

## Table of Contents

- | Introduction
- | Hyperlocal
- | Social Express
- | Connect
- | Utopia eBooks
- | Design Hub
- | Design Request
- | Digital Checklist
- | ListSMRT
- | Information Express

## Introduction

At First National, we're here to help you become an attraction agency.

By using our suite of products you'll get more listings, more managements, more staff, and faster growth.

In this eBook we will explore some of the most used products and services that First National has to offer, looking at how to use them and what they can do for your office, including:

Drive more traffic to your website through **Hyperlocal**, First National's very own one-click programmatic advertising platform.

Engage with your social media followers without the stress of sourcing, creating and publishing your own content and let **Social Express** take care of everything.

Harness the power of **REA Connect** for the entire prospecting journey.

Create beautiful, content-rich presentations through **Utopia** eBooks and take your pre-listing kits, sales and property management proposals to the next level.

Refresh your marketing materials through the huge range of easily editable templates available on the **FN Design Hub** and stand out from the competition.

Tap into the **design request** system for your more technical design work.

Stay on top of the latest trends with our **digital checklist** eBook.

Using **ListSMRT**, harness the power of AI to generate the very best in real estate copywriting.

Upload the **Information Express** articles and drive visitors to your website.

Make use of the **Your Patch** dashboard as a tool for buyers to understand demographics in their dream suburb.

Now, all you need do is use them. Speak to your Business Growth Manager for assistance.

## Hyperlocal

### What is it?

Hyperlocal is a one click programmatic advertising platform available only to First National members. It allows you to run digital advertising for your sales and rental listings, as well as for your office or individual agents. The ads are shown to a relevant, pre-qualified audience within a set radius of your office who have shown an interest in local real estate.

A \$199+GST campaign that runs for four weeks (\$99 +GST and two weeks for rental campaigns), Hyperlocal is a cost effective and efficient way to market your listings or promote your office or agent profile.

## Where is it?

Sales and rental listing campaigns are pushed through your uploader. If you don't already have it set up, contact National Support Office at [support@firstnational.com.au](mailto:support@firstnational.com.au) to organise this. For office and agent campaigns, simply fill out this [form](#) and submit.

## How do I use it?

To push out a sales or rental listing, make sure you have activated the Hyperlocal portal in your uploader (contact [support@firstnational.com.au](mailto:support@firstnational.com.au) if you need help with this) and when you go to push out the listing to your portals, select 'Hyperlocal'. After 7 days, you will get a report detailing the campaign's performance.

For office and agent campaigns, simply fill out this [form](#) and submit.

# Who can help me?

You can contact:

Your BGM

National Support Office - email [support@firstnational.com.au](mailto:support@firstnational.com.au) or call 1800 653 666

Alternatively, [click here](#) for the FAQ page

# What would I use it for?

## Advertise a sales listing

Through Hyperlocal you can create a one-click sales listing campaign that goes out to a prequalified local audience who have shown an interest in purchasing property.

These ads are shown on thousands of websites across the internet and direct the users who click on the ad back to your own office website, rather than the major portals. This allows the user to view your listing and also find out more about you as an agency.

The campaign lasts for four weeks and will deliver 40,000 impressions over the campaign period.

To launch a listing campaign, you will need to have Hyperlocal enabled with your property uploader. To do this, contact [National Support Office](#).



Julian Long

FIND OUT MORE



Ross Munroe

FIND OUT MORE

**For Sale: \$273,000**  
16 Linton Street, Upper  
Burnie, TAS, 7320

**For Sale: \$469,000\*\***  
25-27 Renee Rise, Biloela,  
QLD, 4715



## Advertise a rental listing

One-click advertising campaigns are also available for rental listings and are created through your uploader.

Rental campaigns run for two weeks and deliver 20,000 impressions over the campaign period.

To activate rental campaigns in your uploader, contact [National Support Office](#) to help you set it up.



