



At Campaign Flow, 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?

As former agents ourselves, we understand this can be a challenging time. We have therefore tailored our service offering to empower our clients and provide options when a property fails to sell.

In the event of an unsuccessful marketing plan, Campaign Flow will firstly discuss the best way forward with you. There are several options available which are set out in the Campaign Payment Options Information Sheet. Below we discuss in more detail one of the available options - *Agency Recovers from Vendor*.

When a property fails to sell or is withdrawn, marketing costs have already been expended as per the approved marketing budget. Obviously, there is a requirement for the Vendor to repay these expenses.

Whilst we are happy to assist in the recovery process, we also understand that Vendor relationships are fundamental for the success of your agency. Campaign Flow also appreciates timely closure and repayment of campaign expenses. Should a property fail to sell, or should the property be withdrawn, Campaign Flow has in place a standard recovery timeline, for your reference:

- An updated statement is requested from Campaign Flow and issued to the Vendor within 7 days of the campaign ceasing;
- The Statement will request to Vendor to make payment within 14 days;
- Campaign Flow is to be immediately notified of any payment dispute or issue in relation to payment;
- Should payment not be received within requested timeframe, the Agent is to issue a formal Payment Request.
- Failure to make payment after formal request, may require legal assistance or alternatively Campaign Flow may manage on your behalf;
- At this point Campaign Flow and the Agent will work closely together to finalise the campaign costs.

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