

# TrueProperty

## Service Manual

*Smarter Marketing. Real Results.*



# Introduction

We're here to give real estate professionals and their vendors back the control they deserve. For too long, outdated platforms and global corporations have dominated the industry with clunky systems, generic campaigns, and empty promises.

TrueProperty is different. Our platform puts agents at the centre giving you full ownership of your brand, properties, and content, powered by modern tools built specifically for real estate.

Every dollar spent with us delivers clear, measurable value.

**No hidden costs. No marketing fluff. Just real results.**



*After years in real estate, I saw firsthand how outdated and misleading the available tools were. Agents had lost control of their marketing, and vendors were left questioning the value. We spent two years building the next evolution in real estate tech, because realistically, this is how it should have been all along.*

*— Rhys Trueman, Director*

# The Problem with Today's Systems

The truth is, real estate marketing is broken. High costs, generic campaigns, poor targeting, and confusing reports make it harder than ever for agents to stand out and for vendors to see real value.

**✗ Generic, Cookie-Cutter Campaigns** - Most providers recycle the same templates and automation, leaving agents with no differentiation and vendors unimpressed.

*That's why we handcraft every campaign with custom scripts, visuals, and targeting.*

**✗ Limited Creative Options** - Agents are forced into generic ads with little flexibility for digital or print design.

*That's why our design team produces versatile digital and print content to match every brand and property.*

**✗ No Real Control** - Too often, agents don't own their ads or landing pages, everything runs through a third party.

*That's why we built agent-owned landing pages and websites, giving you full flexibility and ownership.*

**✗ Fragmented Social Media Management** - Managing multiple platforms is time-consuming, inconsistent, and hard to measure.

*That's why we developed advanced social tools to streamline posting, messaging, and analytics from one hub.*

**✗ Misleading "AI Solutions"** - Competitors promise AI magic but deliver vague, generic outputs with little real-world value.

*That's why we built real estate-specific AI tools for scripts, compliance, and content creation.*

**✗ Low-Quality Leads** - Many lead gen systems rely on trick forms or bait tactics, leaving agents chasing cold prospects.

*That's why we created an ethical system that delivers genuine, high-quality leads.*

# Our Marketing Packages

Our **core service** is promoting agents, their properties and the offices that they work for through fully customized campaigns on any platform with complete transparency to ensure everyone involved knows exactly how their money is being spent.

## Property Packages

Boost
3 Weeks
Google or Meta Platforms
< 40km From Target Location
<b>\$400</b>
500 TruePoints
+50 TruePoints

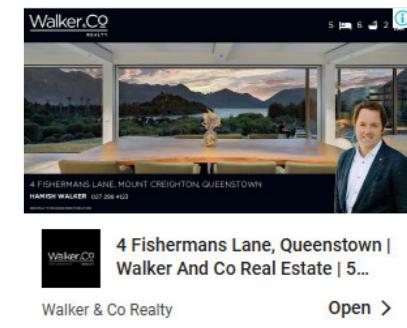
Bronze
4 Weeks
3 Social Platforms
< 100km From Target Location
<b>\$750</b>
1000 TruePoints
+100 TruePoints

Silver
8 Weeks
4 Social Platforms
Local & National Campaigns
<b>\$1500</b>
2000 TruePoints
+250 TruePoints

Gold
10 Weeks
5 Social Platforms
Local, National & International
<b>\$2500</b>
2500 TruePoints
+400 TruePoints

Sold
4 Weeks
Google
Entire Region Targeting
<b>\$500</b>
750 TruePoints
+75 TruePoints

### Example Content



## Agent Packages

Boost
3 Weeks
Google or Meta Platforms
< 5km From Target Location
<b>\$400</b>
500 TruePoints
+50 TruePoints

Essential
4 Weeks
2 Social Platforms
< 25km From Target Location
<b>\$750</b>
1250 TruePoints
+100 TruePoints

Elite
8 Weeks
4 Social Platforms
Entire Region Targeting
<b>\$1500</b>
2000 TruePoints
+250 TruePoints

Search
4 Weeks
2 Social Platforms
Entire Region Targeting
<b>\$500</b>
750 TruePoints
+100 TruePoints



### Targeting Options



Interests/Affinity's



Technology



Job Industry



Locations



Demographics



User Assets



Schedule



Interactions



Searches

## Office Packages

Value
4 Weeks
2 Platforms
<b>\$1000</b>
1500 TruePoints
+100 TruePoints

Enhanced
8 Weeks
3 Social Platforms
<b>\$2000</b>
3000 TruePoints
+200 TruePoints