Wesley Jardine

[FIND OUT MORE](#)

**For Lease: Price On  
Application**  
9A Hawkey Crescent,  
Camden, NSW, 2570

## Custom campaign

A custom campaign is a great way to boost your profile in the local area. You are able to add 2-4 of your own images (team, properties, office or other images you may wish to use) and your own ad copy to create your own marketing campaign. You can also add a link back to your website where you may have a specific landing page to capture leads, or may just send them to your home page for brand awareness.

This campaign will last for four weeks and serve 40,000 impressions across its duration. To create a custom campaign, simply fill out [this form](#) and submit it.

first national  
REAL ESTATE  
XYZ

Stay home, stay safe,  
and save lives. We can  
do this, we're here with  
you.

first national  
REAL ESTATE | XYZ

FIRST NATIONAL  
REAL ESTATE  
FIND OUT MORE

Stay home, stay safe,  
and save lives. We  
can do this, we're  
here with you.

first national  
REAL ESTATE  
XYZ

"All my dealings with  
First National XYZ has  
been nothing but  
impressive"

first national  
REAL ESTATE | XYZ

SELL THIS  
SPRING WITH  
YOUR LOCAL  
EXPERT  
FIND OUT MORE

"All my dealings with  
First National XYZ has  
been nothing but  
impressive"

## Pick Your Postcode Campaign

A 'pick your postcode campaign' allows you to add 2 to 5 additional postcodes to your campaign. The 'Standard campaign plus 2 selected postcodes' is a \$499, 4-week campaign with 30,000 impressions per postcode and a total of 100,000 impressions across the campaign.

The 'Standard campaign plus 5 selected postcodes' is a \$799, 4-week campaign with 30,000 impressions per postcode and a total of 190,000 impressions across the campaign.

To create a Pick Your Postcode campaign, simply fill out [this form](#) and submit it.

[Click here to learn more about Hyperlocal](#)

## Social Express

### What is it?

**First National Real Estate's all-in-one, social media management platform**

Social Express (powered by Properti) manages the challenge of consistently finding or creating professional, useful, engaging, and entertaining social media content.

Social media creates connections and conversations with customers and your local community, forming the foundation of new client relationships that will drive business over the long term. Social Express automates social media posts for you and can create content that publishes to the following pages:

**Facebook**

**Instagram**

**Google Business Profile**

**LinkedIn**

**Youtube**

# Where is it?

Information regarding Social Express, as well as the platform activation submission form, can be located on [FN Central](#).

1. From the Home page scroll down to the 'Products/Services' area and click on the 'Social Express' tile.
2. Here you will find some more information about the platform, as well as some FAQs, how-to videos, and the submission form to activate Social Express.

Alternatively, [click here](#) to access the Social Express page on FN Central

## How do I use it?

To activate Social Express, complete a submission form through the Social Express page on [FN Central](#). Here you will be asked to provide some details about your office, as well as links and credentials for your Facebook Instagram and Google My Business accounts. From here, a member of our digital team will be in touch to guide you through the set-up and conduct full platform training.

# Who can help me?

You can contact:

Your BGM

National Support Office – email [socialexpress@firstnational.com.au](mailto:socialexpress@firstnational.com.au) or call 1800 653 666

# Features

## Hassle-free automated social media property listing posts

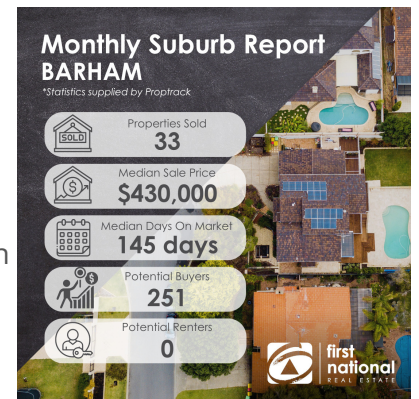
All your social media content is automatically created, scheduled, and posted to all your accounts. Data is synced through from your CRM.



## Content Ideas

With Social Express there is a huge library of pre-made content ready for you to use on your social media accounts. This includes content generated from the National Support Office each month and new articles published on Homes to Love, Urban List, and other property/lifestyle websites.

