

Advertising

Information Sheet

When you appoint a real estate agent¹ (agent) to help sell your property, the agent will generally give you a number of advertising and marketing options. These are usually presented as a written marketing plan or plans, with an associated budget.

Do I have to pay for advertising?

You do not have to pay for advertising if you do not want to.

Agents generally undertake a certain amount of advertising and marketing as part of their service to you. Before you commit to paying extra advertising and marketing costs, ask the agent what marketing and advertising they will provide without charge.

Your agent may suggest that your property would benefit from advertising and marketing over and above any “free” exposure. They may suggest local or regional newspaper advertisements, the placement of larger or full-page advertisements in specialist property publications or advertising on online real estate websites.

You should not agree to pay for any additional advertising without first receiving a written proposal, and an itemised breakdown of the costs involved.

You also need to consider whether the cost of advertising will provide you with any additional benefit. Will this additional advertising bring you a higher price or a faster sale?

¹ Real Estate Agent (agent) is a general term and refers to agents, branch managers and salespersons.



What sort of advertising might I get free of charge?

The sorts of things that may be included, without additional charge as part of their service (although these may vary) are:

- Putting details of your property on the agency's website.
- Displaying a photo or photos and property details in the agency's office.
- Possibly providing a "for sale" sign outside your property.

When does advertising have to be paid for?

Unlike commission, which is only paid towards the end of a sales process, advertising expenses generally have to be paid up front, and they have to be paid even if your property does not sell.

Do I still have to pay for advertising even my property does not sell?

Yes you do. If you have agreed to pay for advertising you still have to pay for this even if your property does not sell.

Information sheets that provide further information on the property buying and selling process are available from **www.reaa.govt.nz** or by calling **0800 for REAA** (0800 367 7322) or (04) 471 8930.

Real Estate Agents Authority

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To the best of the Real Estate Agents Authority knowledge, the information in this guide is accurate at the date shown below. However, the requirements on which this information is based can change at any time and the most up-to-date information is available at **www.reaa.govt.nz** [Version 1.2, 22 March 2012].

