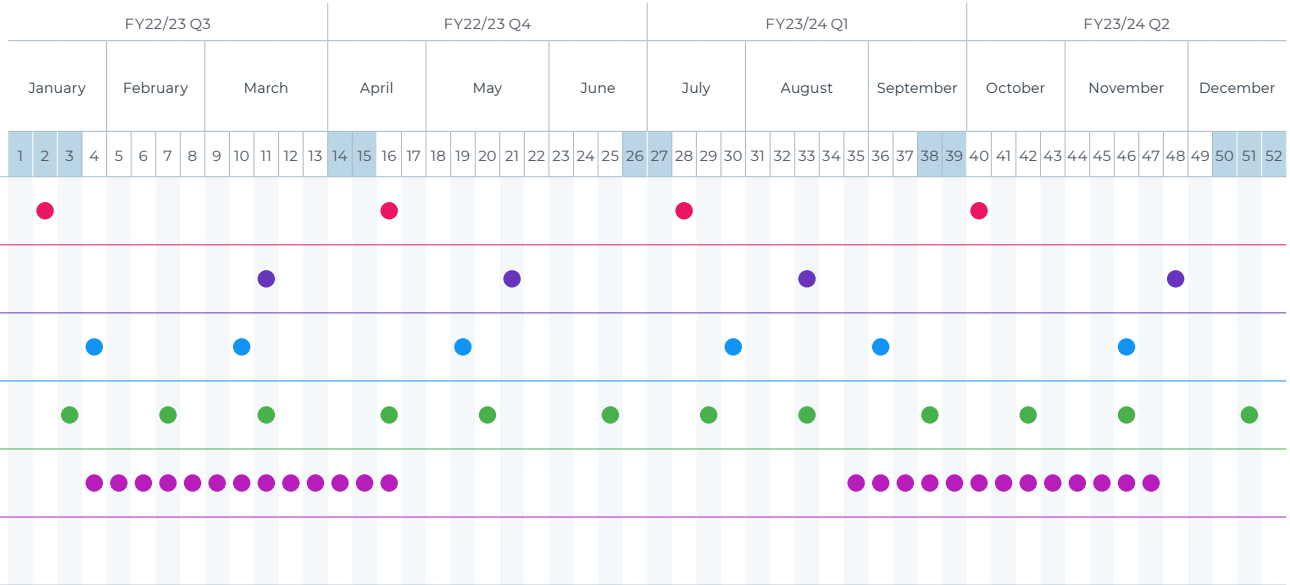
Schools Holidays

Place. **Agent Marketing**

Gold.

GOLD RECOMMENDED SCHEDULE

Activity	Size/Type	Frequency	Qty/Dur	Single Cost	Total Qty	Total Cost
QTR SUBURB SNAPSHOT	DLX Mailcard	4	1,500^	$331#	6,000	$1,324#
SEASONAL CAMPAIGN	DL Mailcard	4	1,500^	$271#	6,000	$1,084#
JUST LISTED/JUST SOLD	DL Mailcard	6	1,500^	$271#	9,000	$1,626#
PLACEPULSE DIGITAL	Bronze	12	1 Week	$299	–	$3,588
OUTDOOR	Bus Shelter	2	3 Months	$693	6 Months	$1,386**
TOTAL						$9,008



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*^ Mailcard quantities can be scaled up or down and prices will vary accordingly. # Mailcard distribution costs not included. ** Does not include production costs. Media costs are estimates only and will vary by site and media company.*

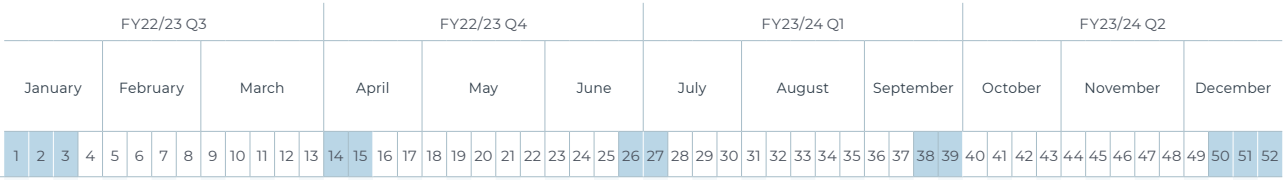
Schools Holidays

Place. **Agent Marketing**

Carbon.

CARBON RECOMMENDED SCHEDULE

Activity	Size/Type	Frequency	Qty/Dur	Single Cost	Total Qty	Total Cost
QTR SUBURB SNAPSHOT	DLX Mailcard	4	2,000^	$435	8,000	$1,740#
SEASONAL CAMPAIGN	DL Mailcard	4	2,000^	$355	8,000	$1,420#
JUST LISTED/JUST SOLD	DL Mailcard	6	2,000^	$355	12,000	$2,130#
PLACEPULSE DIGITAL	Silver	10	2 Weeks	$499	–	$4,990
OUTDOOR	Bus Shelter	2	9 Months	$2,079	9 Months	$4,158**
TOTAL						$14,438



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*^ Mailcard quantities can be scaled up or down and prices will vary accordingly. # Mailcard distribution costs not included. ** Does not include production costs. Media costs are estimates only and will vary by site and media company.*

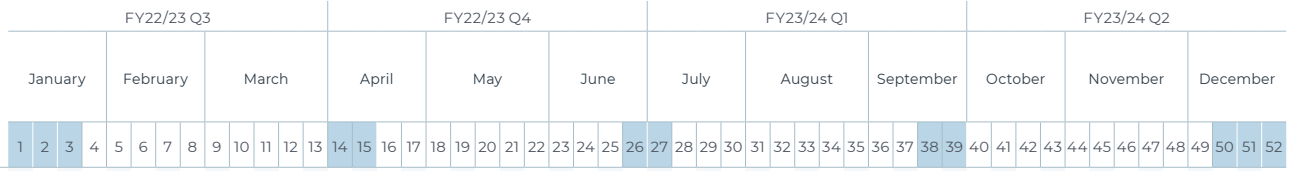
Schools Holidays

Place. Agent Marketing

Palladium.

PALLADIUM RECOMMENDED SCHEDULE

Activity	Size/Type	Frequency	Qty/Dur	Single Cost	Total Qty	Total Cost
MARKET INSIGHTS REPORT	Showcase 6pp	2	2,000^	$1,401	4,000	$2,802#
SEASONAL CAMPAIGN	DL Mailcard	4	2,000^	$355	8,000	$1,420#
JUST LISTED/JUST SOLD	DL Mailcard	6	2,000^	$355	12,000	$2,130#
PERSONALISED LETTERS	Letterhead	12	500^	$255	6,000	$3,060#
PLACEPULSE DIGITAL	Gold	10	3 Weeks	$699	–	$6,990
OUTDOOR	Billboard	1	3 Months	$2,500	3 Months	$7,500**
OUTDOOR	Bus Shelter	3	12 Months	$2,772	12 Months	$8,316**
TOTAL						$32,218



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^ Mailcard quantities can be scaled up or down and prices will vary accordingly.
 # Mailcard distribution costs not included.
*** Does not include production costs. Media costs are estimates only and will vary by site and media company.*
** Bespoke Digital campaigns include an allowance for media buy ($300 per week), bespoke social artwork design ($175 per campaign) and campaign management ($95 per campaign).*

Schools Holidays