This content allows you to add more lifestyle content to your feed, rather than focusing solely on listings





Clearance rate for  
Greater Melbourne

58%

Week ending  
Sunday,  
May 12, 2024



firstnational  
REAL ESTATE



# How To

make small rooms look bigger

Learn more



—“——

THE BEST WAY TO  
PREDICT THE FUTURE  
IS TO CREATE IT.

——”——



firstnational REAL ESTATE We put you first

For Sale | 3/34 Flounder Road, Ettalong Beach

2 | 1 | 1

Amazing opportunity in most sought after Flounder Road location. Rear villa in complex of only three

Liz Sharpe | 0410 680896  
Kristina Nath | 0422149096

## Ready-made listing posts



GLJACKSON.COM.AU

3/34 Flounder Road, Ettalong Beach, NSW 2257

Amazing opportunity in most sought after Flounder Road locatio...

Social Estate links with your CRM and turns your listings into ready-made social media posts. These posts are generated by grabbing the text and images from your listing and placing them in a templated format to create the post and also include a link back to the listing page on your website.

This is a great way to save time when scheduling your listing posts across Facebook, Instagram, Google My Business, YouTube, and LinkedIn.

[Click here to learn more about Social Express](#)

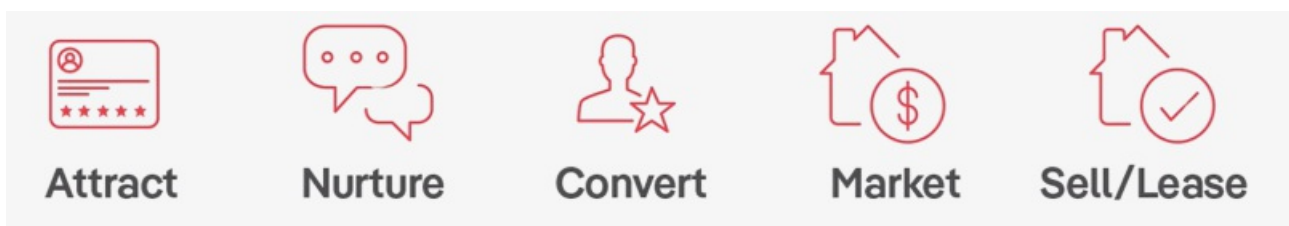
## Connect



First National Connect, in conjunction with REA Group, offers you the ability to tap in to the incredible resources available through REA's Connect product, a holistic approach to the entire prospecting journey. Through the five elements within the broader Connect product suite, you can win more listings with less effort, and at a discounted rate exclusively for First National Real Estate. The five elements of Connect are:

1. **Agent Elevate** - Be seen by more sellers and landlords on realestate.com.au
2. **CMA** - Access realestate.com.au's rich property data
3. **Pitch by Realtair** - Instantly show your expertise with vendors
4. **Sign by Realtair** - Secure agreement on the spot
5. **PayNow by Campaign Agent** - Offer vendors peace of mind

Each of these products free you up to focus on what you do best, and cover every stage of the prospecting journey, from attracting customers, all the way to transacting a successful sale or lease.



## Connect + Pro

Launched in October 2023, Pro marks the second phase of REA's Connect product, with the Pro subscription designed to help agencies win more listings and grow their business through additional branding, reporting and insights tools. If you're looking to **get more seller leads, win more listings, and have better conversations**, Pro is your answer.

### What is Included in Pro

1. *Agency Elevate* - Giving a Principal agency branding to help get their team on the shortlist and be seen

*where sellers and searching*

*2. Discounted Agent Elevate - Get your team seen by more sellers for less and stand out where it matters on realestate.com.au*

*3. Enhanced Seller Leads Reporting - Giving Principals an understanding of their market and teams' performance and better manage their leads to ultimately assist with winning more listings*

*4. Enriched Seller Leads - Get a better understanding of every seller and uncover potential sellers within your Buyer Enquiries*

*5. CMA - Get more than just property data powered by realestate.com.au with everything you'd expect from a CMA and more*

To learn more about First National Connect, contact your BGM, or view the resources on [FN Central](#) and REA's Customer Marketing Centre.

[Click Here To Access REA's Customer Marketing Centre](#)

## Utopia eBooks

### What is it?

Utopia eBooks lets you create a range of beautiful presentations with rich content, quickly and easily. The end product is a link which can be sent to your clients via email or SMS.

