

# Reach more and sell for more

Get your property in front of more buyers that are more likely to buy your property for more



# A better way to sell your property

Consider this -

**the average person spends 47 hours online per week**

that's more than a working week. As a result, where and how we advertise properties for sale is dramatically changing.

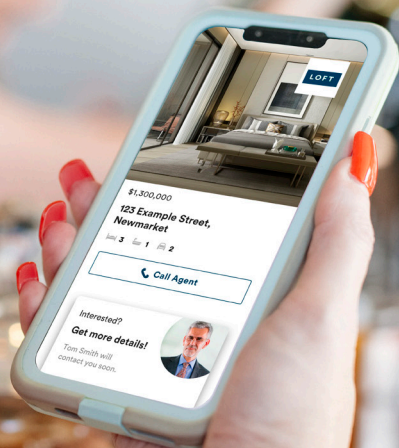
It's no longer enough to just rely on traditional channels like listing portals. In fact, most buyers spend about 8.4 minutes on real estate websites per day, compared to the almost 2.5 hours spent on social media and 6.75 hours on the web every day.

**Leaving social media and the web out of your marketing campaign when you sell your property means you miss out on 98% of the time potential buyers could be exposed to your property. Not doing it reduces the interest your property garners, and more importantly, potential offers that improve the sales outcome.**

This is why we created Spoke – to help your property reach over 90% of the people online and thus increasing the sales outcome.

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# How Spoke works

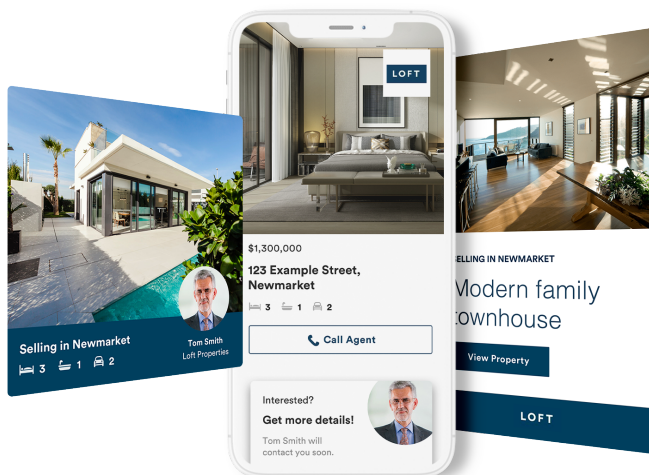


# Targeting those most likely to be interested in your property

Market activity data consistently shows that most people move within a 10 km radius of their existing home. This is where ads on Facebook, Instagram and Google become incredibly powerful.

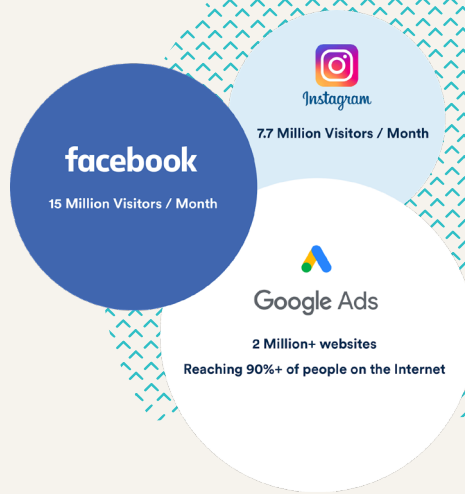
With accurate targeting, Spoke reaches buyers in any given area and picks those most likely to be interested in your property based on their online behavior, be it those actively looking to buy but also those that might be passively looking for a property.

