



A Smarter Way To Sell.

Dulcie Ellis

027 629 3260

dulcie.e@arizto.co.nz

Arizto Ltd. Licensed REAA 2008



Say Hello To Dulcie Ellis



Bringing Smarter Real Estate
to **Ashburton**

Dulcie Ellis

027 629 3260 | dulcie.e@arizto.co.nz





Get To Know Me

Your local **Arizto Salesperson!**

Dulcie understands that buying or selling a home is not just a transaction, but a deeply personal and emotional journey, and she's there every step of the way to offer both expert guidance and heartfelt support. With nearly nine years experience in the mid Canterbury district, Dulcie Ellis has established herself as a passionate and dedicated real estate professional.

Having lived in the area for more than three decades, Dulcie's deep-rooted connection to the area gives her unparalleled insight into the local market. Her journey in real estate began in 2016, and since then, she has become a trusted advisor, known for her honesty, transparency, and unwavering support for her clients.

Her approachable and friendly demeanor, combined with her market expertise, makes her stand out in the industry. Clients appreciate the genuine relationships she builds, making what could be a stressful process feel like a collaborative and enjoyable experience.

Dulcie understands that buying or selling a home is not just a transaction, but a deeply personal and emotional journey, and she's there every step of the way to offer both expert guidance and heartfelt support.

If you're thinking real estate, think Dulcie Ellis. With a track record of excellence, client testimonials that speak for themselves, and her commitment to helping people achieve their real estate dreams, Dulcie is the professional you can trust to deliver on her promise: Dream, Vision, Result™

Scan here for
more information



My Recent Sales

Delivering results that **speak for themselves.**



4 Filey Place,
Allenton



11 Country Place,
Ashburton



56 Ashbury Drive,
Ashburton



101 Princes Street,
Ashburton



20 Osborn Grove,
Allenton



15 Smitheram Street,
Allenton



4 Willow Street,
Ashburton



9 Adams Street,
Ashburton



139 Trevors Road,
Ashburton



45a Peter Street,
Ashburton



62 Elizabeth Street,
Allenton



212 Walnut Avenue,
Ashburton

Real Feedback. Real Confidence.

Success, from those who made **the smarter choice.**

**A difficult path navigated
by a calm professional.**



Dulcie has a visible passion for real estate. She communicates with efficiency and confidence and her knowledge of the market is reassuring. We had a tricky sale which Dulcie handled well, going above and beyond to ensure its success. We were a little worried at first about Ariztos online platform but would now totally recommend their services. Negotiations were easy and stress free and the price was way more reasonable than others out there. An all round good experience.

- Amanda & Sean

**Excellent communicator that
goes the extra mile.**



Dulcie was a pleasure to deal with and went the extra mile to help us with our recent purchase. She ironed out any issues and dealt with them promptly. Her knowledge and all documentation she provided us was to a high standard. Dulcie made us feel very comfortable through the whole process as we all know how stressful real estate can be. Thanks for much for getting us over the line and sealing the deal. Any one having doubts give Dulcie a call and go from there.

- Mel & Andrew

Selling of my Property.



Dulcie selling my property was professional and very friendly to deal with, Highly recommend in selling your Property.

- David

**Outstanding person who listens,
understands & cares about you.**



From the time I first met Dulcie we were on the same page. At no time did she attempt to bluff or bewilder me with reality of the housing market so I felt I could have full confidence in her. That confidence has paid off and I could not be more delighted that I chose Dulcie Ellis to sell my property.

She was very professional throughout. Her market knowledge is undoubted together with her personal caring nature in demanding the best for her client.

- Gloria

Scan here for
more reviews



The Arizto Difference.

Smarter Real Estate. **Smarter Results.**

Selling your home is one of life's biggest decisions. At Arizto, we've redefined real estate to give you everything you need for a seamless, successful sale without the stress, the hidden extras, or the inflated fees.

Founded in 2018, Arizto is proudly 100% New Zealand owned and built on a vision to make real estate smarter, fairer, and more transparent. Since launching, we've grown to become one of New Zealand's top agencies, with thousands of sales nationwide, award-winning innovation, and a reputation for putting our customers first.

