

Dream Homes NSW

# It's time to put your home in front of millions

Give your home the top-tier treatment when selling, combining the power of Domain and the reach of Nine with our ultimate listing: Dream Homes.

Your property will be in the spotlight across the homepages of:

Domain | **9NEWS**

**9nine**.com.au | *The Sydney Morning Herald*

Your property  
could have

**5.8x**

more engagement  
with Dream Homes<sup>1</sup>

Your property will reach a  
potential audience of

**13m**

people<sup>2</sup>



Domain

# It's time to supercharge your campaign

Be seen by more people

**3.1x** more views<sup>1</sup>

for your property with Dream Homes

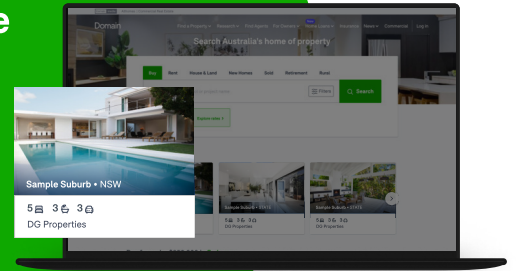
regular campaign



Connect with active seekers fast

Your property will be featured on Domain's homepage, connecting seekers to your property with just one click.

Homepage of Domain



## Access a wider-than-ever search network, power up your listing with Nine.

Domain + 9NEWS + nine.com.au + The Sydney Morning Herald = Reach a network of **69%** of NSW<sup>3</sup>

87% of buy enquiries in NSW come from **outside your local area**.<sup>4</sup> Make sure you're reaching these seekers.

Your home will be seen across the homepages of **Nine, 9News** and the **Sydney Morning Herald**. This enables you to create interest in your home by capturing people who aren't even on the property hunt yet.

Don't miss your chance to reach our biggest ever audience

[domain.com.au](https://www.domain.com.au)

Source: 1. Domain Residential Sale listings only, sourced via internal Domain Group data. Uplift compares All Platinum listings in NSW paired with Domain Marketing Products (Dreamhomes) with all other Platinum listings in NSW. July 2021 - May 2022, only Dream Homes (Excludes Print and Social boost); 2. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, Digital C/M, Text, Domain Media, Nine.com.au, SMH.com.au, de-duplicated Unique Audience, monthly average; 3. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, NSW, Digital C/M, Text, Domain, Nine.com.au, SMH.com.au, Active Reach %; 4. Domain internal data for 1 June 2021 - 4 July 2022 (excludes international enquiries) local area defined by postcode.