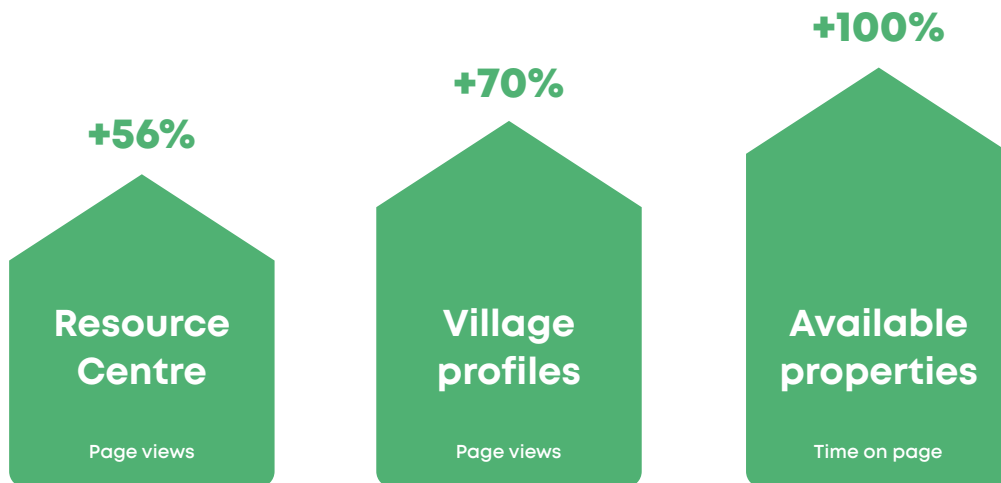




2021

Another year of outstanding growth



Source: Village Guide site metrics Google Analytics Jun-Nov 2021 vs 2020



- ✓ Destination for retirement planning
- ✓ Information and guidance
- ✓ Homes to buy

2022

A new and effective way to promote Homes for sale

January 2022 marks a significant step forward for Village Guide, with a whole new approach to presenting and promoting Homes for sale.

1

New clearer naming
'Homes for sale'.

2

Introduction of **Home for sale**
pages with videos, photos, floor
plans and more.

3

Redesigned search result pages
which include more prominent
operator branding.

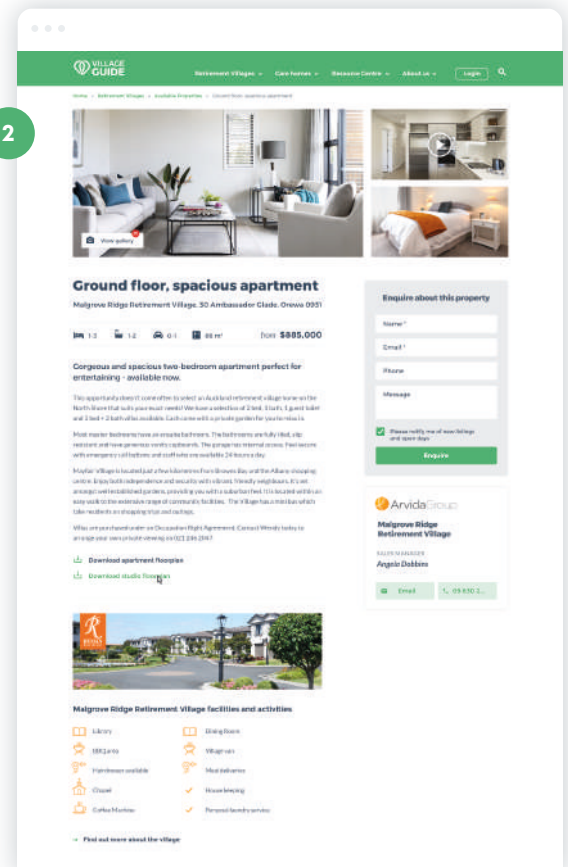
4

New product offerings known as
Boost and **Boost PLUS** for villages
who would like enhanced
exposure of their listings.