It can be used for a variety of purposes:

- Pre listing kits to vendors or landlords
- Sales proposals
- Property Management proposals
- Internal training manuals

# Where is it?

Information about eBooks can be found on [FN Central](#)

1. Navigate to the 'Products/Services' on the home page
2. Click on the 'Utopia' tile
3. Scroll down and click on 'Utopia eBooks'

To access Utopia eBooks, you can log into your Utopia account via: <https://www.fnutopia.com.au/login/index.cfm>

# How do I use it?

Prior to using eBooks, ensure that you have your staff profiles setup via the Settings in Utopia. It is recommended to add agent details and upload an image to each users' profile.

Once you have logged into Utopia, navigate to the eBooks menu.

From here, you can either create an eBook by using an existing template or by starting with a blank template.

# Who can help me?

You can contact:

Your BGM

National Support Office - email [support@firstnational.com.au](mailto:support@firstnational.com.au) or call 1800 653 666

# What would I use it for?

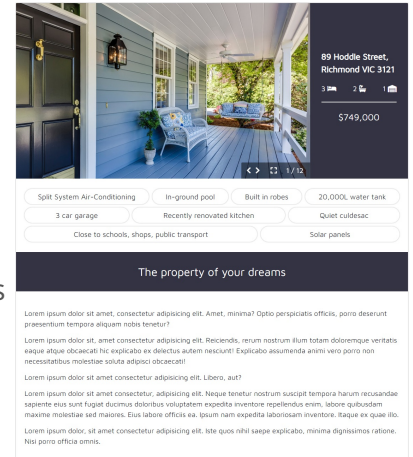
## Listings presentations

Possibly the most common use for Utopia eBooks amongst our membership is to create stunning listings presentations for marketing your listings.

We've designed eBooks from the ground up to make this process as simple as possible using eBook templates - create your ideal presentation document once, then quickly create future listings documents based on this template with just a few mouse clicks.

No need to manually add in photos, maps or other listings information - Utopia will automatically take this content from your listings database and place it where it belongs in your newly generated eBook.

[See an example](#)



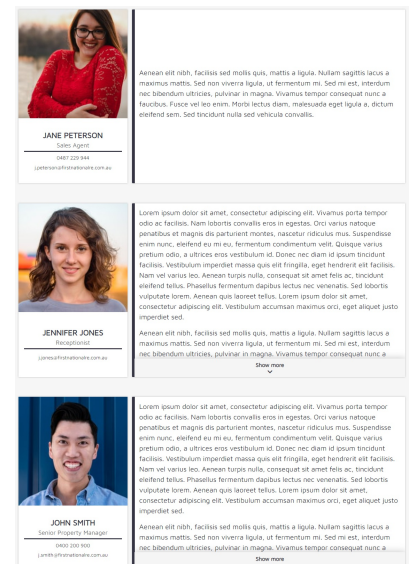
## Office marketing

Create marketing material for your agents and your office. Some common documents our members create with Utopia eBooks include:

**Sales proposals**

**Agent introductions**

**Documents to promote your office**



## Agency documents

With eBooks, you can create electronic versions of documents your agency frequently sends to tenants/vendors to more easily and readily share them with recipients. Some common examples include:

**Tenant documents**

Move in/move out procedures and information

Maintenance request information

Tenancy overview (fees/charges, PM details and protocols, etc.)

**Vendor documents**

Vendor checklists

Legislative information

Office marketing strategies

[See an example of a Tenant Guide here](#)

[Click here to learn more about Utopia](#)

## Design Hub

### What is it ?

Templates for First National Real Estate.

The FN Design Hub has a range of editable templates with the following products that you can design quick and easily:

- Property brochures / Window cards
- Office and Agent profiles
- DL Drop cards
- Email signatures
- Seasonal collateral templates
- Social media templates

# Where is it?

The Design Hub can be accessed directly via [FN Central](#).

1. From the Home page scroll down to the 'Products/Services' area and click on the 'Design Hub' tile.
2. Click on 'Access Design Hub' to be redirected to the Canva login page. If you do not yet have a login, select 'Register' and one will be created for your office.

