



Little Pink Book Service Directory Advertising Media Kit

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WHY THE “LITTLE PINK BOOK” FROM PROPERTY WOMEN?

Here's what *Business Week* had to say...

While both sexes still use social networking sites in huge numbers, women are the ones holding down the fort. Women's behavior online is...more relationship-driven. They spend more time on social networks building relationships, communicating with friends, and making new friends...And because they use social networks to be social, a dollar spent marketing to acquire a female user goes a lot further than on a male user.

Thanks to these realities, expect social networks of the future to keep catering to women... Just take a look at sites... clearly targeting young women, down to the fact that they're designed with... purple and pink... littered with glitter, and almost exclusively adorned with pictures of women... companies do have a few niche... applications that target men, but the fact [is], women rule this space.

-Business Week, Special Report, May 19, 2008

WHAT IS THE “LITTLE PINK BOOK?”?

The “Little Pink Book” is the exclusive, qualified service directory that Property Women. www.PropertyWomen.com.au makes available to its community of members.

A listing in the “Little Pink Book” means that advertisers have expertise in marketing and serving women real estate investors, and have agreed to abide by high standards of professionalism and service as outlined by Property Women.

WHY ADVERTISE AND AFFILIATE YOURSELF WITH PROPERTY WOMEN.COM

Property Women is the premier real estate networking site for women throughout Australia and New Zealand.

Founded in 2006, Property Women has over 15,000 registered members and currently has around 7000 unique visits per month and growing.

Property Women ties its ranks of growing members together through community-building efforts in the form of newsletters, events and educational seminars.

These activities, together with offerings such as “the Little Pink Book,” reinforce the idea that, “Property is a Girl’s Best Friend.”

The “**Little Pink Book**” gives members a tangible list of recommended trades people they can reference and work with in order to achieve their goal of financial independence through real estate.

Conversely, “Little Pink Book” enables real estate professionals to tap into this community of Property Women.

Real estate agents, buyers’ agents, property managers, lawyers, spotters, financiers, reno trades people, and others in the property business who are committed to providing excellent service are ideal candidates for listings in “the Little Pink Book.”

MORE COMPELLING FACTS ABOUT WOMEN IN REAL ESTATE

20% of all real estate purchases are made by a woman as sole decision maker, up 50 percent during the past eight years, with this statistic trending upwards.¹

Women decision makers are the second largest group when it comes to independent residential real estate investing, second only to investors who are married couples.²

Women are the heaviest users of online social media to network and to connect with other professionals...ultimately making the investment of marketing dollars towards these venues a wise decision.³



Contact advertising@propertywomen.com.au to organise your listing.

¹ Source: [Fast Takes: Ideas & Trends](#), Realtor.org

² Source: [More First-Time Buyer Entering the Market](#), Realtor.org

³ Source: [Targeting Women? Better Be Networking Online](#), Realtor.org

PRICING INFORMATION

Your Logo	Details of your business	Testimonials	Price*
Economy Listing Your (no Logo)	Details of your business	Testimonials <i>N.B. for Referred businesses this option is free for a limited time only.</i>	\$19.95pm <i>(Size 400 x 60)</i>
Value Listing inc Logo 	Example: Property Women provide independent education, inspiration, information and association for women www.Propertywomen.com.au	"Practical, down to earth, easy to understand information that I was able to apply straight away. Absolutely invaluable!" J.H., Qld	\$29.95pm <i>(Size 400 x 120)</i>
Premium Listing Get ATTENTION! 	Plenty of room for lots of information here. You're bound to get noticed, especially as you'll be at the top of the listings	Plenty of room for a great testimonial ... Or perhaps 2, Or include special offers with this listing.	\$39.95pm <i>(Size 400 x 240)</i>

* Prices are inclusive of GST. Payments are made by direct debit to credit card only, paid monthly in advance. To cancel a listing, one-month's notice in writing is required. Changes to existing advertisements incur a \$30 Administration fee. Refer to 'The Important Fine Print' below for terms and conditions.

Contact advertising@propertywomen.com.au to organise your listing.

THE IMPORTANT FINE PRINT

Property Women (Prosperity Productions Pty Ltd, its Directors and authorised associates) have the right to accept, refuse, or expel any advertisers in the [Little Pink Book Services Directory](#).

ADVERTISERS IN THE "LITTLE PINK BOOK" MUST...

Exhibit High Professional Standards

- **Be Reliable:** Keep your appointments and be punctual. Give notice of any issues in relation to the service/products you are supplying as soon as possible to avoid disappointments and dashed expectations.
- **Exhibit** a respectful and courteous manner at all times. This includes your staff!
- **Provide Excellent After-Sales Service.** Make sure you thoroughly and professionally seek to rectify any issue that your customer may raise as soon as possible.
- **Costing:** Provide justifiable, reasonable and competitive pricing of goods and services.
- **Exhibit:** a high standard of workmanship
- **Materials:** Make sure the materials you use are the same ones as agreed with your Property Women customer. Quality control your materials and products and fully disclose how things are priced.
- **Staff:** ensure all staff members are competent and qualified. They should understand and be able to agree to this **Code of Conduct**.

ADVERTISERS IN THE "LITTLE PINK BOOK" ALSO MUST...

Abide by the principles of Clarity and Transparency

- **Full disclosure:** When you give your Property Women customer a quote for a job, make sure she understands all specific details of all agreements/contracts she is entering into.
- **Clear explanations:** Explain terms and conditions in simple, easy-to-understand terms. Avoid jargon. For example, relate all fees and charges including what is optional and what is additional or simply "recommended."

- **Provide Customer feedback:** Maintain verifiable testimonials from satisfied customers available for viewing by potential customers.

FAILURE TO ABIDE BY CODE OF CONDUCT

- If a listed business or any of its employees fails to abide by the Code of Conduct, it will be removed from the directory. This will be done at the discretion of Property Women to protect the reputations and interests of our other advertising members.
- In the event a complaint is made from a member regarding breach of the code of conduct, the advertiser may have the right of reply before being expelled from **Little Pink Book Services Directory**.
- In the event that the code of conduct is breached and the listing removed, further direct debits will also be cancelled.

IMPORTANT INFORMATION

The Advertiser or any Advertising Agency on its behalf, upon and by lodging material with **Little Pink Book Services Directory** for publication, shall be taken to have authorized or approved of the publication of such material and:

- **Acknowledges** that it has examined the material for the purpose of determining whether it contains any defamatory matter or constitutes slander of title, infringes any trademark, constitutes the torts of passing off or unfair competition or a breach of copyright or breach of any provision of the Trade Practices Act 1974 (Australia) or the Fair Trading Act 1986 (New Zealand);
- **Indemnifies Little Pink Book Services Directory**, its servants and agents against all liability, claims or proceedings whatsoever arising from the publication of the material and, without limiting the generality of the foregoing, liability for defamation, slander of title, infringement of trademark, passing off, unfair competition, invasion of privacy, breach of copyright or breach of any provision of the Trade Practices Act 1974 (Australia) or the Fair Trading Act 1986 (New Zealand); and
- **Warrants** that the material complies with all relevant laws and regulations, that its publication will not give rise to any agents, and that the **Little Pink Book Services Directory** may rely on the above acknowledgment that the material has been duly examined without need for further inquiry.