



AGENCY CONTENT KIT

Content Your Clients Actually Need.

Ready-to-use copy for your website, blog, and email campaigns everything you need to educate your clients on Australia's new AML laws before they get a verification request.

SECTION 1
Website Page Copy

SECTION 2
3 Ready-to-Use
Blog Posts

SECTION 3
Email Sequence
Existing Clients

SECTION 4
Email Template
New Clients

No code. Just copy & paste.

Every piece of content in this kit is ready to copy and paste directly into the tools your agency already uses. No developer, no code, no technical skills required.

WEBSITE PAGE & BLOG POSTS

Log into your website builder (WordPress, Squarespace, Wix —any of them). Create a new page or blog post. Paste the copy in, add your details where you see the **[placeholders]**, and publish. Done.

EMAIL SEQUENCES

Copy each email subject line and body into your email tool — Gmail, Outlook, your CRM, GHL, or any platform you already use. Replace the **[placeholders]** with your details and send.

The goal of all this content is simple: when your client eventually receives a verification link, they already know what it is, why it's happening, and why they can trust it. Less friction. Fewer calls. More completions.

Website Page Copy

How to use this

Log into your website builder → create a new page → title it "AML & Identity Verification" or "Understanding Australia's New Property Laws" → copy the content below starting from the page title. Replace all **[PLACEHOLDERS]** with your agency details. Publish.

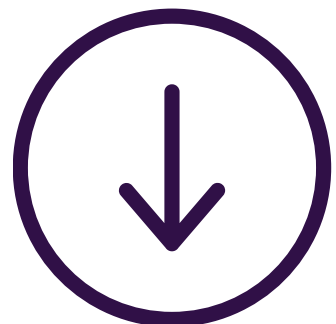
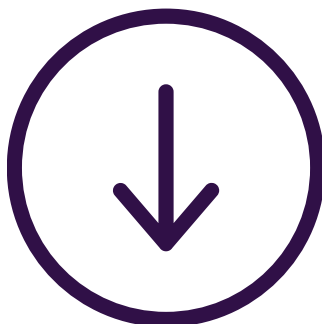
PAGE TITLE

Understanding Australia's New AML Laws – What Property Buyers and Sellers Need to Know

INTRO PARAGRAPH

From 1 July 2026, buying or selling property in Australia comes with one new step. Here's what's changed, why it matters, and what you can expect when you work with **[AGENCY NAME]**.

Scroll down to view website copy



What Happens If Details Are Not Provided

Australia's Anti-Money Laundering and Counter-Terrorism Financing (AML/CTF) Act was designed to stop criminals from using financial systems to hide or move illegally obtained money. For years, it applied to banks and financial institutions. As of 1 July 2026 — as part of what the government calls Tranche 2 — it now applies to real estate agents across the country.

Why was real estate included?

Property has historically been one of the most common vehicles for money laundering in Australia. **AUSTRAC** — the government body that oversees AML compliance — estimates that billions of dollars in illicit funds move through the Australian property market each year. These laws bring Australia in line with international standards already in place in the UK, EU, and New Zealand.

What does this mean for your transaction?

[AGENCY NAME] is now legally required to verify the identity of every buyer and seller before a property transaction can proceed. This applies to every client, every time — regardless of how long we've worked together. It is a legal obligation, not a choice. Non-compliance carries serious penalties.

What will we ask for?

The process is entirely digital and takes less than 5 minutes:

- **Individuals:** Photo ID (driver's licence or passport) + proof of current address
- **Companies or trusts:** Basic entity details and information on beneficial owners

You won't need to visit our office or post any documents. Everything is handled through a secure digital link we send directly to you.

How is your data protected?

[AGENCY NAME] uses **AML Assured** — a compliance platform built specifically for Australian real estate — to manage identity verification. Your data is encrypted, stored securely in Australia, handled in compliance with the Privacy Act 1988, and never sold or used for marketing. It is retained for the legally required 7-year period, then securely deleted.

The bigger picture

These laws exist to protect honest buyers, sellers, and the broader property market from the damage caused by organised crime. Every verified transaction makes Australian real estate more transparent and trustworthy. We're proud to be part of that change. Questions? Contact us at **[AGENCY PHONE]** or **[AGENCY EMAIL]** .



Blog Posts.

Three ready-to-publish articles for your website. Post one every few weeks leading up to 1 July — this builds your agency's visibility on AML-related searches and positions you as the most informed agent in your market.

BLOG 1 – "Australia's Real Estate Industry Is Changing From 1 July"

5

News-angle explainer. Best published first, 2–3 months out.