# How do I use it?

[Set up your office account](#), you'll only need to do this one time.

Once you are set up as an office, you will be able to access all categories of templates, and create folders for different staff members.

We've made the platform easy to use for our members to use it to its fullest extent!

# Who can help me?

For platform issues, you can contact:

Canva Support, via the Help Centre in your account

To unlock parts of a template, or if you're not sure what your office login details are, you can contact:

National Support Office - email [support@firstnational.com.au](mailto:support@firstnational.com.au) or call 1800 653 666

[Find more information on how to use Canva](#)

## What would I use it for?

### Property brochures / Window cards

Window cards, in addition to two and four page brochures, can be created in landscape, or portrait orientations in either A4 or A3 sizes. Multiple image options and one or two agents with or without images can be included.



AUCTION/FOR SALE

Day # Month @ 00:00 am/pm

Suburb Address  
Headline



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus iaculis efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium iaculis augue, ac posuere mi lacinia sit amet. Ut euismod tincidunt orci, eu cursus leo efficitur non.

**Price**  
\$000,000 - \$000,000

**Inspect**  
Date and time here

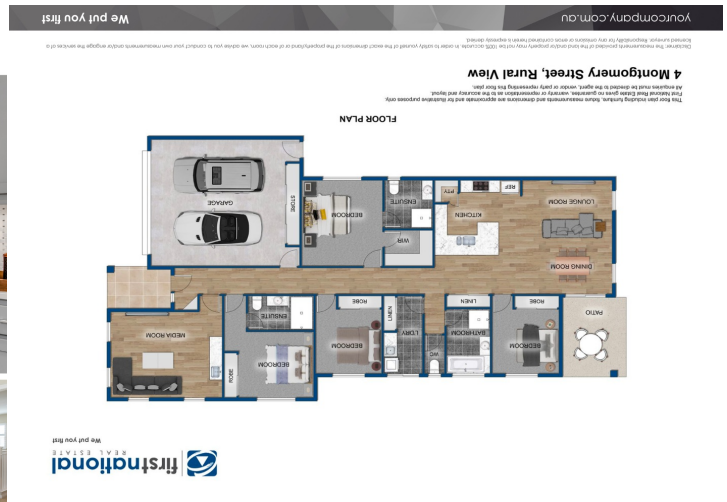


**Agent 1**  
0400 000 000  
email@yourcompany.com.au



**FN Your Company**  
(03) 0000 0000  
Your Address  
Suburb 0000

[yourcompany.com.au](#)



SALE/AUCTION

Date Month @ 00:00 am/pm

Richmond 89 Hoddle Street

### Business cards

These come in portrait and landscape options, with the ability to choose one with an image, or one without.



**firstnational**  
REAL ESTATE

Your Company



## Your Name

*Title*

Estate Agent's License No. #

**M** 0000 000 000      **P** (00) 0000 0000

**E** first.name@fninfinity.com.au

**website.com.au**

Address

Suburb STATE CODE

## DL Drop Cards

For either internal or professional printing these popular marketing options are easy to create.

Bringing people and  
property together...



**Agent Name**  
0000 000 000

email@firstnational.com.au

**firstnational**  
REAL ESTATE | Your Company

00 0000 0000

**website.com.au**  
Address, Suburb STATE 0000

**firstnational**  
REAL ESTATE | Your Company

**SOLD**

Address  
SUBURB

**Contact Agent**

01 02 03

**Agent Name**  
0000 000 000  
email@firstnational.com.au

## Email Signatures

Choose from multiple designs in all brands, with  
and without the option for an image.

**Name Surname**

P 00 0000 0000  
M 0000 0000 0000

E email@email.com.au  
W website.com.au

Senior Property Manager  
0421 000 000

Address Address Address Address  
Address Address Address Address

**firstnational**  
REAL ESTATE | Your Company

We put you first

# Social media templates

These can be anything from a property that's sold, listed, or leased, a promotion to an agent or office promotion, a job advertisement, open for inspection reminder, or many more variations. Look under the social media tile to see the templates available to you.

