

Upside Partner Program FAQs

What is Upside?

We're an Australian owned and operated fixed fee real estate agency. We have local agents throughout Sydney, Melbourne, Canberra and Brisbane that provide everything you would expect from a real estate agent, plus much more. We keep our overheads low, so vendor savings are high. Our fixed fee is \$8,900 and an extra \$400-\$700 (depending on location and auctioneer) if the seller choose to auction their property. Vendors pay an engagement fee of \$2,900 when they sign with us, but that's it. They only pay the balance when we successfully sell their home. There's also no hidden costs for marketing or open homes, everything is included.

What does it cost to sell with Upside?

Upfront - \$2,900

When the property sells - \$6,000 (plus extra \$400-\$700 for auction)

If the property doesn't sell only the upfront part is paid

What is the Upside Partner Program?

The program allows organisations or individuals to refer potential vendors to Upside and receive a payment if that vendor sells their property with Upside.

How do I earn money?

If you refer a prospect to Upside via your unique referral link who subsequently requests a property appraisal, lists and sells their property, upon settlement you will receive a \$1,000AUD referral fee. We request to produce an invoice showing an ABN. If you are unable to produce an invoice, you will receive a Coles Group and Myer Gift Card. There is no upper or lower limit to number of referrals so if you refer one vendor whose property settles, you get \$1,000 and if you refer a hundred you will receive \$100,000.

What is the best way to refer someone to Upside?

Direct them to your unique Upside referral link and then have them request and book an appraisal. You can share your referral link with them directly or implement a banner on your website, on your social channels or in your emails that links to your unique URL.

How do I get my referral link?

This URL was included in your sign up email and will look something like this

<https://upside.com.au?ref=nickholden> with your unique ref code.

It can also be found on the tapfiliate website (<https://upside.tapfiliate.com>) by logging in and clicking 'Assets', the URL (referral link) can be found at the top of the page.

What creative do you provide to help promote Upside?

Within Tapfiliate we have included display banners (various sizes), Facebook banners and YouTube videos. If you have anything specific that you want to use please get in contact with me (piotr@upside.com.au) and I will see what I can do.

When do I get paid?

For the Partner to be eligible for the referral fee the following conditions must be met;

- The Partner must have signed up via <https://upside.tapaffiliate.com>, have been approved as a Partner and received a referral link which is used by the Prospect,
- The Prospect must request an appraisal through the referral link sent to them by the Partner.
- If the Prospect later requests an appraisal via another channel within 2 weeks of clicking on the customised link, the referral fee is still triggered
- The Prospect must own the property, list that property for sale with Upside and make the upfront payment of \$2,900 within 90 days of initial appraisal request,
- Have their property reach settlement.

Once these conditions are completed, the Referral Fee will be issued within 60 days of settlement to the value of \$1,000AUD. At the end of the month of settlement we inform the Partner how much they are owed. The Partner will then be requested to either produce an invoice showing their registered ABN for payment, or if they are unable to provide an invoice, they will receive their Referral Fee of \$1,000 in a Coles Group and Myer Gift Card.

What are the rules linking a referral to my account?

After clicking on your referral link, on the same device the referral must request an appraisal or property report within 2 weeks, after 2 weeks the association to you disappears. However if they click your link again the 2 weeks will start again.

Once the property enters our database from clicking your link they will be associated to you. If the referral already exists within our database, payment changes based on the below rules.

Previously entered into the database in the 3 months prior to referral – no referral fee

Previously entered our system 4-12 months ago – 50% referral fee

Previously entered our system more than 12 months before referral – full referral fee

How do I know how I am performing?

The Tapaffiliate dashboard provides click statistics as well as appraisal requests which is the first step to a vendor listing with Upside. If one of your referrals lists and then settles with Upside you will be informed via email.

What service does my referral receive?

Vendors are assigned their experienced local Upside agent to manage the sale of their property. They, along with their support team, will be there every step of the sale process, from property appraisal to preparing the home for sale. This includes developing advertising materials, running open homes, negotiating with potential buyers and most importantly, the sale. The service also includes professional photography, brochures and a signboard, along with advertising on Domain, Realestate.com.au and our website Upside.com.au. You can be confident that your referral is receiving the best possible service whilst only paying a fixed fee.