**Reaching over 90% of the web there's virtually no other or better way for you to reach buyers.**



# 3 Key benefits of marketing through Spoke

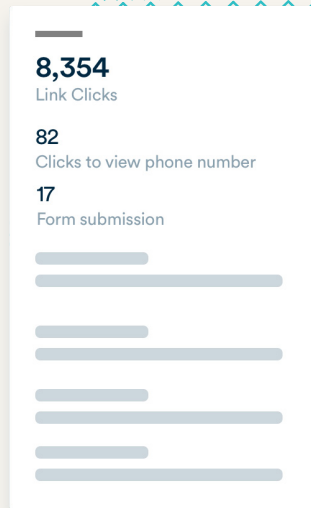




# 01 Reach more buyers

**There is no other place, be it physical or virtual, where people spend more time than on social media and the web. Spoke focuses on channels where they live - Facebook, Instagram and Google.**

- ✔ People only spend 10 minutes a day on listing portals, compared to almost 7 hours/day on the web.
- ✔ Reach buyers that aren't actively following properties for sale on listing portals but would engage if the right property came along.
- ✔ Facebook, Instagram and Google allows you to accurately target the buyer and display the listing without the noise of other ads.



## 02 Find the right buyers

Find those that are genuinely interested in your ads. Spoke is working behind the scenes using an **Ad Performance Formula** and our own **Intent Targeting technology** to analyse which ads, photos and words are working and creating results for you.

Our ads constantly optimise which variations to show based on measured performance.

Spoke uses it's own Intent Targeting technology leveraging datapoints from all our ads to track lead behaviour that signals which leads are most likely to engage with which type of property.

This not only let's you find buyers, but more of the ones that will improve the sales outcome of your property.

Express	Standard	Premium
<b>\$200</b>	<b>\$350</b>	<b>\$550</b>
7 days	14 days	21 days
Estimated ad views <b>16k - 25k</b> from potential buyers	Estimated ad views <b>32k - 48k</b> from potential buyers	Estimated ad views <b>85k - 125k</b> from potential buyers
Select	<b>Selected</b>	Select

## 03 Get the most of your marketing spend

**Only pay when people take action, like clicking the listing ad to visit the property page.**

Unlike other channels, advertising on Facebook, Instagram and Google through Spoke allows you to not only control the budget, but also ensure your marketing spend is placed on those who engage with your ads.



# Pricing



# Select correct budget and campaign package

**Unlike listings on portals, ads on Facebook, Instagram and Google improve over time, both the quality and amount of leads. It does this until it has depleted eligible leads.**

There is a direct correlation between your marketing budget and your listed property price. In general terms, the higher listing price, the fewer buyers there are. As a result campaigns require a higher spend to ensure it runs long enough to reach as many potential buyers as possible.

Spoke takes care of all this by providing preset pricing packages that are optimised to maximise leads.

# Pricing packages

## Option 1 - Maximise exposure

This option is one of Spoke’s entry level packages. Designed to maximise the exposure of your listing. Using some of the industry’s most powerful targeting technology, it’s a great way to get it in front of as many eyes as possible.

Listing Price Range	Recommended package	Recommended campaign length
<\$500k	Express - \$200	7 days
\$500k – \$1 million	Standard - \$350	14 days
\$1 million – <\$1.5 million	Premium - \$550	21 days
\$1.5 million+	Custom - \$1000+	21 days+

# Pricing packages

## Option 2 - Maximise leads campaign

The second of Spoke’s entry level campaigns, this campaign is engineered to maximise the amount of leads. This campaign makes sure your campaign gets as many enquiries as possible.

It’s a great starting point if you are looking to improve the sales outcome of your property by increasing buyer interest.

Listing Price Range	Recommended package	Recommended campaign length
<\$500k	Express - \$200	7 days
\$500k – \$1 million	Standard - \$350	14 days
\$1 million – <\$1.5 million	Premium - \$550	21 days
\$1.5 million+	Custom - \$1000+	21 days+

## Pricing packages

### Option 3 - Maximise leads & exposure campaign

Get the most interest and maximise the sales result. This option not only maximises leads, but also makes sure your ad gets increased exposure.

This is a great option to get your ad in front of people that might've missed your ad in other formats such as listing portals. This gives your property added air time and as a result, generates more interest compared to others.

It's particularly useful in busy markets where your property is likely to slip to the back on listing sites.

Listing Price Range	Recommended package	Recommended campaign length
<\$500k	Express - \$300	7 days
\$500k – \$1 million	Standard - \$450	14 days
\$1 million – <\$1.5 million	Premium - \$650	21 days
\$1.5 million+	Custom - \$1000+	21 days+

# Ready to get started?

**Speak to your agent today and they'll  
make some great things happen!**



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