DAVE IS KICKING  
BACK AND  
BARRACKING  
FOR HIS  
FAVOURITE TEAM  
INSTEAD OF  
STRESSING OVER  
PROPERTY  
MANAGEMENT.  
HE CHOSE THE  
PERFECT AGENT.  
Be like Dave.



We put you first

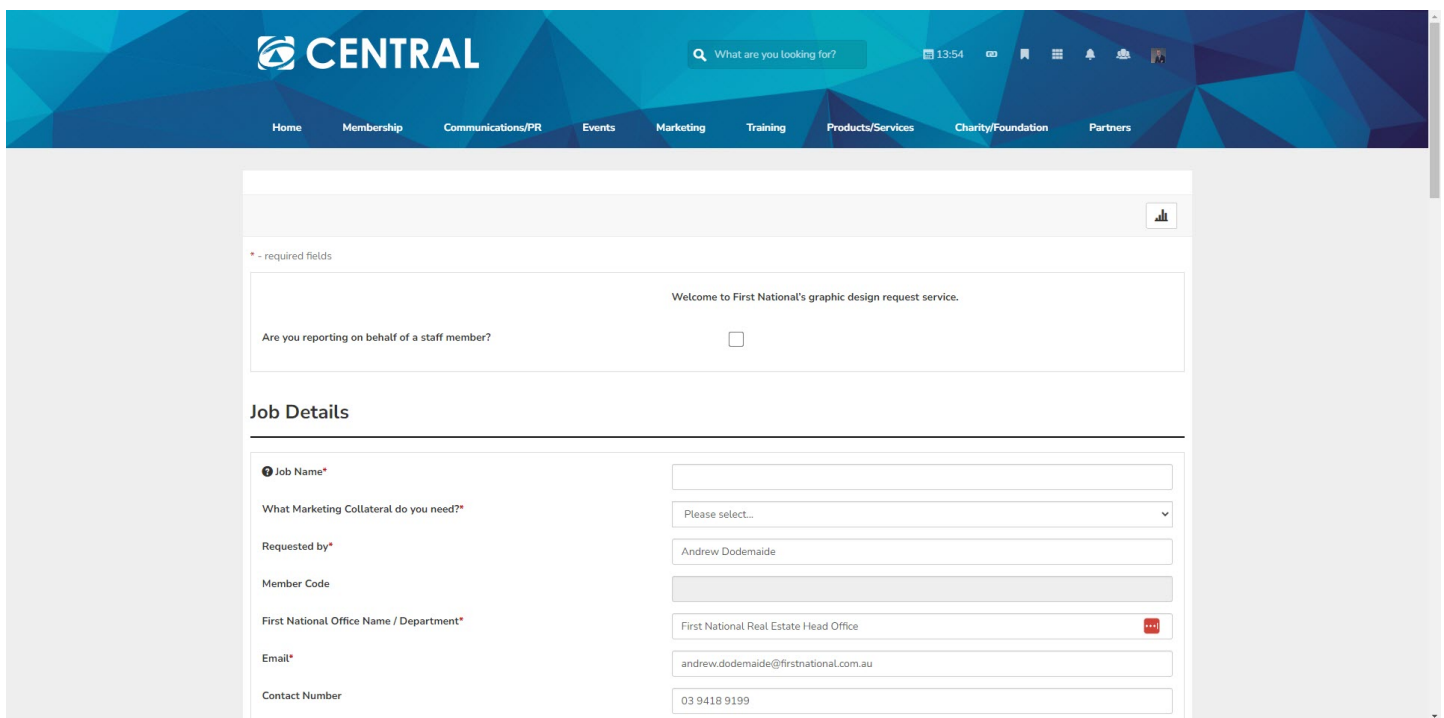
READY  
TO SELL?

TAKE ADVANTAGE OF OUR  
FREE APPRAISAL SERVICE.  
LET'S CHAT TODAY.



## Design Request

If you're looking for something a bit more personalised or specific, our design request system on FN Central allows you to tap into Head Office's in-house design team, as they can compile custom designs that fit your office and local area.



