



Getting started with Pro

A simple how-to-guide for Principals and
Team Managers

Get more seller leads

Product feature	What it is	Where to access	What Ignite permissions are required?
Agency Elevate	Access a larger presence across realestate.com.au, allowing you to amplify your agency brand and showcase your expertise, to get your team on the shortlist.	Your agency's brand will automatically be elevated upon signing up to Pro. There are two key actions you can take to make the most of this feature. You'll need to navigate to Manage > Subscriptions & products in Ignite to access both: 1) Add a video to your profile using a YouTube URL. Your video will replace the cover image in your profile and be featured in the "About the agency" section. We recommend keeping your video length to 90 seconds or less. 2) Customise the order of your team list in the "About the team" section to ensure your highest performing agents are at the top of your list.	Only Ignite users with the Manage your Agency permission will be able to access Agency Elevate settings under Manage > Subscriptions & products
Discounted Agent Elevate	Access additional placements across realestate.com.au (such as a larger presence in Agent Search results and a bigger and more detailed Agent Profile) to help your agents build their brand with potential vendors. Pro customers can access Agent Elevate at a discounted rate of \$39/ agent/month (\$59/ agent/month RRP).	Manage your team's discounted Agent Elevate Profiles via Manage > Subscriptions & products within Ignite. New Agent Profiles can be added, edited and removed within Agent Admin. Agent Admin is also the place for you to add your Agent Video. Existing Agent Profiles can also be edited in Ignite via Account Settings > About you .	Users must have the Purchasing permission in Ignite in order to choose which agents receive a (discounted) Agent Elevate Profile.

Have better conversations

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CMA	Our CMA gives you exclusive market insights and rich property data not available anywhere else to help you easily create reports and have more informed, confident conversations with your vendors and landlords.	To create a digital CMA report, click on the Prospecting tab in Ignite. Once you've input the address of the property you're appraising you'll need to add comparables to finalise your report.	To create a property report in CMA users must have the Listing Management permission in Ignite.

Win more listings

Product feature	What it is	Where to access	What Ignite permissions are required?
Enhanced Seller Leads Reporting	An extra level of insight on all of your Seller Leads, to help you better manage your pipeline and win more listings. Enhanced Seller Lead reporting includes leads Won, Open and Lost, Agency rankings and Suburb performance.	Access your agency's Enhanced Seller Leads reporting under Insights > Leads insights in Ignite. You will find your Basic reporting as well as your Enhanced Seller Leads reporting within this section.	To access all of the Enhanced Seller Lead reporting features for your agency users must have the Agency Insights permission in Ignite.
Discounted Agent Elevate	Enriched Seller Leads give you more information on all your appraisal requests including: <ul style="list-style-type: none"> Seller propensity score – an indication of seller intent and readiness Sell readiness – the stage in the seller journey the lead is in (early, mid or late) Agency research – the number of other agents that the lead has reached out to via realestate.com.au Enriched Seller Leads also provides more information on your Buyer Enquiries by uncovering which buyers are also looking to sell property (where they have indicated they are looking to both Buy and Sell on the listing enquiry form).	Seller propensity scores, Sell readiness stage and Agent research information can be found on your Leads details pages within your Leads inbox in Ignite. Potential sellers within your Buyer Enquiries can be found in your Enquiries inbox in Ignite.	To access all of your Enriched Seller Lead information for your agency users must have the Manage your Agency permission in Ignite.

If you have any questions about getting the most out of your Pro subscription, speak to your realestate.com.au representative today