OWNER MARKETING PACKAGES

PublicSquare

Managed Lead Generation Campaigns for Rent-to-Sell

List your rental on PublicSquare for free, or add a paid campaign to reach more renter-buyers near your home. One fixed price, paid upfront, mostly spent on ads. Your property manager keeps running inspections, applications and the tenancy.

THE PACKAGES

	Free $0	Boost $890 + GST	Local $1,950 + GST	Priority $3,500 + GST
Portal listing Seen by registered homebuyers on PublicSquare	✓	✓	✓	✓
Public listing page With a shareable link and QR code	✓	✓	✓	✓
Printable brochure A one-page brochure for your home, ready to print	✓	✓	✓	✓
Paid ads On the PublicSquare Meta page (Facebook & Instagram)	–	14 days, your suburb	30 days, your suburb	60 days, suburb + 2 nearby
Ad spend The amount spent directly on Meta ads	–	$600	$1,500	$3,000
Weekly picks Our weekly email to homebuyers in your suburb	–	Featured once	Featured once	Every week of the campaign
Ad creative	–	Photo ads	Photo ads	Photo + video, refreshed
Photography package See below	–	Optional	Optional	Optional
Expected leads Estimates only, not guaranteed	**0–10**	**10–20**	**25–50**	**50–100**

Photography package

$599 + GST, all-inclusive

Add to Boost, Local or Priority, anywhere in QLD and NSW. Shot by our photography partner before ads start, so your campaign launches with the best images.

- Professional photos and aerial drone images
- Virtual tour and floor plan
- Virtual staging of up to 3 rooms

Good to know

- **Leads:** ranges use our target of about $30 a lead. Results vary by location and home.
- **Let early?** The campaign stops, with no refund or credit.
- **Flat fee:** not linked to the rent, the price or whether a Contract is signed.
- **Multiple homes:** 15% off each paid package when you list 3 or more homes at once.
- **Tax:** advertising costs to lease a rental are generally tax deductible. Check with your accountant.

PublicSquare acts only for homebuyers, as their buyer's agent. Buying a package does not make you our client: we don't act for you, take no commission from owners on any sale or lease, and always negotiate in the homebuyer's best interests. Homebuyers are told about owner-funded advertising in their Appointment.

Prices in AUD. Lead ranges are estimates, not a promise of enquiries, applications or a tenancy. Ads run under Meta's advertising policies and Meta controls delivery. Full terms are in the Marketing Package Agreement. General information, not financial, legal or tax advice. Prices as at November 2026 and subject to change.