

# Campaign Agent

Campaign Agent delivers a payment solution for vendors that allows them to either pay their marketing costs up-front, or pay them later. It is fully integrated with Campaigntrack and Place HQ's advertising finance services to deliver a smooth customer experience for vendors.

With a QR code on every CT marketing quote, all vendors need to do is scan then select their preferred option – Pay Now or Pay Later.

The image shows a screenshot of a 'QUOTE 25469348' from 'Place HQ' for 'o Staged Testing, Albany Creek'. It includes a 'PLACE PACK' section with items like 'Property listing on eplace.com.au' and 'Smart Moving Photography'. Below this is a 'LEGAL REQUIREMENTS' section with items like '1x Title Search' and '1x Title Insurance'. The 'CAMPAIGN TOTAL' is listed as '\$1,094.00'. To the right, there is a 'PAYMENT OPTIONS & ACCEPTANCE' section with a QR code and a signature line. An orange arrow points from the QR code to the signature line.

If a vendor is not comfortable or not able to use the QR code, an alternative process is available where agent support can email them the link from which they can select the Pay Now or Pay later options.

Regardless of the option they choose, this seamless process means vendors can kick-off the preparation of their campaigns within hours of approving their marketing schedule.

## Pay Now

If vendors chose to Pay Now, they can process their payment immediately through the secure payment gateway. Pay Now options include:

- VISA
- Mastercard
- American Express
- Apple Pay
- Google Pay
- Electronic Funds Transfer

## Pay Later

If vendors choose to Pay Later, a simple application process will only take them a few minutes to complete. As long as the correct details are provided at this stage, applications are generally approved in a matter of hours and the campaign planning can start straight-away.

The key conditions of the Pay Later offering are:

- The fee is 5.9% of the value of the marketing campaign. For example, if the marketing campaign is \$5,000, the vendors loan amount would be \$5,295
- There are no penalty interest or late fees
- Vendors can borrow up to \$25,000 or 2% of the value of the property, whichever is greater
- Vendors can repay on settlement, or the earlier of deposit release, withdrawal or 6 months from the date of the loan commencement
- There are no late fees or penalty interest fees

With an average VPA campaign coming in around the \$5,000 mark, this means vendors can borrow more to prepare their home for sale. Things like styling, landscaping, painting or even minor renovations can be included on the marketing quote as ad hoc items so that they are covered by the loan and not up-front out of the vendors pocket.

**If you have any questions at all, please reach out to [advertisingfinance@eplace.com.au](mailto:advertisingfinance@eplace.com.au)**

## Useful Resources

- [Process Document](#)

Available to download via *The Place Playbook Resource Centre*