

Domain

# Platinum Listing

The premium listing for the highest exposure and maximum impact





## Deliver the very best for your property.

Whether it's standing out in a competitive market, maximising your reach or tapping into our extended media audience, a Domain Platinum listing's benefits are far-reaching.

### Leading search position\*

With over half of Queenslanders not going past the first page of search results, give your listing the best chance to get on page one.<sup>1</sup>

### Highest exposure

Over triple the listing views for Platinum compared to a Basic listing.<sup>2</sup>

### Greatest engagement

Over double the enquiries for Platinum compared to a Basic listing.<sup>2</sup>

### Best performance

An average 30% less time in market for Platinum compared with a Basic listing.<sup>2</sup>

### National reach

Showcase your property across our broad national audience, with 27% of Queensland searches coming from interstate.<sup>3</sup>

### What does this mean?

More eyes on your listing and more interest creates competition, helping you sell for the best price.



#### Rank above

all other listing types in your suburb and region.\*



#### Complimentary refresh

each week to ensure your listing is always top of mind.



#### Largest listing card available

to stand out from the crowd.



#### Unlimited large images

to highlight all your property has to offer.

Tap into **additional solutions** to extend your reach and give your property the edge in your market.<sup>4</sup>



#### Early Access

Get eyes on your property before you even list, with no upfront fee.



#### Dream Homes

Put your home in the spotlight across Domain, the Brisbane Times and Nine.



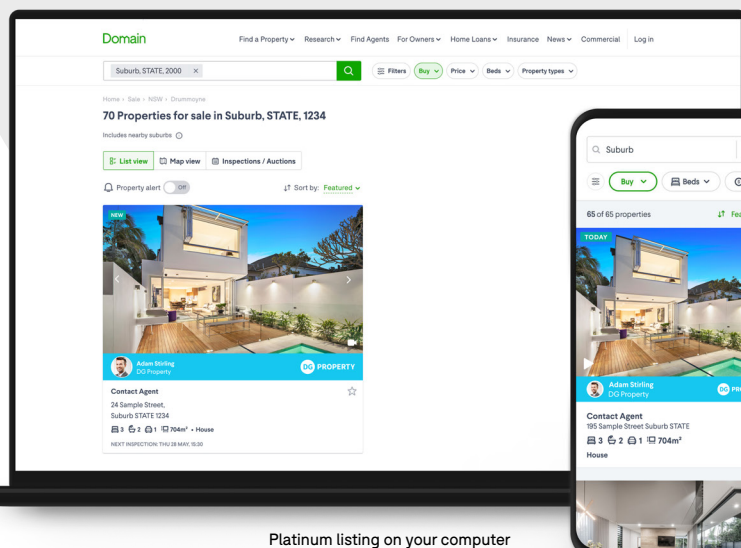
#### Domain Extend

Drive property seekers to your listing by combining Domain's search insights with Google, YouTube and Nine's digital audience.

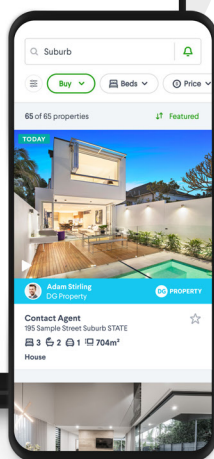


#### Social Boost

Leverage Domain's data with Facebook's expansive reach to uncover and target active property seekers within your suburb.



Platinum listing on your computer



Platinum listing on your phone

Get your property in front of the

**1.6 million**

Queenslanders on Domain each month.<sup>5</sup>

**Give your property the best opportunity to be seen and sold on Domain.**  
Speak with your agent about a Domain Platinum listing today.

**Domain.com.au**

Source: \* Highest position when compared to a Gold, Silver, Branded or Basic Subscription listing. Excludes Top Spot; 1. Domain internal data, interactions with search results in 3-month period as of 29 Jun21 for sale listings in QLD, 53% share of all searches when people don't go past page 1 of the search results; 2. Domain internal data, Apr20-Mar21, QLD; 3. Domain internal data, % share of all web searches for properties in QLD that originated interstate, Jul20-Jun21; 4. Additional fees may apply; 5. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending March 2021, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings March 2021, Domain audience based on Domain Digital & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review). Data for QLD