We combine premium marketing, fairer pricing, and smart technology to create a model that works harder for you. Every listing is powered by a local licensed salesperson, supported by our national team and our purpose-built technology platform.

With no upfront costs and no sale-no fee, you can move forward with confidence knowing Arizto has transformed the way Kiwis are selling properties.

“Others say we are ‘cheap’, actually
we're just smarter!”

- JAMES BAILEY, FOUNDER & MD



Arizto At A Glance.

Not just the smart kid on the block.

100%

Kiwi owned

6th

Largest real estate company in
New Zealand, and fastest growing*

*Based on live listing count on Trade Me.

3500⁺

Homes sold last 12 months

48%

Sales growth in a market
that has shrunk 4%

2 out of 3

Properties listed are sold

400⁺

Talented salespeople nationwide

400

Homes sold a month on average

1 in 20

Homes sold in NZ are sold by Arizto

Our Arizto Offering.

Everything you need to go **live & get sold!**



Premium Marketing.

Excellent value at **no upfront cost!**

Fantastic value to get you live and seen by your buyers whilst not paying anything until we sell your property.

Platinum Upgrade on Trademe



Standard Packages on the other websites



Media Marketing Package



Photography
Interior & exterior



Videography
Cinematic video



Twilight
Digitally edited



Aerial
Drone photos & video



Floor plan
Interior layout

Seller's Interface



Arizto App / Vendor's Dashboard
View offers, feedback & performance of your home.

Listing Package



Rental Appraisal
Weekly estimate



For Sale Sign
Large signboard

A full breakdown of the elements can be found on next page.

What's Included In Our Offering?

A breakdown of what **every listing receives.**

Category	The Breakdown
NZ's Real Estate Websites/Portals	Trade Me Platinum Realestate.co.nz OneRoof Arizto Hougarden Homes.co.nz
Photography Videography Twilight Aerial Floor Plan	Full property coverage Cinematic property video Key property photos with twilight editing Drone footage to show property scale* General layout of property for display
Signage Rental Appraisal	Large standard For Sale signboard Market estimate of weekly rent
App/Dashboard	The Arizto app & dashboard to provide vendor access to viewings, feedback, offers, listing insights and messages.
Cost to Vendor	Nothing upfront, nothing at all if the property doesn't sell. When sold - Final price as per pricing zone.**

* Drone may be restricted in some instances due to council no fly zones

** Plus an Admin Fee of \$650 ^{+GST} | Plus the Commission

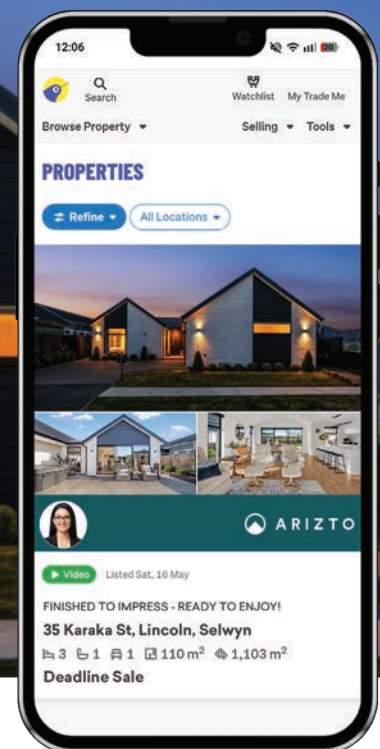
Exposure Where It Matters.

Your listing shown on NZ's **Top Real Estate Websites**

To ensure we maximise buyers seeing your property, you will get exposure on the below key websites. Trademe being NZ's leading website will have the Platinum exposure, bringing an array of excellent benefits to increase exposure.



Unrivalled exposure with
Trademe Platinum.



Smart Tech Advantage.

Stay informed **at every step.**

Our Arizto seller dashboard and app put you in control, giving you complete visibility of the sales process at every stage.

