

# Unlock the most value from realestate.com.au with a Pro subscription

Exclusive access to premium tools and features to  
set your agency apart and win more listings



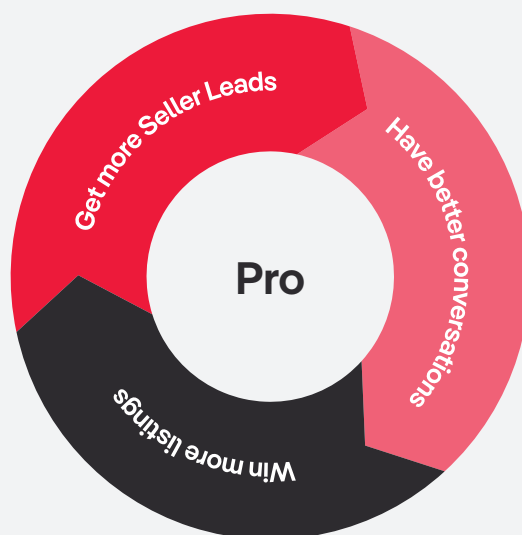
Subscriptions



# Set your agency apart and grow your business with Pro

Your subscription gives you the ability to list on realestate.com.au, as well as access to a suite of tools to build your brand, win new business and streamline your agency's workflow.

A Pro subscription unlocks the most value from realestate.com.au, providing exclusive features and functionality to attract more seller leads, have better conversations, and ultimately win more listings.

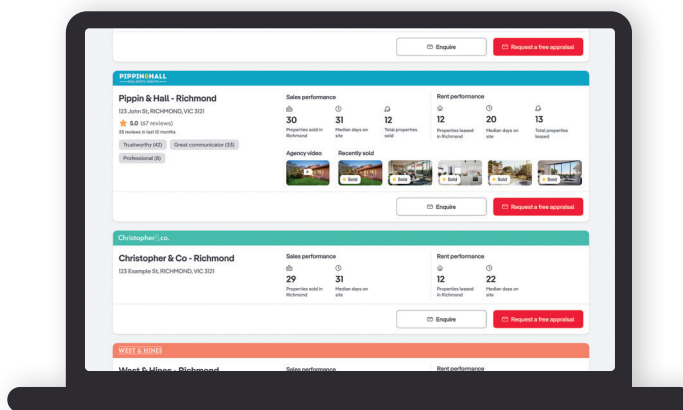


Get exclusive access to extra features and functionality with Pro:

## Agency Elevate

Get more Seller Leads

- **Be seen where sellers are searching** with a larger presence in Agency Search results
- **Showcase your agency's expertise** with extra features and performance data on your Agency Profile
- **Stand out where it matters most** with agency branding on rental listings and Weekly Wrap emails sent to thousands of sellers and landlords

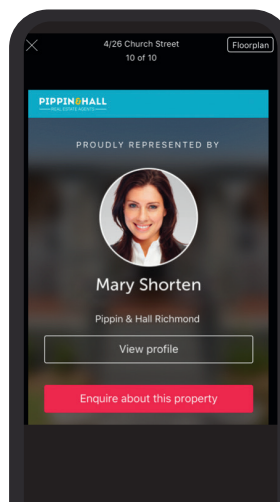


## Discounted Agent Elevate

Get more Seller Leads

- Access exclusive discount of **30% off RRP**
- **Increase your agents' exposure** with 42% more visibility across realestate.com.au<sup>1</sup>
- **Stay front of mind** with your agents' photo appearing alongside your listings in Weekly Wrap emails

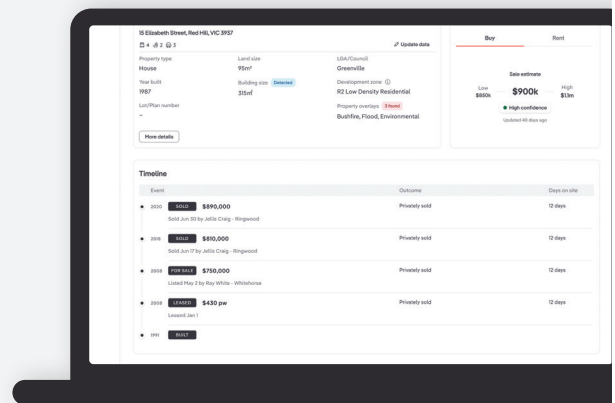
Elevated Agents receive  
**2x more Seller Leads<sup>2</sup>**



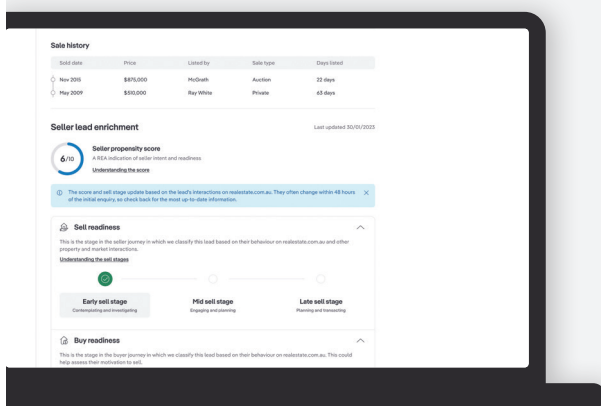
CMA

Have better conversations

- Recommend the right price point, backed by realestate.com.au's unrivalled data
- Present with confidence with access to thousands of comparable sold, leased and on-market listings
- Get the competitive advantage with exclusive property data not available on any other platform



Win more listings



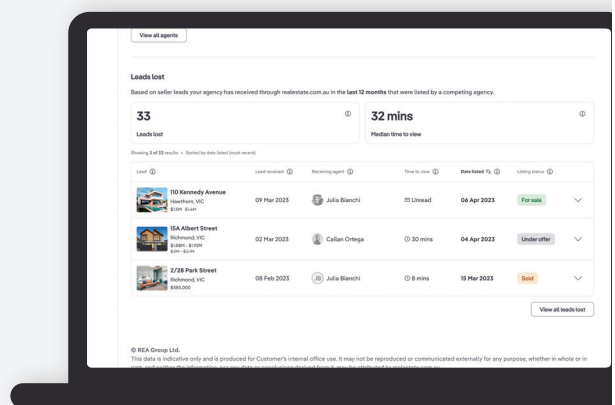
Enriched Seller Leads

- Understand more about potential sellers and their readiness to sell through realestate.com.au's powerful insights and data
- Uncover more listing opportunities by understanding which buyers are in the market to sell (coming soon)
- Get ahead of the competition with a view of how many agencies your prospective vendors and buyers are engaging with (coming soon)

Enhanced Seller Leads Reporting

Win more listings

- Better understand your agency performance with a detailed view of your realestate.com.au lead conversion and lost leads
- See how you compare to your local peers across leads and listing with Agency Rankings (coming soon)
- Understand your conversion by suburb with lead performance by suburb data (coming soon)



Partnering with you for success



As part of Pro, you will have your own named Customer Success Consultant to help you maximise the full value of your subscription.

In addition to your Account Representative, they'll provide extra support with onboarding, training, and regular subscription health checks.

**Ready to go Pro?**

**Contact your Account Representative or visit the Customer Marketing Centre today to take your agency to the next level with Pro.**

1. REA internal data, Feb 23 to Jul 23
2. REA internal data, Jul 20-Jun 22