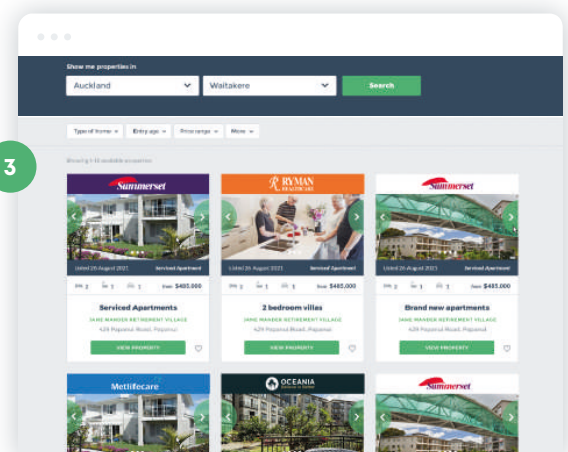
In 2022, promoting **Homes for sale** will become a core part of Village Guide's email strategy.

2



Property page

3



Homes for sale results page with increased branding.

2022 Homes for Sale

Pricing complements the subscription tiers

	Basic \$67 per month	Essential \$104 per month	Premium \$279 per month
Full profile page promoting your village with monthly report	✓	✓	✓
Display open days and events	✗	✓	✓
Priority order in search results	✗	✗	✓
Featured listing at top of search results	✗	✗	✓
Account management support	✗	✗	✓
Homes for sale listings		\$0 until July 2022	\$0 until July 2022
Listing with weekly report	\$225	\$200	\$150
Village branding on search results	✗	✓	✓
Access to promotional packages	✗	✓	✓

Prices are in NZD excluding GST

Introductory offer

Exclusive for our Essential and Premium subscribers we're offering a **100% rebate** on the cost of Homes for Sale listings until July 2022!

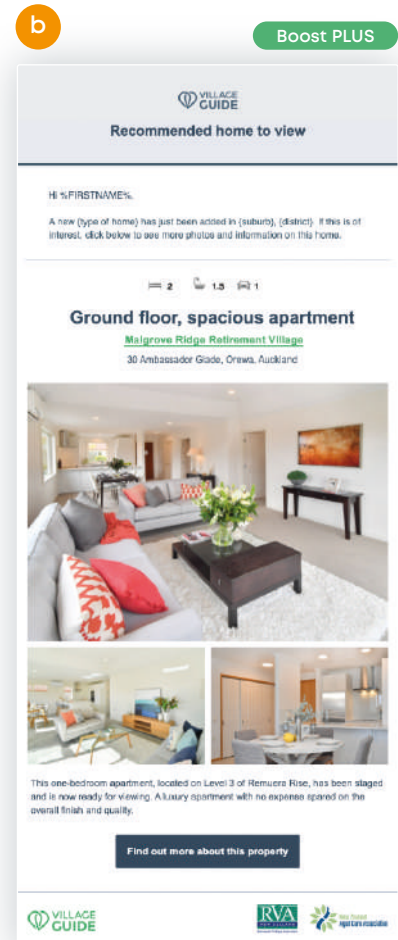
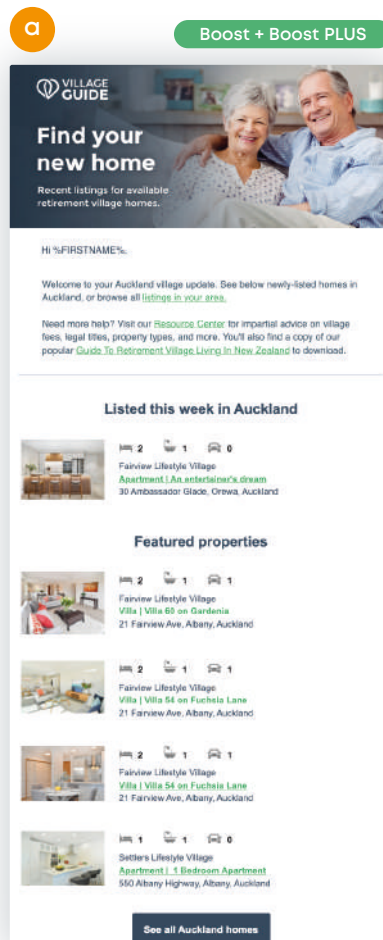
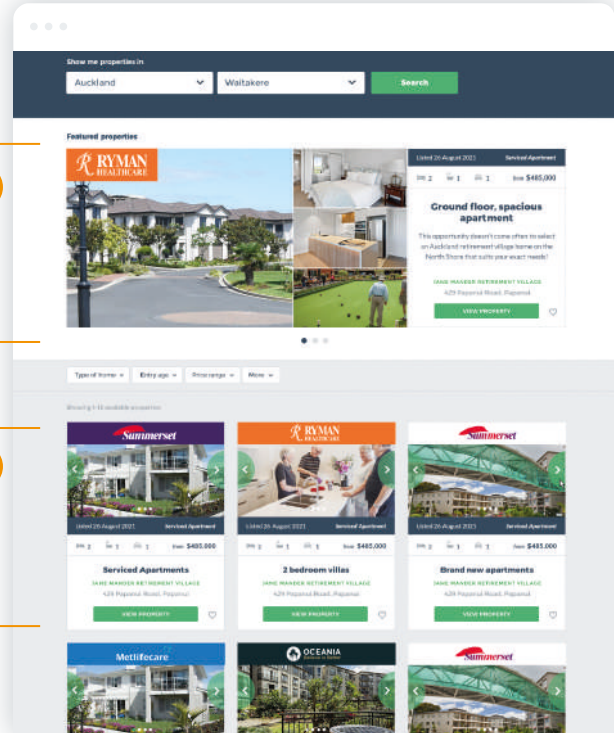
2022 Homes for Sale

