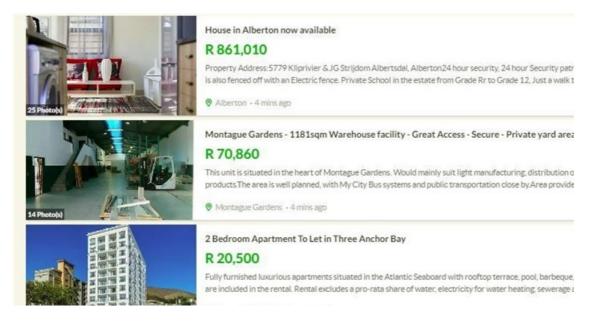


Gumtree SA offers free, unlimited listings for property agents

As of 1 July, professional real estate agents will be able to list unlimited properties on the Gumtree SA website for free.



Property agents previously had to pay a monthly subscription to utilise Gumtree's professional tools, which enabled the posting of multiple listings on the site. To take up the offer, agents will need to work with one of Gumtree's integration partners including Prop Data, Entegral, Fusion, Webbox and others. Bump-ups and features, for increased visibility, will still need to be purchased as usual.

Professional property advertisers, who do not make use of the third-party feed provider services, can still list on the frontend of the site at no charge.

"While the Covid-19 pandemic has dramatically suppressed activity and the ability to trade, property practitioners can now significantly boost leads ahead of a return to trading conditions. Sellers, buyers, landlords and tenants also all stand to benefit from the increased exposure," says Barrie Swart, head of operations at Gumtree.

While Covid-19 factored into the decision to allow free posting, listings will remain free for the foreseeable future, even post-lockdown.

For more, visit: https://www.bizcommunity.com