

# Coming Soon – eplace.com.au

Dedicated section of the eplace website to display properties due to come to the market in the near future. No property images or copy description is required at this stage. There are no costs applicable and no Campaigntrack order is required. Listing must be compliant in REX.

## AGENT SUPPORT

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1. Create listing in REX

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2. Add these details to ensure the listing will appear correctly in the Coming Soon section
  - a. Agent Name/s
  - b. Sub-category
  - c. Bed
  - d. Bath
  - e. Car

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3. Email Idealist and request for the listing to be added to the Coming Soon section of ePlace. Ensure your email includes the following:
  - a. Property address
  - b. REX # ID

# Off-Market – eplace.com.au

- Second step following Coming Soon, or first stage of advertising a listing, prior to a full launch on realestate.com.au and domain.com.au
- Properties will only appear on eplace.com.au in a dedicated section of the website for Off-Market listings.
- Property images are required.
- A paid Campaigntrack order for an Off- Market Stage 1 campaign is necessary.
- Listing must be compliant in REX.

## CONVERTING A COMING SOON LISTING TO AN OFF-MARKET LISTING

### AGENT SUPPORT

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1. Push REX listing to Campaigntrack

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2. Create a marketing campaign using the Off-Market category and selecting the Off-Market Stage 1 product

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3. Select required inclusions for Off-Market campaign.  
The recommended default inclusions for the pack are:
  - Title Search
  - Daytime Photography (16 images) plus Floor Plan
  - Placeboard with 'Only on ePlace' Off-Market sticker
  - 'Only on ePlace' Off-Market Property Description
  - 'Only on ePlace' Off-Market listing on eplace.com.au
  - Off-Market Campaign Management

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4. Present to vendor for payment as per any marketing campaign

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5. Once paid, confirm order in Campaigntrack

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6. Email a minimum of four bullet points to be used for the Off-Market eplace listing.

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7. When your photographer has uploaded images to CT, push images to REX to use for the Off-Market ePlace listing.  
(Refer to REX integration instructions for steps on how to do this)

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8. Create sign artwork to be installed – Approve to print

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9. After a maximum of three weeks, remove the only on ePlace sticker from the signboard.

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# Off-Market – eplace.com.au

## OFF-MARKET LISTING FOR EPLACE.COM.AU

### AGENT SUPPORT

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1. Create listing in REX

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2. Add these details at a minimum
  - a. Agent Name/s
  - b. Sub-category
  - c. Bed
  - d. Bath
  - e. Car

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3. Push REX listing to Campaigntrack

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4. Create a marketing campaign using the Packs category and selecting the Off-Market Stage 1 Pack

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5. Select required inclusions for the Off-Market campaign. The recommended default inclusions for the pack are:
  - Title Search
  - Daytime Photography (16 images) plus Floor Plan
  - Placeboard with 'Only on ePlace' Off-Market sticker
  - 'Only on ePlace' Off-Market Property Description
  - 'Only on ePlace' Off-Market listing on eplace.com.au
  - Off-Market Campaign Management

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6. Present to vendor for payment as per any marketing campaign

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7. Once paid, confirm order in Campaigntrack

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8. Email a minimum of four bullet points to Idealist to be used for the Off-Market listing

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9. When your photographer has uploaded images to CT, push images to REX to use for the Off-Market ePlace listing. (Refer to REX integration instructions for steps on how to do this)

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10. Create sign artwork to be installed and approve to print

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11. After a maximum of three weeks, remove the only on ePlace sticker from the signboard.

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## STAGE 2 – VALUE, PLACE, POWER PACK WITH LAUNCH TO MARKET

- Next stage of marketing following Off-Market, used when the listing is ready to be launched to realestate.com.au and domain.com.au
- A paid Campaigntrack order containing a Stage 2 pack is required for a Stage 2 launch.
- This Stage 2 campaign is used where an Off-Market Stage 1 campaign has already been purchased, instead of a full pack campaign.
- A Stage 2 campaign will contain all required items not already included in the Off-Market campaign. This includes the balance of the Campaigntrack fee along with the full Idealist fee for the relevant pack, including the portion deferred for stage 1.
- Properties will move into the sale section of eplace.com.au
- Agents should remove the 'Only on eplace' overlay from the sign if one is installed.
- If the listing is going to auction, an auction overlay will need to be ordered.
- If you have not ordered an Off-Market Stage 1 campaign, you can simply order a full marketing pack as normal - even if the the listing has appeared in the Coming Soon section.

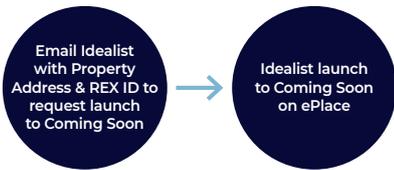
### ORDERING A STAGE 2 PACK

#### AGENT SUPPORT

1. Push updated REX listing to Campaigntrack (be sure to untick photos)
2. Create a marketing campaign by selecting Stage 2 Value / Place / Power Pack as required, in the Packs category.
3. Select required inclusions for your Stage 2 pack; this will need to include
  - a. Copywriting option
  - b. Brochure options, if required
  - c. Photography if not already done, or if more is required
  - d. Signboards if not already installed, or if additional is required
  - e. Add this pack to the campaign quote
4. Select required additional marketing items for the Stage 2 launch
  - a. Realestate.com.au
  - b. Domain.com.au
  - c. Auction
  - d. Auction overlay – this will be required as an additional item if your sign is already installed
  - e. Videography
  - f. Postcards
  - g. Social Media
  - h. Etc
5. Present to vendor for payment as per any marketing campaign
6. Once paid, confirm order in Campaigntrack
7. Complete requirements and approvals for the campaign inclusions as per a full pack campaign i.e copy submission, brochure submission, confirm launch time, REX approval
8. Remove 'Only on ePlace' overlay from the sign – if an auction overlay is ordered, the sign company will complete this for you.

## ONLY ON EPLACE OVERVIEW

### COMING SOON



### OFF-MARKET



### STAGE 2