The screenshot shows the FN Central website interface. At the top, there is a navigation bar with the 'CENTRAL' logo, a search bar, and various utility icons. Below the navigation bar, there is a horizontal menu with links for Home, Membership, Communications/PR, Events, Marketing, Training, Products/Services, Charity/Foundation, and Partners. The main content area displays a 'Job Details' form. The form includes a welcome message, a checkbox for reporting on behalf of a staff member, and several input fields for job information. The fields are: Job Name\*, What Marketing Collateral do you need?\*, Requested by\* (pre-filled with Andrew Dodemaide), Member Code, First National Office Name / Department\* (pre-filled with First National Real Estate Head Office), Email\* (pre-filled with andrew.dodemaide@firstnational.com.au), and Contact Number (pre-filled with 03 9418 9199).

### How Can I Access The Design Request Form

1. Log in to [FN Central](#) with your username and password
2. Once logged in, select the 'Company Links' icon at the top right, and click Submit a [Design Request](#)
3. If you wish to view your previous design requests, you can do so under [Your Design Requests](#)

If you have any questions about submitting a design request, contact [support@firstnational.com.au](mailto:support@firstnational.com.au).

## Digital Checklist

In 2023, we launched our **Digital Checklist eBook**, an ongoing document that delivers **action points** that can help you bolster your digital presence and marketing strategy. Whether it be around responding to Google reviews, maximising the effectiveness of your Hyperlocal campaigns, or harnessing the power of Agent Elevate, we're giving you the steps to do exactly what we are suggesting.

The document is sent to a dedicated digital and marketing person in your office, with a step-by-step guide on how you can improve your online marketing TODAY. To access the eBook, click on the image below, and make sure to save it to your bookmarks.



## ListSMRT



First National Real Estate maintains a partnership with ListSMRT, a platform that harnesses the power of artificial intelligence to generate the very best in real estate copywriting, giving you the ability to create property listing descriptions in three easy steps:

1. **Enter the property address** - select this from the dropdown, after which general property information and features will pre-fill.
2. **Give ListSMRT a bit of context** - choose the property type, and give ListSMRT some more information around highlights and additional features.
3. **Review, polish, and publish** - take a look a look at the results, and make any edits that you see fit.

The team at ListSMRT have put together the below video, so that you can see just how easy it is to compile eloquently written property listing descriptions in minutes.

### [How To Use ListSMRT](#)

#### [How Can I Sign Up For ListSMRT Today](#)

1. Head to FN Central, and select the ListSMRT tile on the home page.
2. Opt to 'Try for Free' and sign up with your First National email address.
3. After your free trial period has ended, the ListSMRT team will be in touch about how you can access our exclusive pricing.

For more information on ListSMRT, simply email [info@listsmrt.com](mailto:info@listsmrt.com).

## Information Express

**Information Express makes YOU the expert in YOUR community, which will help to drive more sales, listings, and leases. It separates you from your competitors.**

Information Express is headlined by our blog series. These are articles that you can add to your website in three easy steps, that position you as a local area expert to your audience.

**Step 1:** When you receive an email with 'Information Express Blog Series' in the title, click on the image to download the word document, featured blog images, and social media posts.

**Step 2:** Upload the word document as a blog on your website. To learn how to upload a blog, click [here](#). If you're not with Zenu, contact your website provider for details.

**Step 3:** Once you upload your blog, advertise it on social media. We've provided posts you can publish. Make sure you add a link to your post for people to click through.

Below are just a handful of examples of the blog posts that we have compiled for you in 2024.

**Calling all retirees...**

*How do you get from here*

*to here?*

**first national**  
REAL ESTATE

*Ask us for our retirees selling guide.  
Contact us for details.*

**firstnational**  
REAL ESTATE  
We put you first

**2024**

**Australian Property Market**

**OUTLOOK**

Trends and Projections



 **firstnational** REAL ESTATE



NEW BLOG

# WHEN WILL THE PROPERTY MARKET FLIP FROM FALLING TO RISING?

Here are the 5 metrics to monitor.

 **first  
national**  
REAL ESTATE

[Click here to learn more about Information Express](#)