# Domain PLATINUM LISTING

## MAXIMUM EXPOSURE FOR SALES SUCCESS

Maximise your property's exposure to Domain's quality audience of 3.7 million property seekers each month<sup>1</sup> with Platinum – Domain's highest-performing digital listing.

Showcase your property with the largest and highest-ranked listing type in search results to attract more buyer enquiries and greater competition, for a better sales result.



# Domain

### domain.com.au

## MAXIMISE YOUR EXPOSURE TO DOMAIN'S 3.7M PROPERTY SEEKERS EACH MONTH<sup>1</sup>



Adam Stirling DG Property Contact Agent 63 Sample Road, Suburb STATE 1234 3 🖻 2 🛱 1 🖨

#### PLATINUM LISTING

DG PROPERTY

- ✓ Highest position in search results<sup>^</sup>
- ✓ Weekly ranking refresh in search results
- ✓ Largest listing across all devices

#### PLATINUM PROPERTY DETAILS PAGE

- ✓ Panoramic hero imagery
- ✓ Unlimited photos & floorplan
- ✓ Agent details for easy enquiry
- ✓ 360° video capability
- ✓ School catchment zones
- ✓ Suburb & neighbourhood insights
- Inspection Planner & auction times
- ✓ Interactive Google Map
- ✓ Domain Check-in & Domain Chat in app
- ✓ No third-party advertising

#### PLATINUM eBROCHURE

✓ Target buyers looking for similar homes with a complimentary Platinum eBrochure\*

#### **EXCLUSIVE APP AUDIENCE**

**53**<sup>%</sup>

of Domain app users do not use the nearest competitor's property app<sup>2</sup>

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63 Sample Road, Suburb, STATE 1234 3 beds 2 baths 1 parking C	Idam Stirling > DS Preparty
Breathtakingly hearb.side home	% cat
This 3 bedroate, 2 bathcosts villa on one of Suburb's best water-front blacks is an executional	PROPERTY
Passed down for three generations, this is the first time this property has been available since 1940 and has been immaculately kept.	PROPERTY
	3 Ernall agent
Both bathreeven have been recently resourced with conamic tiles and alwaningen fittings. The property also has there double-bland bedrooms and a social lock on garage.	
Rotes Notes Property type Internal Lize	House 67m2
	87m2 (orstamp duty)
256 similar properties to this have been sold in this subarb. The median price for a 3 Availability bedrown house in this subarb is currently \$685,000, with the median rent being \$545/ week.	
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Market performance Demographics	
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#### Platinum property details page

Source: 1. Nielsen Digital Ratings (Monthly), Domain and Allhomes digital, Oct 2017. 2. Domain App Audience who do not use REA app, Nielsen Digital Ratings (Monthly), Oct 2017. <sup>^</sup>Excludes Top Spot. <sup>\*</sup>Complimentary Platinum eBrochure excluded from selected Platinum listing packages.

Domain delivers buyers. Contact your real estate agent today.

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