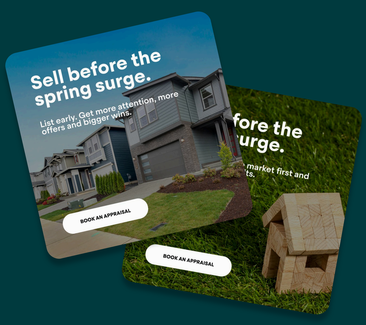
rex | Reach

FACTSHEET

Sell before the spring surge



Spring is the busiest time of year for real estate, with more properties hitting the market and more competition between agencies. Standing out during this surge can be tough, but with the right strategy, even a small budget can deliver big results.

This resource is designed to give you a clear, step-by-step guide to running an appraisal campaign that works. We will walk you through exactly how Love Property Group used Rex Reach to generate new leads, build brand awareness, and position themselves ahead of competitors, all in just 10 days and with only $200.

By following the same approach, you can replicate their success, create strong visibility in your local market, and secure new appraisals before the Spring rush begins.

KEY BENEFITS:

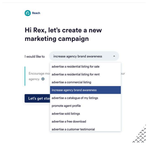
- Quick setup with our Canva ad templates
- New leads from as little as $22 per lead
- Tried and tested formula for success

Ready, set, go in 3 steps...

STEP 1

Get your ad creative ready

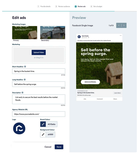
This ad type performs best with an image. To help you out we've set up some ad templates in Canva which you can download.



STEP 2

Setup your appraisal ads

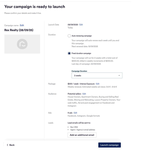
Follow the instructions below to get your ad ready to launch. Upload your ad creative, set the messaging and audience.



STEP 3

Launch your ads

Once you've set your budget and duration you're all set to launch your ads and watch your brand awareness increase and see those leads drop into your inbox.



Recommend settings

For optimum performance of this 2 week campaign plan we recommend a minimum budget guide of $200 per week. The more budget you place behind your campaign the more visibility your ad campaign will get across the ad platforms.

Quick facts

Here's a few quick questions answered.

Which networks will Rex Reach ads be placed on?

The Rex Reach appraisal ad type will appear on the Facebook and Instagram ad platforms.

How do I create graphics for my ads?

To create unique ads you'll need to some fresh graphics. We recommend Canva to create and download your ad creative for Rex Reach campaigns.

Here's a step by step guide:

- If you haven't already, create a free Canva account (www.canva.com).
- Access these ad templates (www.canva.com/design/DAGyWxRXVRs/IVzt5WSezx2YS47R4u8URA/edit)
- In the top-left corner, click **File > Make a copy**
- Edit to suit your branding and tone of voice
- In the top-right corner, click **Share > Download**

How do I create this ad type in Rex Reach?

Follow these simple steps to get your ad launched.

- Log in to Rex Reach (https://app.spokeapp.io/0/campaigns)
- Click **+ Create a new campaign**
- Select **increase agency brand awareness** from the dropdown, click **Let's get started**
- Start typing to select your target suburb(s), then click **Next**
- Enter your agency's website URL, then click **+ Add another** to add your ad creative, then click **Next**
- Use the default audience that's already there, or click **Edit audience** to create your own. Once done, click Save then **Next** to continue
- Click **Edit ads** to add your own copy. Once done, click **Save** then **Next**
- Select **$200 per week** budget option
- Select **Start date**, then click **Next**
- Select **Fixed duration campaign**, then choose **2 weeks** from the dropdown
- Click **Launch campaign**.