



## Paremata Marketing Package - Economy

Prices valid subject to standard terms and conditions as per our Listing Authority. Based on a three week marketing campaign

### General

Full Title Search & Dropbox (Valued at \$35)	OUR COST
Team Viewing and database review to ensure maximum buyer reach	OUR COST
Direct marketing to Harcourts extensive buyer database	OUR COST
Harcourts Neighbourhood Flyer Drop (Just Listed, etc) (Valued at \$75)	OUR COST
Open Home Hosting incl Full marketing presentation kit to prospective buyers	OUR COST

### Photography

Showhome Professional Photography Pack (20 Daylight Images) (\$299 Value)	250.00
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### Signage

Signboard Exclusive Harcourts 1200mm x 900mm Installed & Removed (\$129 Value)	OUR COST
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### Online

Harcourts.co.nz (NZ's Largest Real Estate Franchise Website \$79 value)	OUR COST
Realestate.co.nz - Standard Listing (NZ's Biggest Property website \$79 Value)	OUR COST
Trademe Base Listing (<\$450K RV) Remains live until SOLD by Harcourts	85.10
Social Media Smart Facebook Targeted Marketing Plan to Maximise Buyer Awareness	129.00

### Print Media

Week 1	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 1	BluePrint Magazine (Over 45,000 Copies distributed) Quarter Page (Approx. A5)	200.00
Week 1	Dominion Post Saturday Open Home One Line	OUR COST
Week 2	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 2	Dominion Post Saturday Open Home One Line	OUR COST
Week 3	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 3	Dominion Post Saturday Open Home One Line	OUR COST

Harcourts BluePrint is the ONLY home delivered property magazine in the Wellington Region showcasing your property to over 47,000 households. No other Real Estate brand can offer such high profile direct to potential buyers as Harcourts. Also available in over 100 handy locations around the region.

**TOTAL Marketing Investment** **1549.10**

**Add a Complete Auction Marketing Pack**

Auction Programme (Includes Planning, Reserve Set & On the day Auctioneer)	495.00
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**TOTAL Marketing Investment incl. Auction Pack** **2044.10**

All Prices INCLUDE GST



### General

Full Title Search & Dropbox (Valued at \$35)	OUR COST
Team Viewing and database review to ensure maximum buyer reach	OUR COST
Direct marketing to Harcourts extensive buyer database	OUR COST
Harcourts Neighbourhood Flyer Drop (Just Listed, etc) (Valued at \$75)	OUR COST
Open Home Hosting incl Full marketing presentation kit to prospective buyers	OUR COST

### Photography, Video & Plans

Showhome Professional Photography Pack (20 Daylight Images) (\$299 Value)	250.00
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### Signage

Signboard Exclusive Harcourts 1200mm x 900mm Installed & Removed (\$129 Value)	OUR COST
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### Online

Harcourts.co.nz (NZ's Largest Real Estate Franchise Website \$79 value)	OUR COST
Realestate.co.nz - Standard Listing (NZ's Biggest Property website \$79 Value)	OUR COST
Realestate.co.nz - 3 Week Quality Package (\$409 separately saving \$159)	250.00
Trademe Base Listing (<\$450K RV) Remains live until SOLD by Harcourts	85.10
Advanced Internet Marketing (AIM) Lite Pack incl Facebook	229.00

### Print Media

Week 1	BluePrint Magazine (Over45,000 Copies distributed) Half Page (Approx. A4)	350.00
Week 1	Kapi Mana News Home Delivered Full Page (Approx. A3)	595.00
Week 1	Dominion Post Saturday Open Home One Line	OUR COST
Week 2	BluePrint Magazine (Over45,000 Copies distributed) Half Page (Approx. A4)	350.00
Week 2	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 2	Dominion Post Saturday Open Home One Line	OUR COST
Week 3	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 3	Dominion Post Saturday Open Home One Line	OUR COST

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### TOTAL Marketing Investment

**2699.10**

#### Add a Complete Auction Marketing Pack

Auction Programme (Includes Planning, Reserve Set & On the day Auctioneer)	495.00
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### TOTAL Marketing Investment incl. Auction Pack

**3194.10**

*All Prices INCLUDE GST*

# Harcourts

## Paremata Marketing Package - Premium

Prices valid subject to standard terms and conditions as per our Listing Authority. Based on a three week marketing campaign



### General

Full Title Search & Dropbox (Valued at \$35)	OUR COST
Team Viewing and database review to ensure maximum buyer reach	OUR COST
Direct marketing to Harcourts extensive buyer database	OUR COST
Harcourts Neighbourhood Flyer Drop (Just Listed, etc) (Valued at \$75)	OUR COST
Open Home Hosting incl Full marketing presentation kit to prospective buyers	OUR COST

### Photography, Video & Plans

Showhome Professional Photography Pack (20 Daylight Images) (\$299 Value)	250.00
Showhome Preview Video Tour (1 Minute Video of External, Main Living/Kitchen)	299.00

### Signage

Harcourts Full Colour Signboard 1200m x 900mm Installed & Removed (\$139 Value)	79.00
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### Online

Harcourts.co.nz (NZ's Largest Real Estate Franchise Website \$79 value)	OUR COST
Realestate.co.nz - Standard Listing (NZ's Biggest Property website \$79 Value)	OUR COST
Realestate.co.nz - 3 Week Premium Package (\$609 separately saving \$209)	400.00
Trademe Base Listing (<\$450K RV) Remains live until SOLD by Harcourts	85.10
Advanced Internet Marketing (AIM) Lite Pack incl Facebook	229.00

### Print Media

Week 1	BluePrint Magazine (Over45,000 Copies distributed) Half Page (Approx. A4)	350.00
Week 1	Kapi Mana News Home Delivered Full Page (Approx. A3)	595.00
Week 1	Dominion Post Saturday Open Home One Line	6.50
Week 2	BluePrint Magazine (Over45,000 Copies distributed) Half Page (Approx. A4)	350.00
Week 2	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 2	Dominion Post Saturday Open Home One Line	6.50
Week 3	Kapi Mana News Home Delivered Half Page (Approx. A4)	295.00
Week 3	Dominion Post Saturday Open Home One Line	6.50

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### TOTAL Marketing Investment

**3246.60**

#### Add a Complete Auction Marketing Pack

Auction Programme (Includes Planning, Reserve Set & On the day Auctioneer)	495.00
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### TOTAL Marketing Investment incl. Auction Pack

**3741.60**

All Prices INCLUDE GST