## Premiere + is the complete digital marketing solution designed to help you get a better result at every step.



Pre-market	Automated or manual?	Platform	Desktop or app?	Other information	Ignite permission level
Coming Soon Premiere listing on realestate.com.au and property.com.au	Manual creation	Ignite	Desktop only	Reporting available via Ignite desktop and app. Your Coming Soon property will appear to select audiences (those who have a saved search that matches your property in your area) on both realestate.com.au and property.com.au.	Listing Management
Coming Soon buyer notification	Automated - upon N/A creation of the Coming Soon listing (above)	Saved search notifications on <u>realestate.com.au</u> app, web inbox and email alerts	N/A	N/A	N/A

On-market	Automated or manual?	Platform	Desktop or app?	Other information	Ignite permission level
Unlimited Premiere listing on realestate.com.au	Manual creation	Agent Admin or your CRM	Desktop only	Reporting available via Ignite desktop and app	N/A
eBrochure Buy/Rent	Automated	N/A	N/A	Reporting available via Ignite desktop and app	Basic
eBrochure Buy second send	Manual creation - schedule to send at a time that suits you	Ignite or Agent Admin	Desktop and app	You can cancel your scheduled eBrochure send up until 11:59pm (AET) the day before it's scheduled to send.	Basic
Listing Bump	Manual creation - schedule to send at a time that suits you	Ignite	Desktop and app	You can cancel your scheduled eBrochure send up until 11:59pm (AET) the day before it's scheduled to send.	Basic
Campaign Overview	Automated	Ignite	Desktop and app		Basic
Listing Optimisation  Image optimisation - first round Image optimisation - second round Listing strength check Property feature suggestions	Automated  Manual  Automated  Automated	Ignite Ignite Ignite Ignite Ignite	Desktop and app Desktop and app Desktop and app Desktop and app		Basic Basic Basic Basic
Listing Insights	Automated	Ignite	Desktop and app	Available at a listing level	Basic
Postcode reporting (July 2024)	Automated	Ignite	Desktop and app	Available at an Agency level	Basic
Exposure on property.com.au	Automated	N/A	N/A		N/A
Branding boost on Property Profiles	Automated	Ignite	N/A		Basic
Flexibility options  Lower Valued Asset Flex (July 2024)  Campaign Flex	Manual Manual	Ignite Ignite (July 2024) or Agent Admin (available now)	Desktop Desktop	Downgrade or apply Pay on Sale. Must action within 24 hours.  Downgrade or apply Pay on Sale. Must action within 24 hours.	Listing Management Listing Management
Luxe (optional add-on)  Upgrade to Luxe (July 2024)  Insights (July 2024)	Manual Automated	Ignite Ignite	Desktop Desktop and app	Available at a listing level for Luxe listings	Listing Management Basic

Post-market	Automated or manual?	Platform	Desktop or app?	Other information	Ignite permission level
eBrochure Sold	Automated - with option to opt-out	Ignite	Desktop and app	You can opt-out of eBrochure Sold via the details page until 9am the day before the eBrochure Sold is scheduled to go out.	Basic
Recently Sold	Automated - selected based on matching logic	Ignite	N/A		Basic