Introducing Boost and Boost PLUS

Boost + Boost PLUS

Promote your homes to an engaged audience

- a Feature listing in weekly email
- b Exclusive email showcasing only your property
- c Showcase listing at top of search results
- d Refresh listing to top of search results



2022 Homes for Sale

Boost and Boost PLUS

Boost and Boost PLUS provide an opportunity to secure an advantage over other listings competing in the market. The key to the Boost concept is a dedicated 3 or 5 week campaign.

	Boost \$349	Boost PLUS \$549
Feature listing in weekly email	3 weeks	5 weeks
Exclusive email showcasing only your property	—	Emailed to regional database
Showcase listing at top of search results	3 weeks	5 weeks
Refresh listing to top of search results	Once	Every week

Prices are in NZD excluding GST

Boost 3 week campaign

Week

1

2

3

Feature listing - weekly email

Showcase carousel

Refresh listing

Boost PLUS 5 week campaign

Week

1

2

3

4

5

Feature listing - weekly email

Showcase carousel

Refresh listing

Exclusive email

2022 Homes for Sale

Questions and answers

When will these changes be released?

Both the updated designs and new products will go live on Monday January 31st.

What happens to my current available property listings?

All currently listed available properties will be given a Homes for sale page. Photos and descriptions will be pulled across to create these pages from what you've already loaded to the portal. Village Guide's team will be on hand to support this process.

How can I measure ROI from listing my properties?

Together with this release, we have created a new report with data specifically about your homes for sale. This will allow you to see impressions, pageview, enquiries and a number of other key metrics to accurately measure the return on your advertising spend.

Village Guide – the digital choice for Retirement Villages

When it comes to advertising homes for sale there are many options, both print and digital, and whilst digital has become the media of choice, choosing the right platform is critical.

Village Guide is not a generalist that just happens to feature retirement homes for sale. Village Guide is a specialist destination of choice for the target audience you are looking to engage, it delivers rich background information that's credible, up-to-date, and valued by the target audience – an audience that comes for knowledge and guidance and stays to make informed decision for this important life changing time.

We are proud to have been supporting the retirement industry for over 6 years and we are looking forward to another successful year in 2022.