

To: The Home Owner

If you have received a copy of this letter, it is because your Agent has agreed to partner with Campaign Flow (**Campaign Flow**) as part of their marketing for the sale of your Property.

**What we do**

At Campaign Flow, we are committed to assisting your Agent by providing them with access to funds to maximise the marketing budget for your property up-front.

That way, you and your agent don’t have to worry about the marketing budget – you and your agent can just focus on what the best way to market your property is, and getting your property sale to reach the eyes and ears of more people (or the right people).

What this means is a better chance at a superior sale outcome for you.

**What you need to know**

With most agency agreements, you as the Vendor are required to pay your Agent the amount of the marketing budget up front. This can mean a significant outlay for you, if your Agent is not prepared to allow you to back-end the payment of that marketing budget to when your property eventually sells.

With Campaign Flow, you pay nothing up front. Instead, Campaign Flow pays the marketing budget (set out in your Campaign Plan as part of your Agency Agreement) to your Agent, and then you and the Agent agree to repay us on the successful sale of your property (or 120 days after the marketing campaign commences, whichever occurs first). As part of that process, we levy a service fee[[1]](#footnote-1)  and interest[[2]](#footnote-2) on the advance of the marketing budget to your Agent.

If a sale falls through, or does not proceed, or your Agent becomes disentitled to payment by you, we may look to recover payment of the advance and fees from you directly, or from your Agent.

**What comes next?**

If you agree to the above and are happy for your Agent to use our services as part of the marketing of your property and understand the conditions set out above, please ensure that you sign and return a copy of this letter to your Agent, along with your agency agreement.

All the best with a successful sale!

Justin Steer

CEO, Campaign Flow

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|  |  |  |
| Vendor Signature |  | Date of Signature |
|  |  |  |
| Vendor Name |  |  |

1. *Service Fee is calculated as 4% of the amount advanced (ie. the total of your marketing budget agreed with your Agent in your Agency Agreement)* [↑](#footnote-ref-1)
2. *Interest is charged at 1.9% per month (2.9% per month if payment is not made on time – being within 2 days of your property settling, or 120 days after the advance is made by Campaign Flow).*  [↑](#footnote-ref-2)