

Introducing the

Property Management Referral Scheme (PMRS)

A new sales referral scheme that will provide agents with a more comprehensive service to offer their clients and the Property Management Team with new opportunities to grow.



Place.



How it works

When an agent refers a client to the PM team, who then proceeds to lease their property with the Place PM department, the agent will be rewarded with a referral fee equal to a percentage of the property's first week's rent.

Referral scheme % of first week's rent paid to agent*		
Referral type	Option 1 Cash (taxable)	Option 2 Personal marketing credit (non-taxable)
Personal introduction (name, phone & property address)	50%	100%

*Payable on conversion and after leased

How it works

When the agent is referred a lead which is then listed from the rent roll, the agent is rewarded with the sale listing and a fee. This fee is only applied if the property being sold is untagged to an agent or if it is part of a previous acquisition. If you have referred the property in, there is nothing payable.

Referred to agent from rent roll				
Rent roll status	YEAR 1	YEAR 2	YEAR 3	YEAR 3+
Purchased (Acquisition)	25% OFF TOP	15% OFF TOP	10%	0
Agent referred (tagged)	NO FEE CHARGED			
BDM - Self generated	10% OFF TOP	5% OFF TOP	0	0

Boost your own brand

Choosing the personal marketing credit option will entitle the agent to the highest possible fee – 100% of the first week's rent. Once the property is leased by the PM team, the fee amount will be put directly into the agent's CampaignTrack Agent Marketing account. This credit can then be used by the agent for any purchases relating to agent marketing.

Choose what works for you

Upon entry into the scheme, agents will be required to select one of the two payment options, which will then be applied to all future referral payments. To change your payment option, written notice must be given to the Director of PM. The change will then take effect at the start of the following month. Your selected option cannot be changed on a property-to-property basis.

Eligibility To be eligible to receive the referral fee, the agent must be a current agent of Place Corporate/its vested interests.

Management Fees The standard management fee charged by Place Property Management is 8% + GST. In the instance that the Average Annual Management Income (AAMI) is below a return of \$2,200, then the referral fee will be capped at 50% of the property's first week's rental amount.

Short Lease Period In the event of the initial lease period being less than 12 months then no referral fee is payable to the agent.

Eligible Products & Services Any Personal Marketing Credit earned through this scheme can only be used on the products and initiatives that are available through Campaign Track Agent Marketing and Place Systems as well as Idealist Bespoke Design Services.

Vendor Paid Advertising Personal Marketing Credit cannot be used for VPA in any form.

Developer Stock Exempt from the above standard management fees, all developer stock will be decided on a case-by-case basis.

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