BLOG 2 – "Why Your Agent Now Has to Verify Your Identity"

6

Client-education angle. Answers the most common pushback question.

BLOG 3 – "Money Laundering in Australian Property: The Numbers"

7

Data-driven, shareable. Great for LinkedIn and social media.

These posts cross-link to [amlassured.com](https://www.amlassured.com) and [austrac.gov.au](https://www.austrac.gov.au) — authoritative sources that reinforce credibility and support your SEO. Replace **[AGENCY NAME]** before publishing.

SECTION 2 — BLOG POST 1

INDUSTRY NEWS

4 min read

Australia's Real Estate Industry Is Changing From 1 July — Here's What You Need to Know

Publish first — 2 to 3 months before July 2026

If you've been paying attention to property news lately, you may have heard about "Tranche 2" AML reforms. But what exactly is changing, who does it affect, and what does it mean for anyone buying or selling property in Australia? Here's a clear breakdown.

What is Tranche 2?

Australia's Anti-Money Laundering and Counter-Terrorism Financing (AML/CTF) Act has existed since 2006. "Tranche 1" of the legislation applied to banks, financial institutions, and remittance providers. Tranche 2 extends those same obligations to a new group of industries — including real estate agents, lawyers, accountants, and conveyancers — from 1 July 2026.

Why real estate specifically?

Property is one of the most common channels for money laundering in Australia. **AUSTRAC** has identified residential and commercial real estate as high-risk, with billions in suspected illicit funds flowing through property transactions each year. Australia has been on international watchlists for its lack of real estate AML regulation — Tranche 2 addresses that directly.

What does this mean for real estate agents?

From 1 July 2026, all real estate agencies operating in Australia are legally required to verify the identity of their buyers and sellers before facilitating a property transaction. Agents who fail to comply face serious penalties from **AUSTRAC**, including significant fines.

What about buyers and sellers?

If you're buying or selling property in Australia from mid-2026, expect to be asked to verify your identity with whichever agency you work with. The process is fast — less than 5 minutes, done from your phone. It's a one-time step per transaction, and your data is protected under Australian privacy law.

How is **[AGENCY NAME]** preparing?

We've been working with **AML Assured** to get fully set up ahead of 1 July. Our team is trained, our systems are in place, and we'll be guiding every client through the process with as little friction as possible. Our goal is to make this seamless for you.

Questions? Reach out to us at **[AGENCY PHONE]** or **[AGENCY EMAIL]** — we're happy to explain what to expect.

Copy into your website blog. Replace **[AGENCY NAME]**, **[AGENCY PHONE]**, **[AGENCY EMAIL]** before publishing.

SECTION 2 — BLOG POST 2

CLIENT EDUCATION

3 min read

Why Your Real Estate Agent Now Has to Verify Your Identity — And Why It's Actually a Good Thing

Publish second — answers the #1 pushback question before clients even ask it

Many property buyers and sellers are asking the same question: "Why is my agent suddenly asking for my passport?" The answer is simpler than you might think — and the reason it's happening might actually reassure you.

It's the law — for every agency in Australia

From 1 July 2026, all real estate agents in Australia are legally required to verify the identity of every buyer and seller before a property transaction can proceed. This isn't something [AGENCY NAME] has chosen to do. It's a government mandate from **AUSTRAC** under Australia's AML/CTF Act. It applies to every agency, every client, every time — no exceptions.

What does the process actually look like?

When you engage [AGENCY NAME], we'll send you a secure link to complete a quick identity check. It takes less than 5 minutes on your phone. You'll need a photo ID and proof of your current address — that's it. You don't need to come into the office. There's nothing to print, scan, or post.

Is your information safe?

Yes. We use **AML Assured**, a purpose-built compliance platform, to handle verification securely. Your data is encrypted, stored in Australia, and handled under the Privacy Act 1988. It is never sold or shared, and it's only used to satisfy our legal obligations.

Why is this actually a good thing?

Property is one of the most common vehicles for money laundering in Australia. The new laws exist to protect legitimate buyers and sellers — people like you — from the distortions in the market caused by criminal money. When every transaction is verified, the entire market becomes fairer and more transparent. It's a positive development for Australian property long-term.

If you have any questions ahead of time, don't hesitate to call us on [AGENCY PHONE] or email [AGENCY EMAIL].

Copy into your website blog. Replace [AGENCY NAME], [AGENCY PHONE], [AGENCY EMAIL] before publishing.

SECTION 2 – BLOG POST 3

DATA & INSIGHT

4 min read

Money Laundering in Australian Property: The Numbers Behind Australia's New Laws

Publish third – data-driven and shareable. Great for LinkedIn.

