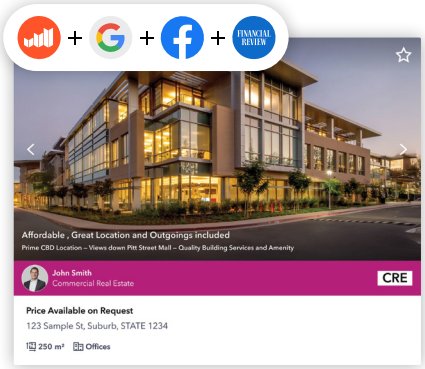
Digital Listings

All digital listing products will appear in ranking of search results as shown below.

Make your listing stand out from the crowd to help achieve better results for your campaign.
Select one of our digital listing product upgrade options or list your property at your chosen subscription level.



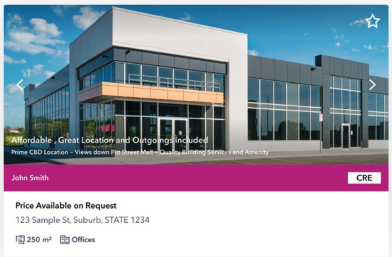
Platinum Extend

- Extended reach across **Google and Facebook*.**
- Online exposure in the **Australian Financial Review.**
- Gain additional exposure on our homepage and news section of our site.
- Appear in surrounding suburb searches.
- Large listing with unlimited property photos.
- Enhanced agent, agency and co-agency branding.



Platinum

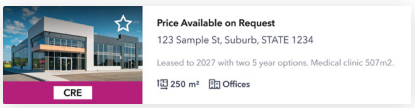
- Online exposure in the **Australian Financial Review.**
- Featured on the news section of our site.
- Large listing with unlimited property photos.
- Strong agent, agency and co-agency branding.



Gold

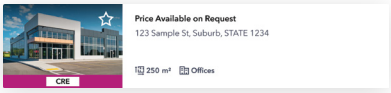
- Higher ranking in our search results above Silver listings for the duration of the upgrade.
- Medium listing size.
- Up to 4 property photos in the search results.

Subscriptions



Silver

- Access via monthly subscription only. Unlimited listings.



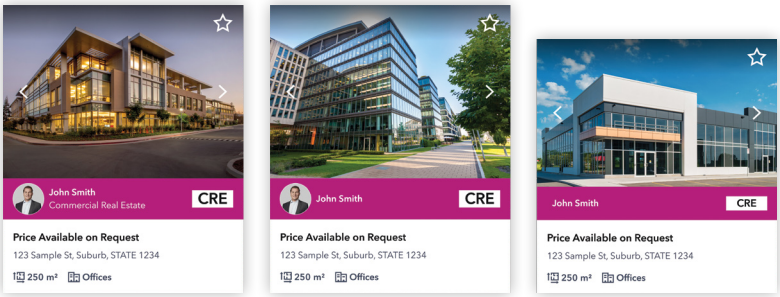
Branded

- Pay-per list, designed for one off listers.

* 4-week Google Display campaign and 2-week Facebook campaign.

The benefits of upgrading

Platinum Extend, Platinum and Gold are committed to helping you get the best results for your campaign. Take a look to see which one is best for you.



Features	Platinum Extend	Platinum	Gold
Search results ranking^	1st	2nd	3rd
Engagement			
Views per listing*	19.9x	8.1x	5.4x
Listing card in search results			
Listing card size	Large	Large	Medium
Hero property images	Large	Large	Medium
Photo carousel	Unlimited	Unlimited	4
Weekly refresh	✓	✓	✓
Increased Agent and Agency branding to make your listing stand out	✓	✓	✗
Conjunctional agency logo on rotation	✓	✓	✗
Extended exposure			
Commercial News site	✓	✓	✗
Homepage Feature	✓	✗	✗
Surrounding Suburbs	✓	✗	✗
Reach beyond our portal			
Financial Review Online	✓	✓	✗
Print bundle access	✓	✓	✗
Google Display (4 Weeks)	✓	✗	✗
Facebook (2 Weeks)	✓	✗	✗

^Based on subscription ranking only *When compared to branded subscription. Performance data: Internal data, average views per listing, July 23 - June 24 average for Gold, Platinum, Platinum Extend v Branded, all asset classes, national.

Increase your property's visibility to attract more interest and help drive competitive offers. Talk to your Account Partner today about upgrading your listing.