

# Agent Advertising & Area Representation Policy

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For Arizto Staff & Contractors

# Agent Advertising & Area Representation Policy

## Purpose

This policy defines the correct use of Arizto branding in advertising and clarifies our company-wide stance on area ownership. It exists to protect the integrity of the Arizto brand, prevent public misrepresentation, and promote professionalism across shared markets.

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## 1. Brand & Identity Representation

### Arizto is a National Company

Arizto operates as a **centralized, remote-first real estate company** with no physical branches or local franchises. All agents are **independent contractors** under a single national brand.

### Prohibited Representations

Agents must not suggest they own or operate a local "branch," "office," or "division" of Arizto. This includes:

- Facebook page names like **"Arizto Palmerston North – John Smith"**
- Business cards listing **"Arizto Queenstown Branch"**
- Emails or signage referring to **"The [Town] Office of Arizto"**

These formats imply franchise rights or local ownership, which contradicts Arizto's national business structure.

### Acceptable Formats

Branding that correctly indicates affiliation without implying ownership includes:

- **"John Smith – Arizto Palmerston North"**
- **"Palmerston North Real Estate – Arizto"**
- **"Licensed Salesperson – Arizto"**
- **"Jane Doe | Arizto Agent – Auckland"**

## 2. Use of the Arizto Logo & Brand Guidelines

Agents must use only **approved branding assets** provided by the company. All marketing must comply with Arizto's visual identity standards:

- Do not alter logos (no cropping, stretching, recoloring)
- Do not use outdated or unofficial versions
- Maintain clear space and sizing rules as per brand guidelines

Assets are available via the Marketing Team or the Arizto Media Kit. - If you have any queries regarding the brand/guidelines you can email [design@arizto.co.nz](mailto:design@arizto.co.nz)

## 3. Area Representation & Territory Rights

### No Exclusive Area Ownership

Arizto does not grant exclusive rights to any suburb, town, or region. All agents may operate **freely in any location** across New Zealand, regardless of their home base.

This means:

- Agents cannot claim to "own" or have "exclusive rights to" any area.
- Marketing may **highlight local expertise** but must not imply territorial control.

Example of acceptable:

"Specialising in Wellington's southern suburbs with Arizto."

"Your local Palmerston North Agent."

Example of non-compliant:

"Arizto's Exclusive Agent for Wellington"

"Arizto Nelson"

### Lead Allocation

Lead distribution is handled under the **Agent Lead Classification & Responsibilities Policy** and is not determined by agent proximity or history in a specific area.

## 4. Signage Standards

## Approved Signage Only

All signage must:

- Use Arizto's approved brand assets, logos, and colours in accordance with company brand guidelines.
- Be sourced through Arizto's **approved supplier** for **For Sale signboards**.
- Be professionally produced for **additional coreflute signage** (e.g., Open Home, Auction, Viewing Times, Address Labels).

**Handwritten additions, paper signs, laminated sheets, or cardboard signage** are strictly prohibited under all circumstances.

## Installation Requirements

- Be professionally
- **Open Home directionals** must be installed using **approved metal stakes**.
- **Wooden stakes** or makeshift supports are **not permitted**.
- All signage must be **professionally installed** and presented to a high standard.

## Maintenance & Appearance

- Be professionally
- All signage must be kept **clean, free of graffiti, damage, or excessive wear**.
- **For Sale signboards:**
  - Damage caused by **graffiti, vandalism, weather, or wear and tear** will be replaced at the **company's expense**.
- **Coreflute signage** (e.g., Open Home, Auction, Viewing Times, Address Labels):
  - Damage caused by **graffiti or vandalism** may be replaced at the **company's expense**, subject to **case-by-case approval**.
  - Damage or deterioration from **normal wear and tear** or **long-term use** is the **contractor's responsibility** to replace at their own cost.
- The company reserves the right to refuse covering the cost of replacement coreflute signage at its sole discretion depending on the nature of the damage and usage history.

## Timing for Open Home Signage

- **Installation and removal of Open Home signage** must fully comply with **local council bylaws** at all times.
- Unless otherwise restricted by council regulations:
  - Open Home signage should not be installed more than **48 hours prior** to the event.
  - All Open Home signage must be **removed at the conclusion of the open home** on the same day.

It is the agent's responsibility to ensure full compliance with all applicable council bylaws regarding temporary signage placement, duration, and removal.

## 5. Shared Market Etiquette

Multiple agents may operate within the same suburb or town. Arizto expects all agents to act with **professionalism and collaboration** when engaging in overlapping territories.

Agents are encouraged to:

- Maintain open communication and avoid public disputes.
- Refer clients or collaborate on listings where appropriate.
- Represent Arizto's brand values of unity and service-first mentality.

## 6. Compliance & Enforcement

Failure to comply with this policy may result in:

- Immediate takedown of non-compliant advertising
- Removal of unauthorized branding
- Written warnings
- Termination of contractor agreement in repeated or severe cases

The **Business Support Manager** and **Marketing Team** will oversee adherence and provide support where needed.

## Questions or Pre-Approvals

Agents unsure about specific language, design, or naming conventions should consult their **BSM** or the **Marketing Team** before publishing.

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*For any questions or clarifications regarding this policy, please contact the Chief Operations Officer.*