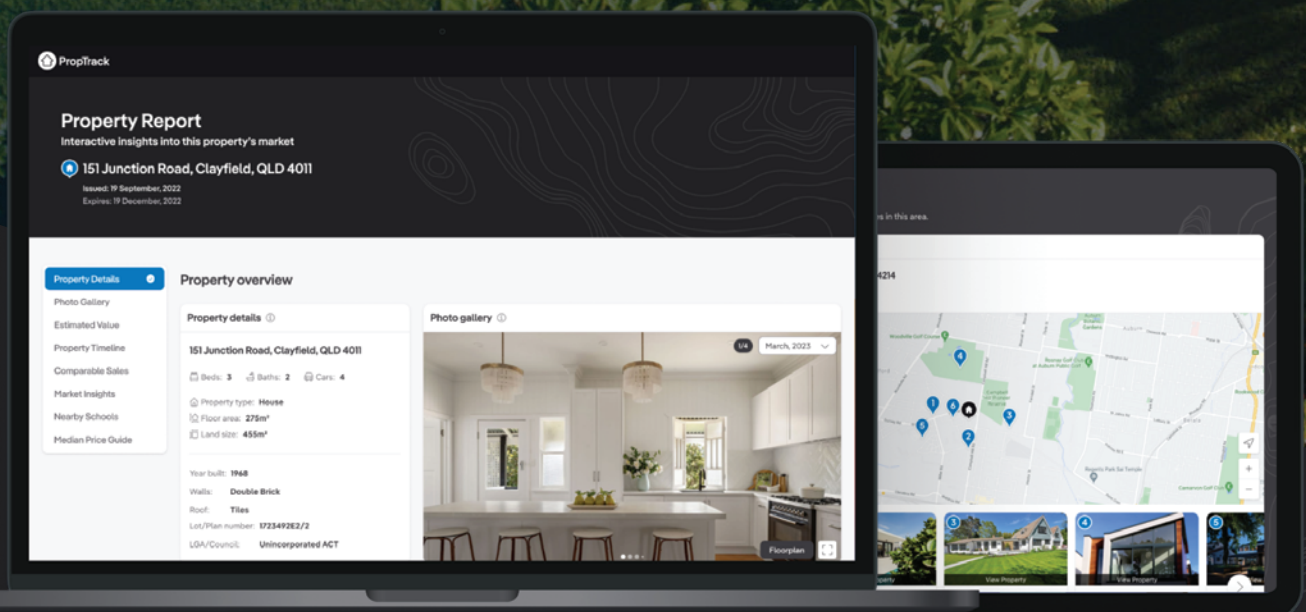




Cut through the market noise with digital property reports

An introduction into using property reports to attract and engage your customers.



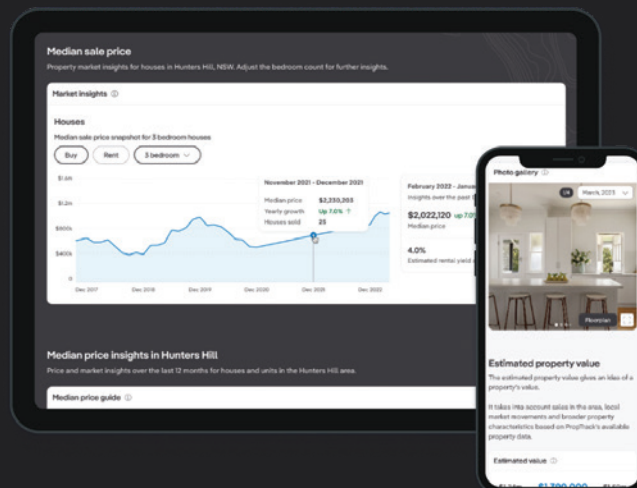
The demands of buyers and sellers

Property decisions are hard to make. Buyers and sellers have more information at their fingertips than ever before, however it's not always obvious what information is relevant. PropTrack is committed to producing valuable market insights and making them accessible to your customers, building credibility and making you the expert.

The data equation

Getting your hands on the most comprehensive property data is just part of the equation. The other part is making sense of it and using it to engage consumers with the right information. That's where PropTrack's digital property and suburb reports with market insights can help.

Our web based report helps our customers to tap into the vast data and insights of more than **12 million Australian residential addresses** and use it to your advantage.



What our customers are doing with property reports

Navigate the complexity of the market with interactive data visualisations.



Improve lead acquisition

Engage new customers with comprehensive personalised property and suburb insights, accessible in seconds.



Build strong customer loyalty

Proactively check in with customers and build trust using interactive reports that visualise relevant and accurate market insights.



Unlock confidence and decision making

Empower your customers to make confident property decisions – whether it's to buy, sell, invest or hold.