Search
8 Weeks
4 Social Platforms
<b>\$1500</b>
2000 TruePoints
+250 TruePoints

Custom
4 Weeks
2 Social Platforms
<b>\$500</b>
750 TruePoints
+100 TruePoints

### Available Platforms



Facebook



Instagram



LinkedIn



Google Display



Pinterest



YouTube



Snapchat



TikTok



Twitter



Search

# Additional Services

## Digital & Print Media - Content Creation

Your brand and your listings deserve to stand out. Our design team produces professional, eye-catching content for both digital and print, whether it's image edits, brochures, flyers, or virtual staging. From grass replacement to twilight conversions, every piece is crafted to capture attention, build trust, and strengthen your personal brand.

**Why it matters:** *Vendors notice when an agent's marketing looks sharper than the competition, and so do buyers.*



Virtual Staging



Folding Brochure



Grass Replacement



General Edits



Sky Replacement



Boundary Lines



Flyers

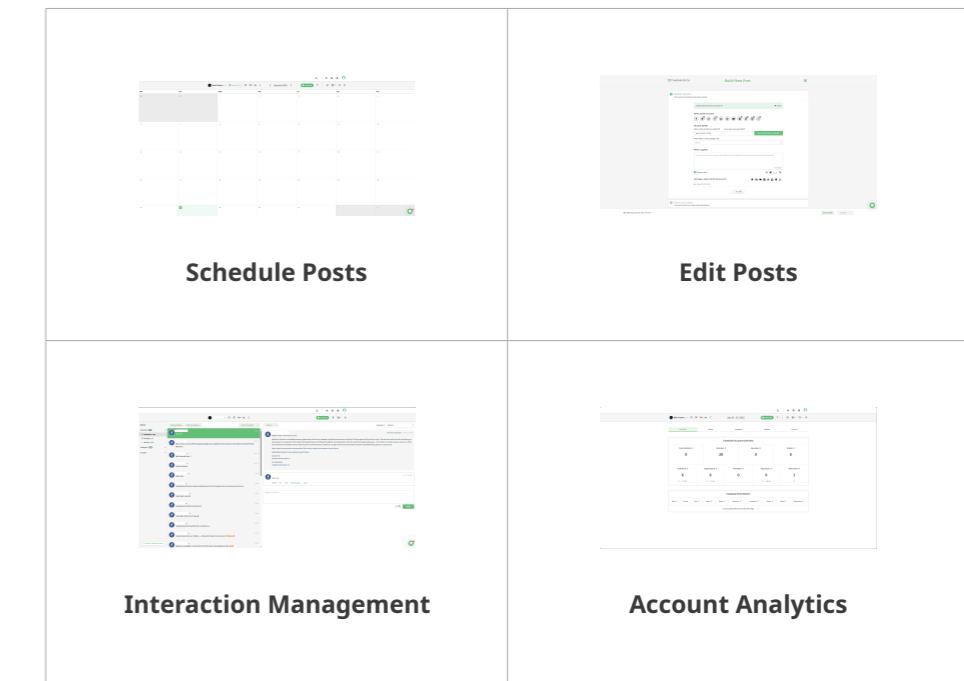


Twilight Conversion

## Social Media Management Tool

Managing multiple accounts doesn't need to be a headache. Our platform brings all your social channels together in one place, with automated scheduling, engagement management, and detailed analytics. You'll save time, simplify workflows, and gain complete control across Facebook, Instagram, LinkedIn, TikTok, YouTube, Google, and more.

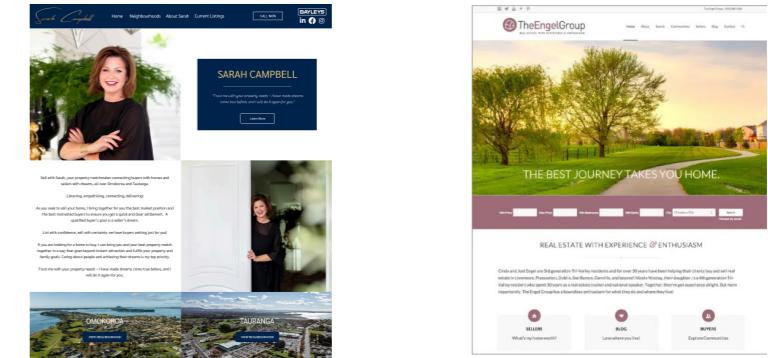
**Why it matters:** *Agents spend less time juggling logins and spreadsheets, and more time engaging with vendors and prospects where it counts.*



# Additional Services

## Landing Page Creation

Your brand deserves more than a one-size-fits-all template. Our landing page builder gives you full ownership with customizable single or multi-page layouts, optimized across every device. Whether it's showcasing a property, building your agent profile, or running a campaign, you control the design, the content, and the revisions, unlimited.