Australia's property market has a problem most buyers and sellers never think about: for years it's been used by criminals to launder money on a significant scale. New laws coming into force on 1 July 2026 are designed to change that – and the numbers explain why these reforms were badly overdue.

What is property money laundering?

Money laundering through property involves criminals purchasing real estate using the proceeds of crime – often through shell companies, trusts, or nominee owners to obscure the true source of funds. Once the property is sold, the criminal receives "clean" money in return. Property is particularly attractive because transactions are high-value, complex, and previously had minimal identity verification requirements in Australia.

The scale of the problem

AUSTRAC has identified real estate as a high-risk sector for money laundering in Australia, with hundreds of millions of dollars suspected to flow through property transactions connected to criminal activity each year. Globally, the UN Office on Drugs and Crime estimates approximately 2-5% of global GDP – around US\$800 billion to \$2 trillion – is laundered annually, with property being one of the primary vehicles.

Why Australia was slow to act

Australia has been on an international watchdog list maintained by the Financial Action Task Force (FATF) – the global AML standard-setter – due to the absence of AML obligations on real estate agents. The UK, EU, New Zealand, and Canada have had these obligations in place for years. Tranche 2 finally closes this gap.

What changes from 1 July 2026

All real estate agencies are now classified as "reporting entities" under the AML/CTF Act. They must verify client identities, conduct ongoing due diligence, maintain 7-year records, and report suspicious activity to **AUSTRAC**. **[AGENCY NAME]** has been fully set up with **AML Assured** to meet these obligations.

Good news for legitimate property owners

These laws make Australian property more secure and trustworthy for the vast majority of buyers and sellers who have absolutely nothing to hide. A cleaner market means fairer prices, less criminal distortion, and greater confidence for everyone involved in a transaction.

Copy into your website blog. Replace **[AGENCY NAME]** before publishing.

Email Sequences.

Four email templates in total. The three-email sequence warms up your existing clients over several weeks. The single new client email sets expectations from day one.

EMAIL 1 (EXISTING) — Awareness	9
<i>Subject: A heads up about an upcoming change to property transactions · Send 6–8 weeks before July</i>	
EMAIL 2 (EXISTING) — Explanation	10
<i>Subject: What the new AML laws mean when working with us · Send 3–4 weeks before July</i>	
EMAIL 3 (EXISTING) — Ready	11
<i>Subject: We're set up for 1 July — here's what to expect · Send 1–2 weeks before July</i>	
EMAIL 1 (NEW CLIENTS) — Welcome	12
<i>Subject: Welcome — one thing to know before we get started · Send on first engagement</i>	

The goal of this sequence isn't to ask for anything. It's to make your client feel informed and in control — so when the verification link arrives, it feels like a natural next step, not a surprise.

SECTION 3 – EMAIL SEQUENCE: EXISTING CLIENTS

EMAIL 1 OF 3 · EXISTING CLIENTS · SEND 6–8 WEEKS BEFORE 1 JULY

A heads up about an upcoming change to property transactions in Australia

Preview text: Important changes to Australian property law from 1 July 2026

Subject Line

A heads up about an upcoming change to property transactions in Australia

Email Body

Hi **[CLIENT FIRST NAME]**,

We wanted to reach out personally to give you a heads up about some important changes coming to the Australian property market that will affect anyone buying or selling property from **1 July 2026**.

From that date, all real estate agencies across Australia are legally required to verify the identity of their clients before proceeding with any property transaction. This is a government requirement under Australia's updated **AML/CTF Act** — often referred to as "Tranche 2 reforms." It applies to every agency in Australia — not just **[AGENCY NAME]**. It's a nationwide change that's been in motion for several years.

We'll be sharing more information about what this means practically over the coming weeks. In the meantime, if you have any questions at all, feel free to reply to this email or call us directly on **[AGENCY PHONE]**.

As always, thank you for your continued trust in us.

Tone note: This first email is purely informational — no ask, no link, no action required. Its only job is to make your client feel like they heard about this from you first. That's what builds the trust that carries through the next two emails.

SECTION 3 – EMAIL SEQUENCE: EXISTING CLIENTS

EMAIL 2 OF 3 · EXISTING CLIENTS · SEND 3–4 WEEKS BEFORE 1 JULY

What the new AML laws mean when working with [AGENCY NAME]

Preview text: Here's exactly what to expect when you buy or sell with us from July

Subject Line

What the new AML laws mean when working with [AGENCY NAME]

Email Body

Hi [CLIENT FIRST NAME],

Following on from our last email about the upcoming changes to Australian property law, we wanted to give you a clearer picture of what the new AML/CTF requirements actually mean when you buy or sell with [AGENCY NAME].