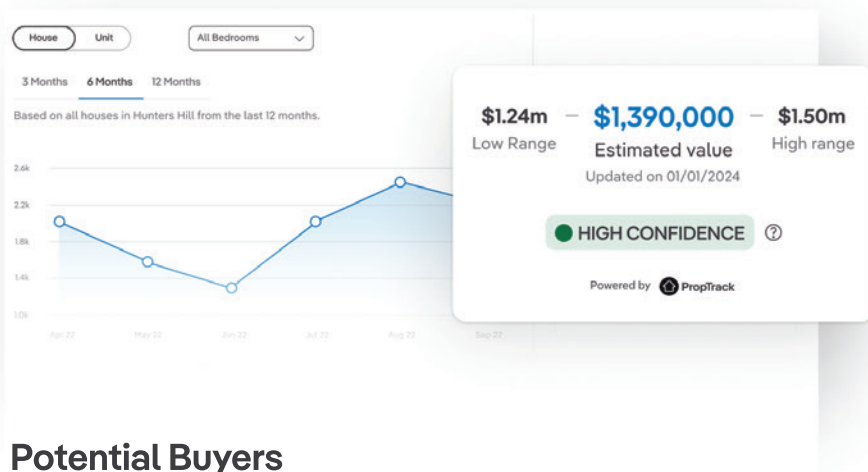


PropTrack

Property reports

Surface the data your customers need to make confident decisions

You can choose from 12 property and suburb widgets to display in your reports.

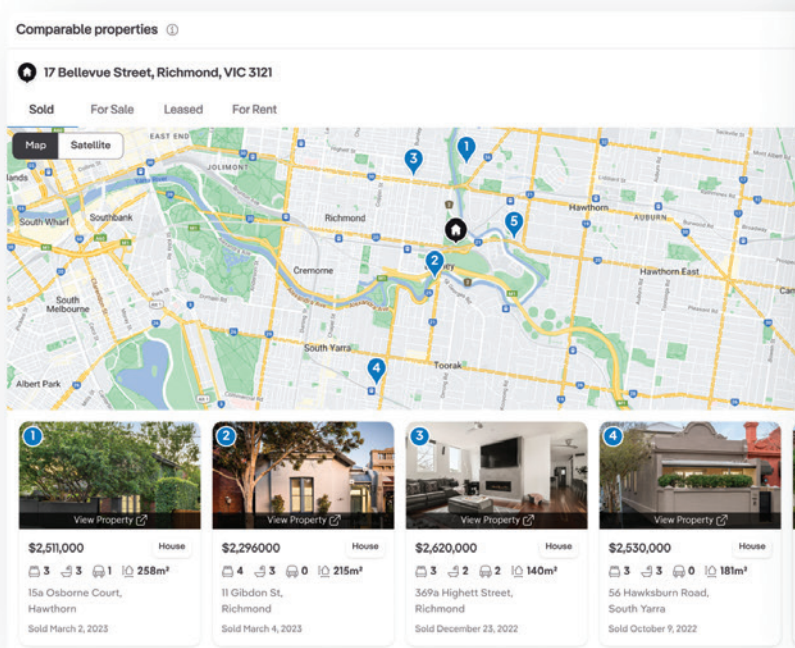


Estimated Value

Provide customers with an accurate estimated value of their property or any property they're interested in – giving your customers the confidence to make an informed decision.

Potential Buyers

Shows the number of people who are seriously interested in properties on realestate.com.au – an inside scoop for property researchers who are looking to buy or sell.



Comparable Properties

Are your customers looking to buy or sell? Show properties that have recently sold, leased or are currently listed on realestate.com.au for any suburb in Australia.

- 2021** **SOLD** **\$800,000**
Sold October, 2021 by LJ Hooker
Days on the market: 43 days
- 2012** **LEASED** **\$520 per week**
Leased August, 2012 by Ray White
Days on the market: 12 days
- 2011** **SOLD** **\$550,000**
Sold May, 2011 by WHITEFOX Real Estate
Days on the market: 25 days
- 1998** **BUILT**

Property Timeline

Show buyers a history of sale transactions, leases and other events related to the selected property.

Why PropTrack?



realestate.com.au

Unique data sets and models tapping into the 2.4 million people who use realestate.com.au every day.



Data reliability

Have confidence that you are sharing the most accurate property market data.



Customisable

Highly customisable and configurable reports with the option to use your own branding.

Our Product Offering

		PropTrack Standard Report Fixed bundle	Customer Branded Report Fixed bundle	Premium Custom Report
Data visualisations				
1	Property details	✓	✓	✓
2	Property timeline	✓	✓	✓
3	Comparable properties	✓	✓	✓
4	Photo gallery	✓	✓	✓
5	Median price guide	✓	✓	✓
6	Market insights	✓	✓	✓
7	Estimated value	✓	✓	✓
8	Estimated rent	✓	✓	✓
9	Nearby schools	✓	✓	✓
10	Potential buyers			✓
Report features				
Standard report with no widget selection		✓	✓	
Brand customisation (logo, colours and font)			✓	✓
Choose insights from data visualisation library				✓
Custom brand content				✓

Want to know more?

Get in touch with our
solutions team today

Visit www.proptrack.com.au
for more information



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