

A man and a woman are sitting at a wooden table in a kitchen, looking at a laptop. The man is wearing a yellow t-shirt and the woman is wearing a beige cardigan. There is a bowl of lemons on the table and a grey mug. The background shows white kitchen cabinets and a tiled backsplash.

Domain

# Platinum Edge Listing Package

Give your property  
the edge

Get more with Domain's **Platinum Edge listing package**, featuring our new immersive Matterport Suite\*, included at no additional cost.



**7.7 million people**

a month on average visit Domain.<sup>1</sup>



**1.2 million people**

a month on average aren't using our nearest competitor.<sup>2</sup>



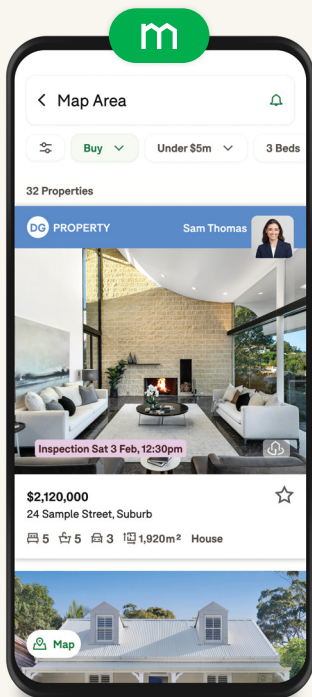
**4.3x more views**

with a Platinum Edge listing vs. a Branded listing.<sup>3</sup>

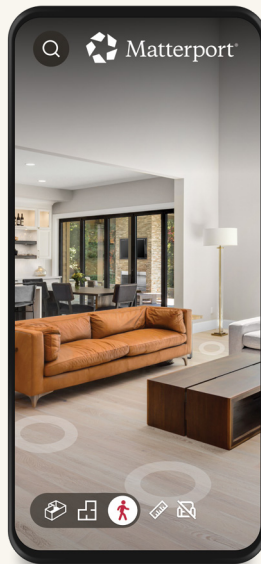


**4.1x more enquiries**

with a Platinum Edge listing vs. a Branded listing.<sup>4</sup>



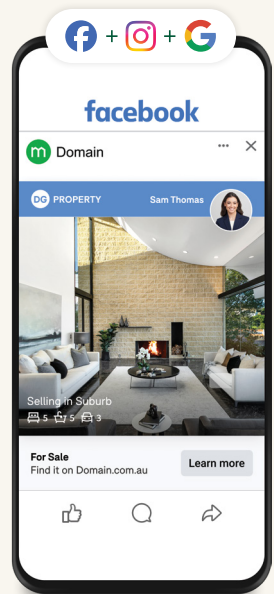
Platinum listing



Matterport 3D Tour



Exterior 3D Tour



Automatically on social

**Pre Campaign**

**Campaign**

**Early Access**

Showcase your property to our database of serious buyers before it hits the market.

**Matterport Suite**

Bring your home to life with **Matterport 3D interior and 3D exterior tours** included with your Platinum Edge listing at no additional cost.\*

**Stand out in the search**

An extra large listing will help you stand out from the crowd as you rank #1 in the search results.\*\*

**Automatically on social**

Your listing is automatically promoted across Google, Facebook and Instagram for 5 days, plus with video promotion on Meta.<sup>4</sup>

**Added exposure for your home**

Your agent can keep your listing top of mind with a listing bump and 2x eBrochure sends included in your campaign.

\*Listing exclusions apply. Only available from 1 Jul 2026 for residential sale listings in Syd, Melb, Bris, Per, Adel and Gold Coast metros. Not a standalone product. A photography fee will apply if Platinum Edge tier is not maintained for listing duration. \*\*Based on subscription ranking only, excludes Top Spot. <sup>1</sup>Listing exclusions apply. Duration on individual platforms may vary.

Source: 1. Ipsos iris Online Audience Measurement Service, Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, Audience (000's). 2. Ipsos iris Online Audience Measurement Service Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, Realestate.com.au Brand Group, Exclusive Audience (000's). 3. Residential Sale listings only, sourced via internal Domain Group data, average uplift compares Total Views per Sale Platinum Edge Listing vs Total Views per Sale Branded Listing, Mar 25 - Feb 26. Future performance is not guaranteed. 4. Residential Sale listings only, sourced via internal Domain Group data, average uplift compares Total Enquiry per Sale Platinum Edge Listing vs Total Enquiry per Sale Branded Listing, Mar 25 - Feb 26. Future performance is not guaranteed.