In short: before we can proceed with any transaction, we're now required by law to verify your identity. The process is entirely digital, takes less than 5 minutes, and can be done from your phone. You'll need a photo ID (driver's licence or passport) and proof of your current address.

This applies to every client, every time — regardless of how long we've worked together. It's a legal requirement, not a preference, and it applies to every agency in Australia. Non-compliance carries serious penalties.

The good news: the process is genuinely simple, and our team will walk you through every step when the time comes. We use **AML Assured**, a platform built specifically for Australian real estate compliance, to make verification as smooth as possible.

Any questions now? Call us on [AGENCY PHONE] — we're happy to talk through it.

What this email does: Moves from awareness to explanation. The client now knows exactly what will be asked of them. This removes the element of surprise — which is the biggest cause of pushback.

SECTION 3 — EMAIL SEQUENCE: EXISTING CLIENTS

EMAIL 3 OF 3 · EXISTING CLIENTS · SEND 1-2 WEEKS BEFORE 1 JULY

We're set up for 1 July — here's what to expect from us

Preview text: Everything's in place. Here's exactly how the process will work.

Subject Line

We're set up for 1 July — here's what to expect from us

Email Body

Hi **[CLIENT FIRST NAME]**,

As 1 July approaches, we wanted to let you know that [AGENCY NAME] is fully set up and ready for the new AML/CTF compliance requirements.

From next month, here's what will happen when you engage us to buy or sell a property:

When you get started with us, we'll send you a short secure link to verify your identity. It takes less than 5 minutes, it's done on your phone, and you'll need your photo ID and a proof of address document. Once it's done, it's done — no repeat steps for the same transaction.

We've been preparing for this for some time and we're confident the process will be smooth for everyone. We wanted to communicate this to you well ahead of time so there are no surprises.

Your trust means everything to us. If anything about this raises questions, please reach out — we'd rather you call us now than feel uncertain about it later.

Best regards,

Sequence complete. By the time your client receives their actual verification link, they've heard from you three times about it. They know what it is, why it's happening, what they need, and that you're across it completely. That's the difference between a 5-minute completion and a confused phone call.

SECTION 4 — NEW CLIENT EMAIL

New Client Email

EMAIL 1 OF 1 · NEW CLIENTS · SEND ON FIRST ENGAGEMENT

Welcome to [AGENCY NAME] — one thing to know before we get started

Preview text: A quick heads up about Australia's new property law requirements

Subject Line

Welcome to [AGENCY NAME] — one thing to know before we get started

Email Body

Hi [CLIENT FIRST NAME],

Welcome — we're genuinely looking forward to working with you.

Before we dive in, there's one thing we want you to know about from the start. As of 1 July 2026, all real estate agencies in Australia are required by law to verify the identity of every client before proceeding with a property transaction. This is a government mandate under Australia's **AML/CTF Act** — it applies to every agency across the country, every time, no exceptions.

Here's what it involves:

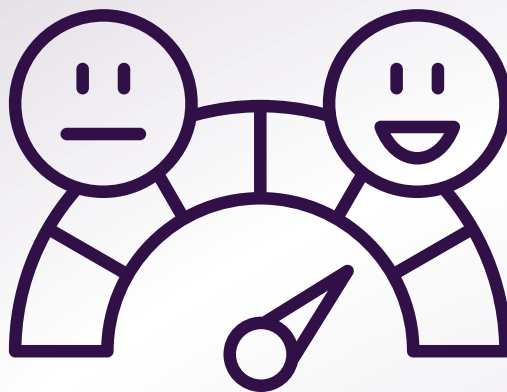
We'll send you a secure digital link. You complete it on your phone in under 5 minutes. You'll need a photo ID (driver's licence or passport) and proof of your current address. That's it.

We use **AML Assured** to handle verification — your data is encrypted, stored in Australia, and handled strictly in accordance with Australian privacy law. It's never used for anything other than this.

We wanted to mention this upfront so there are no surprises when the link arrives. It's a routine part of the process now, and we're here to help every step of the way.

We'll be in touch shortly to get things moving. Any questions — just reply here or call us on [AGENCY PHONE].

When to send: Send this to any new buyer or seller when they first engage your agency — before you've sent them a verification request. Its job is to set expectations from day one and make you look like the most organised, professional agent they've dealt with.



Your clients are ready.

Publish the page. Schedule the blog posts. Send the emails.

By the time your clients receive a verification link, they'll know exactly what it is and why it's there – and they'll trust you for getting ahead of it.

QUESTIONS?

Contact AML Assured
amlassured.com

COMPLIANCE

AUSTRAC Tranche 2
austrac.gov.au