



Campaign Flow offers a specialised funding solution to help remove the financial barriers associated with listing, marketing and selling properties.

By partnering exclusively with Agencies our service offering is designed to provide you with a competitive advantage, offer resourceful products to your clients, reduce operating expenses and leave you in charge of the most important relationship of all, the Vendor.

We are here to help agencies not only exceed their Vendors expectations but to also achieve the best possible result.

In most cases an effective marketing campaign will result in higher selling prices and shorter selling periods. However, what happens when a property fails to sell despite your best efforts?

At Campaign Flow, we have tailored our service offering to empower our clients and provide options, in the event of an unsuccessful sale.

As former agents ourselves, we understand that Vendor relationships and a strong local reputation are fundamental for the success of any agency. Therefore, it is imperative that these matters be managed carefully.

In the event of an unsuccessful marketing plan, Campaign Flow will discuss the best way forward with you. There are several options the agent may consider in relation to the repayment of the marketing campaign expenses:

1. **Agency Repays** – the agency may cover the costs based on undertakings provided to the Vendor or an agreement to defer the campaign to a future date.
2. **Agency Recovers from Vendor** – the agency and the Vendor may decide to withdraw the property, or for unforeseen reasons the campaign was unsuccessful. The agency may elect to recover the campaign funds directly from the Vendor following an agreed process and timeline.
3. **Assisted Recovery** – the agency despite its best efforts has been unable to recover the campaign costs or the relationship with its Vendor has become unworkable, Campaign Flow may assist in handling the process on your behalf.

At Campaign Flow, we consider ourselves an extension of your business operations. We are here and ready to help anyway we can.

Let us help you list, market and sell with confidence.