Track Progress

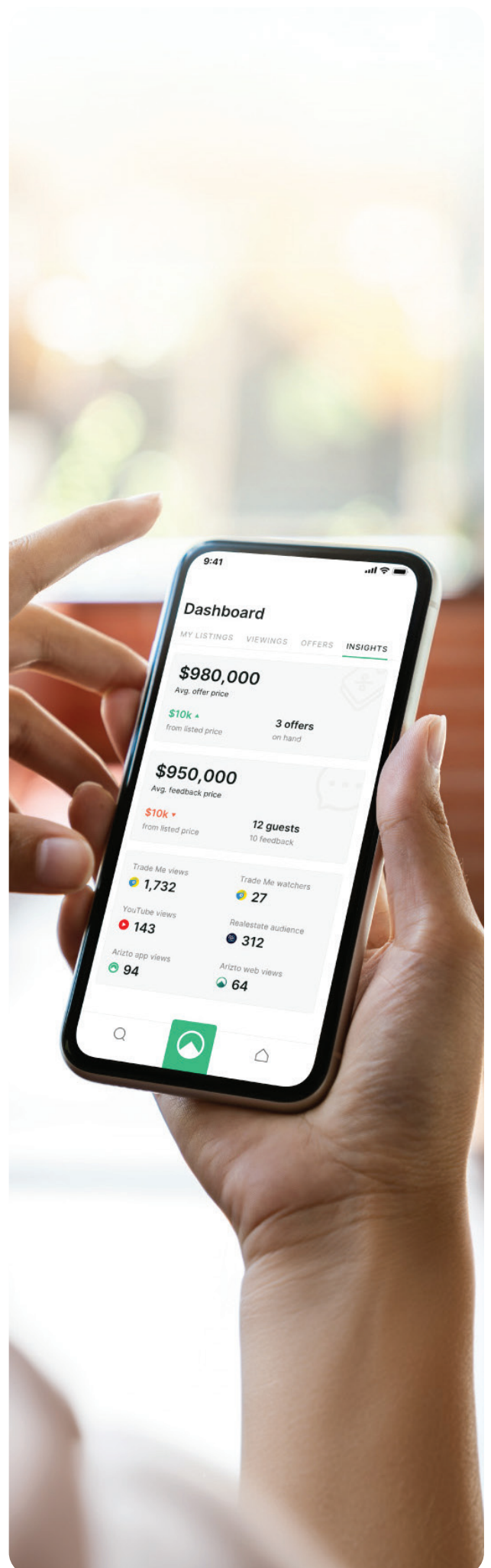
- Easily follow the journey of your sale, with a clear view of what's already been completed and what comes next.

Access Documents

- All of your contracts, reports, and key information are stored securely in one place, ready to view, share, and digitally sign wherever you need.

See Feedback and Offers

- Receive real-time buyer feedback and view offers the moment they come in, so you're always informed and never left waiting for updates.





Photography, Video And Floorplan.

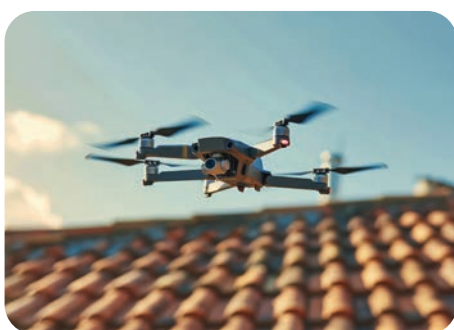
Professional imagery that **highlights your home.**

We believe that having full coverage photography is essential in highlighting a home and offering buyers transparency.

A property floor plan layout is also essential for online viewers.



✓ 20+ photos



✓ Cinematic video

✓ Aerial imagery



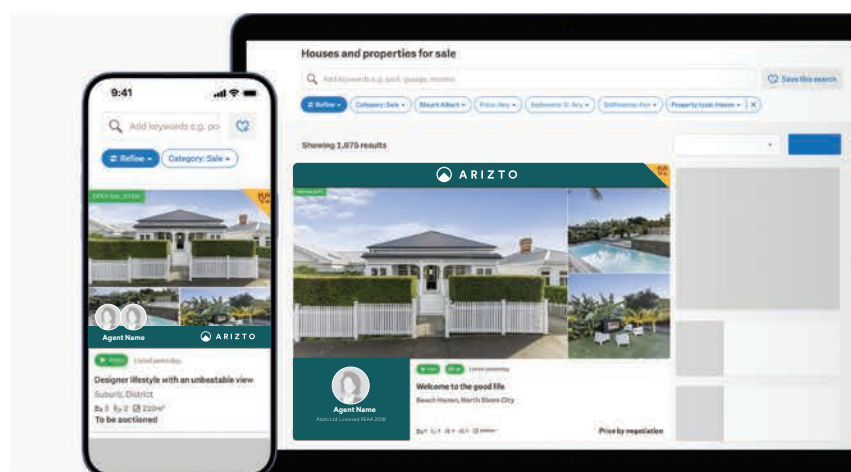
✓ Property floor plan

Drone may be restricted in some instances due to council no fly zones.

