

# Advertising to Trade Me

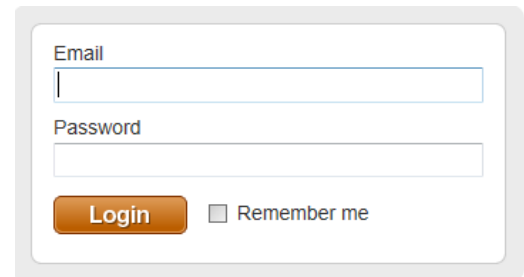
Whilst you can advertise to a number of different websites, our API with Trade Me offers a few additional options to help boost your property listing.

Make sure you read our Advertising manual before getting started to make sure you have all the relevant info setup against your property.

## Setting Up Trade Me

The first time you upload to Trade Me, there is an area to enter in your Username (Email) and Password. Once you have done the setup, you will then have a new option to upload/remove your property to or from Trade Me, which will happen automatically.

1. Go to System – Settings – Click on Integrations
2. Click on Trade Me – Set Up Authorization
3. Say yes to the pop up
4. You will now be taken to a Trade Me login screen
5. Enter in your Email and Password
6. Click Login
7. Click 'Allow' to give permission for Palace to access Trade Me
8. If prompted: type in the 'Verifier Code' (or copy and paste) into the box on the right and click Continue.
9. The transfer will now happen

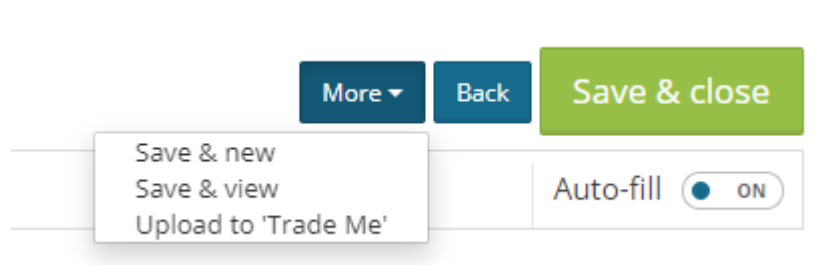


A screenshot of a login form with two input fields labeled 'Email' and 'Password'. Below the fields is an orange 'Login' button and a checkbox labeled 'Remember me'.

The setup is now complete and you do not need to do this again. Each time you select more on a property, you will see the option to upload to Trade Me and it will automatically upload to Trade Me.

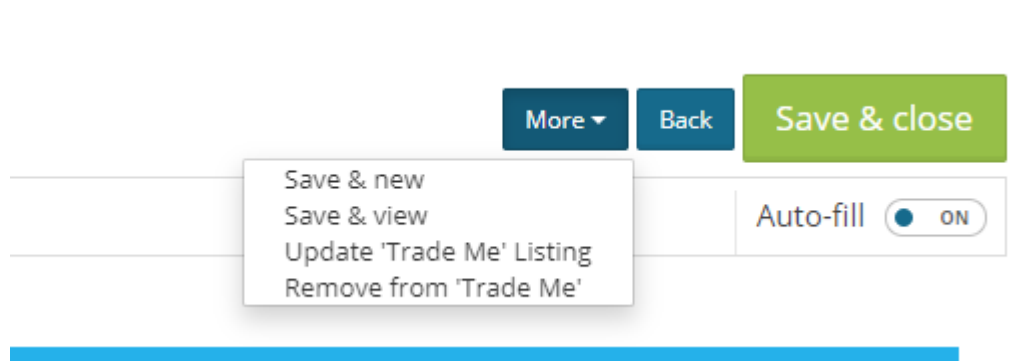
## Uploading to Trade Me

Now that you are setup to advertise to Trade Me you will now see a few new options under your property screen.



Click on 'More' within the edit screen of your property and at first you will only see the option to 'Upload to Trade Me'. Once your property is ready to be advertised, select this option and the property will begin to upload to TM automatically.

If you have an existing listing on Trade Me, when clicking on 'More' you will see the below options:

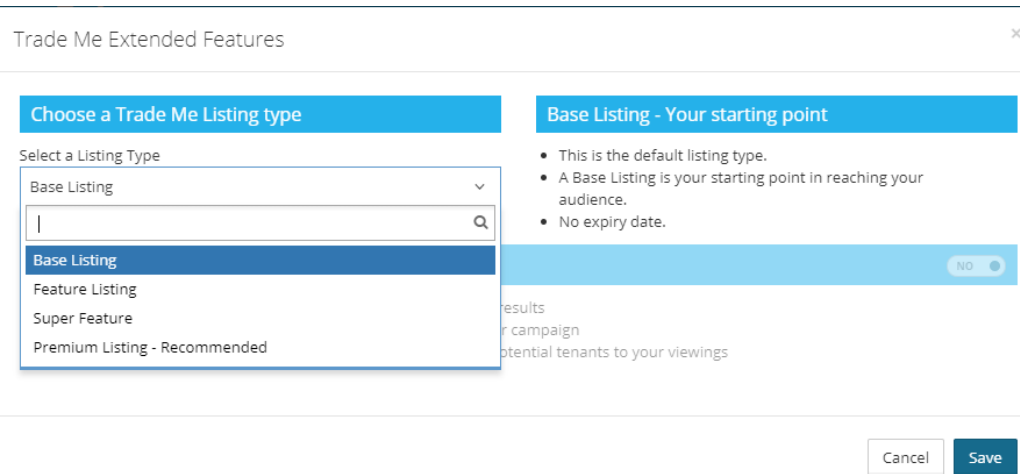


If you need to make a change to the Property, make the changes and then click more > and update your listing. Again, it will automatically update that change and lastly, if you need to remove from Trade Me, select 'remove from Trade Me' it will remove it from Trade Me.