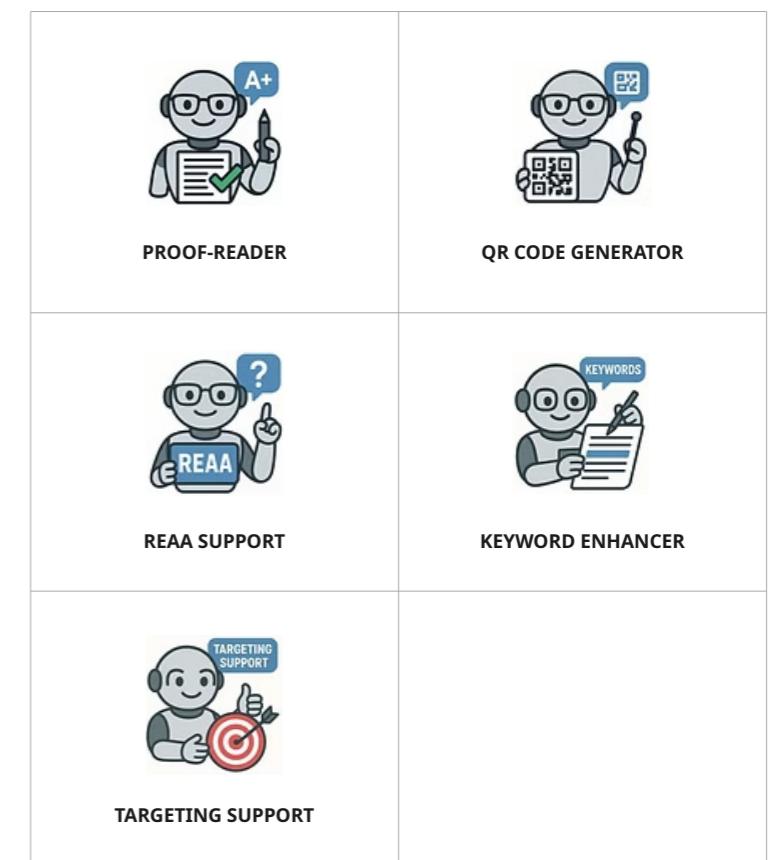
**Why it matters:** Agents get a professional, conversion-focused online presence that builds trust with vendors, without being locked into third-party platforms.

## AI-Powered Support Tools

We've built a suite of AI tools designed specifically for real estate, not generic business use. From property script generation and compliance checks to keyword enhancers and targeting support, our tools simplify the day-to-day grind of selling and marketing.

Every tool is completely free to use, with no hidden fees or logins required, and we're constantly adding new ones to keep agents ahead of the curve.

**Why it matters:** Agents save time, stay compliant, and can focus on winning more listings instead of drowning in admin.

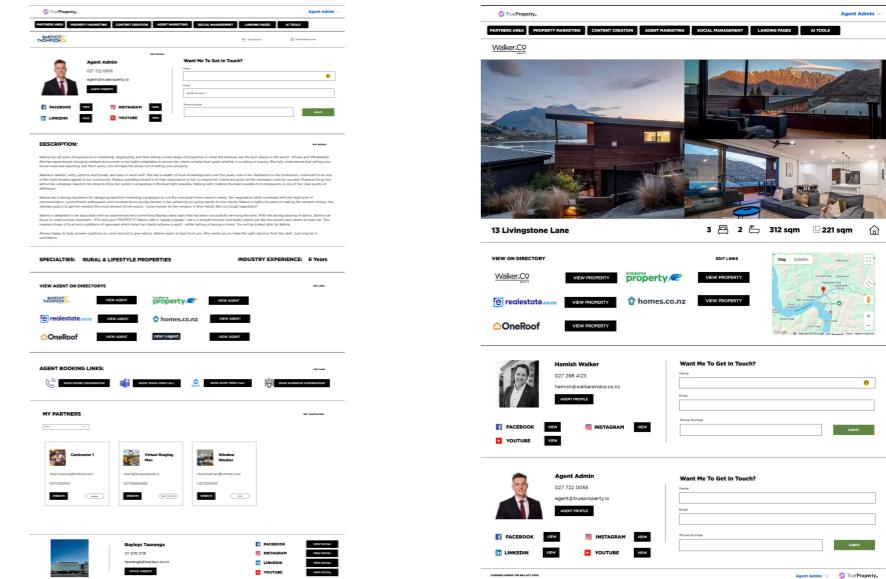


# Additional Services

## Lead Generation

We deliver high-quality leads without the gimmicks. Our system avoids forced contact forms, fake bait, or misleading tactics. Instead, we focus on building genuine connections between vendors, buyers, and agents, ensuring leads that are more engaged, more transparent, and more likely to convert.