Trade Me Platinum Package

Unrivalled marketing for **maximum exposure**.

Build competition and get maximum exposure for your property in front of the largest property audience in Aotearoa, with the most premium advertising in the most prominent positions.



Maximise your property's chance of success

On average, Platinum listings receive:



2.7X

more listing views
on average



2.6X

more watchlists
on average

Compared to Base listings[^]

With Platinum

Feature on Trade Me Property & Homes.co.nz homepages

Until sold¹

Position and prominence in search results and latest listing emails



Rotates to the top of search²

Weekly

Appears in search carousel³

1 week

Target buyers searching suburbs nearby on Trade Me

Until sold¹

Homes.co.nz search results

Featured listing

Social boost on Facebook & Instagram

At launch

Global reach to an international audience

Six websites

Trade Me Platinum Package

To maximise your reach, your listing will be extended to nine other digital websites including Homes.co.nz, international property portals, and social media platforms.



Homes.co.nz

Reach a wider audience with extended search result visibility and prominent homepage recommendations.



Social boost

Your property is promoted on Instagram and Facebook on launch day leveraging Trade Me Property data to get the word out further and ensure active buyers see your listing.

Global exposure

Gain international visibility and attract overseas interest by being published on six property portals worldwide including:



Australia



India



India



USA



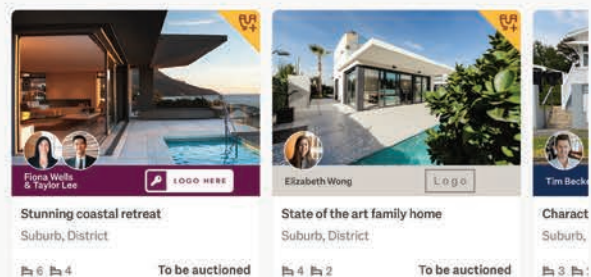
Thailand



India

Extend your reach by targeting nearby suburbs in search

Your listing will be recommended to buyers searching for similar properties in nearby suburbs.



*Property buyer & seller market survey, March 2023. ^Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 1 Feb 2024 - 31 July 2024. 1 Maximum of six months. 2 Only applicable when a search is sorted by 'Featured first' above Gold & Silver listings. 3 Desktop only. 4. Similarweb June 2024



Commission And Pricing.

Outlining our fairer fees so **you can save more.**



Fairer Commission.

Our commission model is designed to be transparent and competitive, ensuring you keep more of the equity you've worked so hard for.

Price of your Home	Our \$12,500 Commission*	Others Commission**	Typical Savings
\$400K	\$12,500	\$13,200	\$700
\$500K	\$12,500	\$16,500	\$4,000
\$600K	\$12,500	\$19,800	\$7,300
\$700K	\$12,500	\$23,100	\$10,600
\$800K	\$12,500	\$26,400	\$13,900
\$900K	\$12,500	\$29,700	\$17,200
\$1,000,000	\$12,500	\$33,000	\$20,500
\$1,100,000	\$12,500	\$36,300	\$23,800
\$1,200,000	\$12,500	\$39,600	\$27,100

