VPA Workflow

Place. | **idealist.**

ON-GOING	PLACE	IDEALIST	CT
Supplier set up in CampaignTrack		●	
Associated price list management and updates		●	
Direct supplier contact for all queries		●	
Set up and management of contracts with realestate.com.au, domain.com.au, News and other centralised supplier accounts		●	

PRE-LISTING	PLACE	IDEALIST	CT
Listing created in REX	●		
Push listing to CampaignTrack	●		
Create marketing quote using pre-populated pricing and packs, customised to your office and team requirements	●		
Apply any applicable ad hoc discounts or products to the quote		●	
Print / email designed marketing quote to supply to vendor	●		
Send VPA Pay application for payment to client via CT / CA integration	●		
Finance application process completely managed by CA once initial application details are entered			●
VPA Pay application approval automatically adds receipted funds to CT			●
Upon receipt of payment / approval Confirm order	●		

LAUNCH	PLACE	IDEALIST	CT
Order sent to Idealist			●
Idealist Customer Service receives this order, ascertains the requirements		●	
Direct contact is made with the Place support team to advise order received, and confirm launch date and any special details		●	
The order is added to the internal project management system to be tracked from commencement to completion including photography shoot date, copywriting notes and completion, artwork proofing and launch to the market		●	
Order sent to Finance to commence reconciliation for invoice payments			●
Order details are captured within the invoicing system		●	
Invoices received from suppliers are matched to the purchase order for the job		●	
Supplier invoices are reconciled and paid within a 14-day window of receipt		●	
Excess funds for unused portions of marketing are made available to refund on request		●	
Purchase orders directed to all approved suppliers for marketing included on the order, to outline products booked and prices quoted			●
PO to Domain.com.au			●

LAUNCH	PLACE	IDEALIST	CT
PO to Photographer			🟠
PO to Videographer			🟠
PO to Letterbox Distributor			🟠
Sign, brochure, mail card purchase orders are sent with artwork dispatch as material / install instructions			🟠
PO to Copywriter			🟠
Photography, Floor Plans, Videography should be booked directly with the supplier by the agent / agent support for efficiency with calendar requirements between the vendor, agent, supplier and launch timeline	🔵		
Photographer accesses CampaignTrack via supplier login access, set up by CampaignTrack and uploads high resolution images directly into the CampaignTrack dashboard for the relevant listing			🟠
Generates a completion email directly to Idealist to trigger copy to be produced			🟠
Add marketing notes to Editorial Submission in CT to send to the copywriter for text production, images are attached from within CT system	🔵		
Copywriters will work directly with the client prior to the final copy being supplied		⚫	
Select images to be used for internet advertising and push to REX using the custom-built integration	🔵		
Correct Place watermark is applied to the images and they are resized to the specifications required for the internet advertising portals			🟠
Copywriter supplies copy directly into CampaignTrack and REX, with edited versions for any required marketing collateral such as Brochures & Signboards		⚫	
Proofs for marketing collateral can now be generated	🔵		
Artwork will automatically populate with images and copy added to CampaignTrack, along with property information, sale details and agent name / number as received from the REX CRM			🟠
Approve proofs within the CampaignTrack system	🔵		
Sign installation instructions to be supplied at this stage – also within the CT system	🔵		
Artwork Proofs are received by Idealist for Quality Assurance and dispatch to suppliers		⚫	🟠
Artwork viewed by art director		⚫	
Artwork is sent to no less than two Idealist team members to proof property detail and content against REX, check for duplicate images, proof all copy for any misspellings or grammar errors		⚫	

LAUNCH	PLACE	IDEALIST	CT
Corrections are all made by the art director, who at this final point will also check image composition and ensure all image frames are filled correctly, before dispatching to the relevant supplier via the CampaignTrack system		●	●
Images and copy received and approved will trigger the Idealist team to prepare the REX listing to be launched to the internet		●	
Ensure images have been pushed from CampaignTrack to REX and are in a "common sense" order		●	
Check floorplans are in place		●	
Check video link has been added if available		●	
Check required property content is added – bed / bath / car / sale details / agent details / authority / price details		●	
Cross reference portal settings for publishing against the CampaignTrack order received and making adjustments as necessary to avoid incorrect invoice charges from suppliers		●	
Confirm listing has been marked as "Compliant" by the Place compliance team		●	
Ensure relevant tags have been added or removed as needed		●	
Send REX Launch Approval to Agent Support for final confirmation to proceed, this will outline the campaign inclusions to ensure this is also still accurate and required		●	
Place will reply with approval	●		
Idealist will Publish the listing		●	
Check and ensure the publish function completes without error		●	
Check main internet portals to ensure listing appears as loaded		●	
Apply any downgrades necessary as per the marketing campaign		●	
Log in to the agent admin section of the websites		●	
Locate the listing		●	
Ascertain the downgrade product to be applied		●	
Apply downgrade		●	
Use the websites charge log to ensure correct charges to avoid invoicing errors		●	
Alternatively, contact the Account Manager for the relevant website		●	
Supply property details and downgrade product information		●	
Receipt confirmation of downgrade and charge applied		●	

ON-MARKET CAMPAIGN MANAGEMENT	PLACE	IDEALIST	CT
Orders for additional marketing are placed via CampaignTrack	●		
Received by Idealist to action as required		●	
Website additional marketing items are booked with the relevant team, or via the website as necessary		●	
Idealist team will contact the agent support directly to confirm any required details around booking dates or materials.		●	
Realestate.com.au Premiere reupgrades		●	
Realestate.com.au depth products i.e AMAX, Front Page, Property Showcase		●	
Realestate.com.au eBrochure		●	
Domain.com.au Platinum reupgrades		●	
Domain.com.au depth products i.e. Social Boost, Top Spot		●	
Domain.com.au eBrochure		●	
Artwork orders are processed with Quality Assurance and dispatch process per launch campaign		●	●
Copywriting refresh requests are processed as per launch campaign, without additional fees		●	
Email received from Contracts team with unconditional advice		●	
Listing is marked as under contract / offer on relevant websites via the REX CRM		●	
Sold slash is ordered if required for installation on the sign		●	
Idealist will ascertain if there is a sign at the property		●	●
Ascertain which sold slash is to be used – contacting support if confirmation is needed for agent inclusion		●	
Order the overlay for installation		●	●
The overlay is then installed by the sign company		●	
Email received from contracts team with settled advice		●	
Listing is moved to the sold section on relevant websites via the REX CRM		●	
Idealist will ascertain if there is a sign at the property		●	
Request removal per settled advice, or per agent request or agreed arrangement		●	●