**Why it matters:** Agents spend less time chasing cold prospects and more time working with people who actually want to engage.

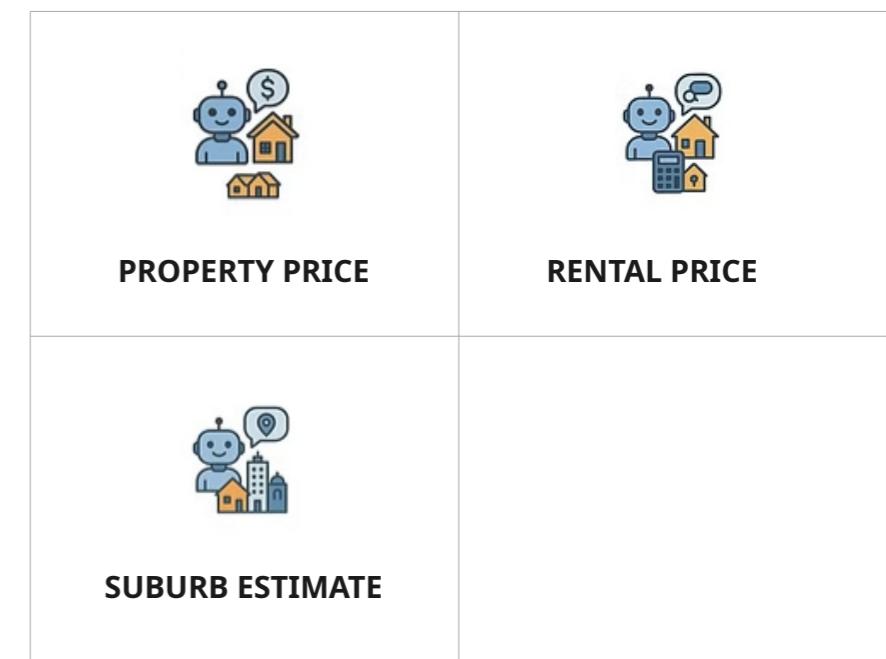


## TrueEstimate – Free Estimation Tools for NZ Real Estate

We created True Estimate to give vendors and buyers the clarity they deserve. With three quick tools, Property Price, Rental Price, and Suburb Estimate, you can set realistic expectations whether you're selling, renting, or researching.

Each estimate pulls from multiple NZ datasets and blends them with nearby results for accuracy. It's fast, reliable, and completely free, no login, no barriers.

**Why it matters:** Agents can build trust instantly by offering accurate, transparent insights that vendors actually believe.



# Why Agencies Choose TrueProperty?

- Real People, Real Support** - At TrueProperty, support isn't outsourced or hidden behind bots. You connect directly with our New Zealand-based team, people with years of real estate experience who understand the pressures of vendor expectations, compliance, and competition. When you call us, you get real answers, not scripted replies.
- Full Transparency, Zero Lock-In** - We built TrueProperty to cut through the noise. No contracts, no fake discounts, and no wasted budget. Every campaign is tracked with clear reporting so you and your vendors know exactly where money is going and what it's achieving.
- Marketing That Rewards You** - With our TruePoints loyalty program, every campaign gives back. Agents and offices earn rewards they can reinvest into extra services, turning everyday marketing into long-term value and loyalty.
- Smarter Tools, Human-First Expertise** - We use AI where it matters most, making compliance checks faster, writing better scripts, and producing content at scale. But unlike other providers, AI never replaces human judgment. Every campaign is still guided by real people who know the market, ensuring your marketing is compliant, creative, and competitive.
- Fast, Flexible, and Built for You** - TrueProperty doesn't force you into rigid systems or outdated processes. Our platform is designed to work around your office and your agents, with fast turnarounds, seamless execution, and intuitive tools. Whether you're an independent agent or managing a large office, you stay in control.

## The TrueProperty Difference

We're not just another marketing provider, we're your partner in growth. We collaborate with leading agencies across New Zealand to help agents sell faster, grow stronger brands, and deliver real results for their vendors. With TrueProperty, you gain more than a platform. You gain a team dedicated to putting control, trust, and success back where it belongs, with you.





True**Property**.io