Minimum fee of \$11,000

*Excl GST

Additional Admin Fee of \$650 ^{+GST} payable only upon sale

** Based on an average 3.3% commission of other Agencies

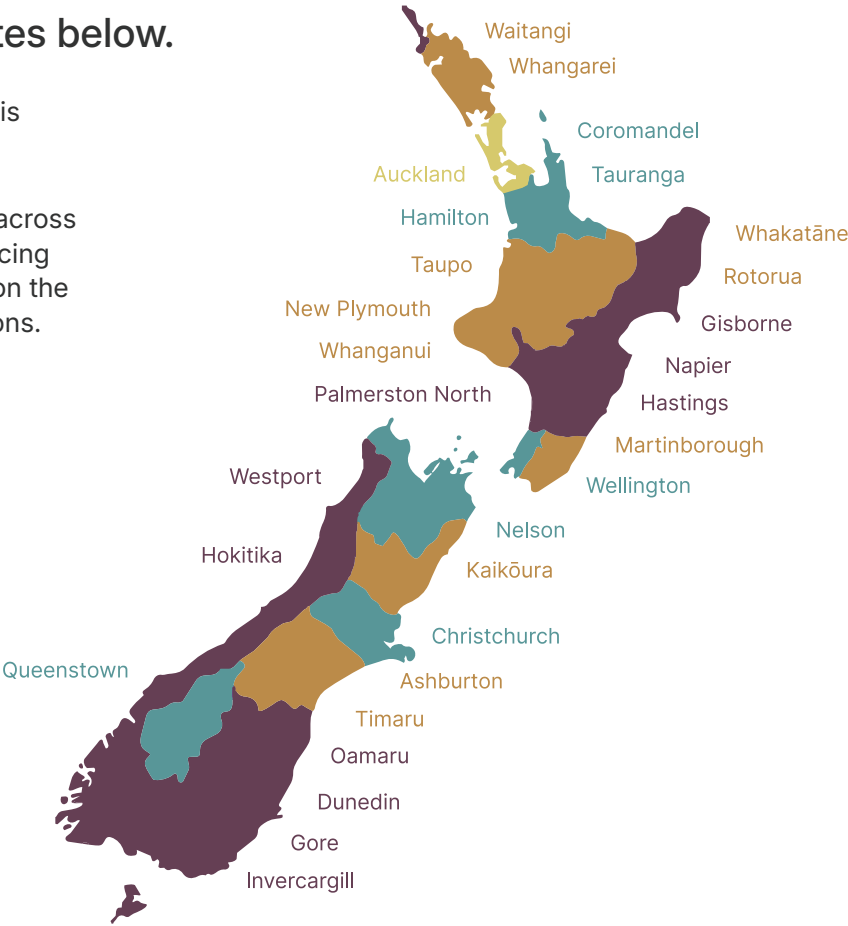
Trade Me Platinum Cost By Zone.

Our partner Trade Me rates below.

Trade Me Property pricing structure is designed to be transparent and fair.

The residential pricing is structured across four geographical zones, and the pricing for each zone takes into consideration the relative value provided in those regions.

- ZONE 1
- ZONE 2
- ZONE 3
- ZONE 4



	Retail Rates	Arizto Platinum Discounted Rates			
		BAND 1	BAND 2	BAND 3	BAND 4
Zone 1	\$2,799	\$1,999 Expected sale price over \$1.6m	\$1,899 Expected sale price between \$800k - \$1.6m	\$1,699 Expected sale price between \$400k - \$800k	\$1,299 Expected sale price less than 400K
Zone 2	\$2,399	\$1,749 Expected sale price over \$1m	\$1,649 Expected sale price between \$600k - \$1m	\$1,399 Expected sale price less than \$600k	
Zone 3	\$1,649	\$1,299 Expected sale price over \$1m	\$1,199 Expected sale price between \$400k - \$1m	\$999 Expected sale price less than \$400k	
Zone 4	\$1,249	\$999 Expected sale price over \$1m	\$899 Expected sale price between \$400k - \$1m	\$799 Expected sale price less than \$400k	

Please refer to “Zone” map regarding which price is accurate to you - Zone map page 2.

All residential for sale prices include GST.
Rates as of 1 December 2025.

Proven Results.

Leading the way in **New Zealand real estate.**

At Arizto, we don't just promise a smarter way to sell, we've proven it time and again for vendors right across New Zealand.

Our results show the strength of our model, the quality of our people, and the trust that thousands of homeowners have placed in us.



Trusted by **Thousands of Vendors**

From first-home sellers to long-term investors, we've helped thousands of Kiwis achieve successful sales, many saving significantly compared to traditional models.



The real estate market is changing
and **Arizto is leading the way.**

We invite you to **join the journey.**

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