

OPERATING STANDARD

Contact **And** Marketing Policy

This policy keeps Private Buyers contact professional, permission-led, and easy to stop. It separates practical enquiry replies from future commercial electronic marketing.

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STATUS	Operating policy
OWNER	Private Buyers
USE	Operational document; not legal, valuation, tax, lending, building, or financial advice



Contents

Use this page to jump to a section inside the PDF. The document is written as an operational guide, not legal, tax, valuation, building, lending, or financial advice.

Enquiry Replies	3
Consent For Marketing	3
Identity And Unsubscribe	4
Paid Ads And Retargeting	4

Click any item to navigate directly to that section.



OPERATING STANDARD • 01

Enquiry Replies

Replies to website enquiries, direct emails, or referral follow-up must identify Private Buyers clearly and explain the relevant timeframe: property enquiries normally receive a clear first response within 48 hours; general questions may take up to 5 working days.

Owner-facing replies must not show a personal Gmail sender and must not include private investor-margin strategy.

If a message moves from general enquiry to property review, ask the sender to use the detailed enquiry path or reply with authority, permission, property details, and privacy confirmation.

- Use an approved sender identity.
- Include privacy and owner-information links where relevant.
- Do not make a valuation, agency, legal, financial, or guaranteed-buyer promise.

OPERATING STANDARD • 02

Consent For Marketing

Commercial electronic messages with a New Zealand link can be sent only where there is a consent basis. Consent may be express, inferred, or deemed depending on the circumstances, but Private Buyers must keep a record of the consent source before using a person for marketing.

A property enquiry allows practical follow-up about that enquiry. It does not automatically become broad promotional mailing consent unless the person has agreed to that.

Retargeting or lookalike audience use needs a deliberate privacy check because source data may have been supplied for a property review, not broad advertising.

- Record who consented, when, how, and what channel/source captured the consent.
- Do not use harvested address lists.
- If unsure whether a message is commercial marketing or transactional follow-up, treat it conservatively.



OPERATING STANDARD • 03

Identity And Unsubscribe

Commercial marketing messages must identify the sender and provide contact details that remain accurate for at least 30 days after sending.

Where a marketing unsubscribe is required, it must be clear, free, reliable, and actioned within 5 working days.

Treat stop-contact requests about owner enquiries at least as seriously as marketing unsubscribes, even if the original message was transactional rather than promotional.

- A simple reply-to-stop line can work where automation is not yet in place.
- Keep a suppression list for stop-contact and unsubscribe requests.
- Respect stop-contact requests even where the original message was not a marketing campaign.

OPERATING STANDARD • 04

Paid Ads And Retargeting

Facebook, Instagram, Google, and other paid ads must drive owners to a source-tagged enquiry page or lead form that collects enough property context to filter serious opportunities.

Digital ads must not use QR-first layouts. Use sharp HTML-rendered creative, clear claims, source-tagged URLs, and practical privacy/permission language at the form stage.

- Use platform-native lead forms only with higher-intent review steps.
- Avoid cheap accidental leads by asking for property details, authority, timing, price expectation, and photos where available.
- Track source codes and cost per possible-fit lead, not just cost per raw lead.