NOTE: If you upload from Palace to Trade Me, it is important that you make all updates from Palace and remove the listing from Palace. This keeps the connection between the two platforms active.

## Listing Types

When uploading to Trade Me, you will have a few options on what type of listing you are after. The options you have are:



### Base Listing (This is the default)

This is the default listing type.  
A Base Listing is your starting point in reaching your audience.  
Can be less visible due to appearing later in searches and with smaller images

### Super Feature

This lasts for 7 days and requires that the listing has at least 3 photos, (N: Trade Me have an existing limit of 20 photos per listing)). Once the Super Feature expires, it is demoted to a Feature Listing, which will remain for the life time of the campaign, unless Super Feature or Premium is (re)purchased.

### Feature Listing

Feature Listing is a permanent upgrade from Base, and once it is selected the listing may not be "demoted" to Base anymore, although it can still be Updated as Super or Premium. Note that if the listing is removed from Trade Me the Feature type will also be removed.

### Premium Listing

Premium Listing has a variable duration of 1, 2, or 3 weeks, i.e. 7, 14, or 21 days. The duration is selected by an additional dropdown when the Premium type is selected. Premium listings become feature listings after the Premium expires, as with Super feature.

Each of these have different pricing options that depend on the user's Trade Me Account, and as such the pricing of these listing types is left off from the definition, so it is important that you check with Trade Me before selecting an option.

There is a contact email which has been added to the description which you can use to contact Trade Me about any of questions you may have about these listing types.

**NOTE:** Any enquiries regarding pricing cannot be determined on our side and must be referred to Trade Me.

There is also an additional add on, Boost. Boost may be added "on top of" any listing type except Boost, provided that the listing has been uploaded to Trade Me at least 24hrs prior. This means that a listing cannot be uploaded with Boost, but the user will have to come back the next day and update the listing with Boost. Boost lasts for 24hrs.

## Trade Me Extended Features ×

### Choose a Trade Me Listing type

Select a Listing Type

Super Feature ▼

### Super Listing - Supercharge your property listing

- Appear at the top of relevant search results in our property carousel for seven days
- Showcase your listing's best features with three photos in the search results
- Includes a Feature Listing during your marketing campaign
- This listing type may incur an extra cost. For more information contact - [propertyagents@trademe.co.nz](mailto:propertyagents@trademe.co.nz)

### Boost - Give your property listing a lift

NO

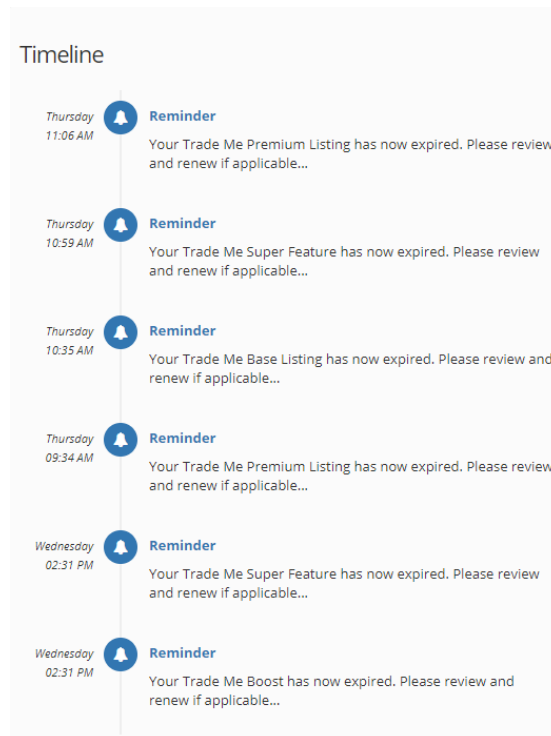
- Boost your Feature or Premium Listing back to the top of search results
- Be seen by new potential tenants entering the market during your campaign
- Timing is everything - Tactically Boost your listing to drive more potential tenants to your viewings

Cancel

Save

## Additional notes

All Extended features that expire, Boost, Super Feature or Premium, will send a notification to the user upon expiry. Here's a snapshot of how the timeline will look



- Boost cannot be selected on Base listings or listings that have been on Trade Me for less than 24 hours.
- Trade Me must be set up in the System integration area for these features to work
- Base and Feature are non-expiring and listings will remain in these states until changed
- Boost cannot be removed during the 24hrs that the boost is active
- None of these features are refundable through palace, and if the user refunds or reverses these features, Palace will have no way of knowing about it and may prevent the user from updating the listing. This is due to Trade Me's API restrictions, and so in the event that a support request comes through regarding a reversed/refunded Extended Feature, this will need to be manually changed in the Database
- All changes to these features are logged in the change log.
- Once a Premium or Super Listing is uploaded, it cannot be changed until the Feature Expires, i.e a Premium cannot be demoted to Feature or changed to Super until the feature expires. Although it may be eligible for Boost. The upload option is mainly for updating property details on trade me, address, rent amount, etc.