

Domain

# Gold Listing

Maximise your budget with this high performance upgrade



## Get serious with marketing your property.

Drive greater exposure, engagement and performance and put yourself in a great selling position with a Domain Gold listing.

### Higher search position

With about 3 in 5 Victorians not going past the first page of search results,<sup>1</sup> you'll be seen ahead of almost 80% of the listings in VIC and give your listing a better chance to get on page one.<sup>2</sup>

### Higher exposure

**Over double the listing views** for Gold compared to a Basic listing.<sup>3</sup>

### Higher engagement

**58% more enquiries** for Gold compared to a Basic listing.<sup>3</sup>

### Higher performance

On average **32% less time in market** for Gold compared with a Basic listing.<sup>3</sup>

### What does this mean?

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



#### Second highest ranked listing

in your suburb and region.<sup>4</sup>



#### Larger listing card

for greater prominence.



#### Larger images

to highlight your property's best features.

Tap into **additional solutions** to extend your reach and give your property the edge in your market.<sup>5</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 Age and Nine.



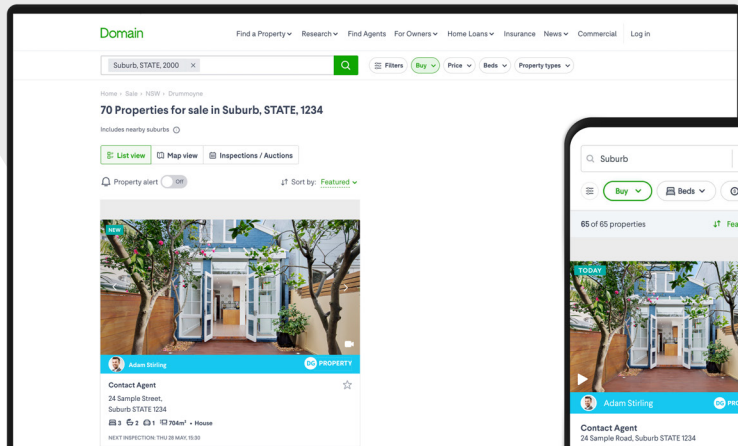
#### Domain Extend

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

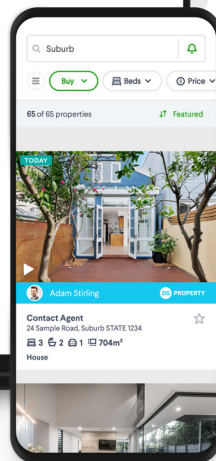


#### Social Boost

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



Gold listing on your computer



Gold listing on your phone

Get your property  
in front of the

**2.7 million**

Victorians on Domain  
each month.<sup>6</sup>

**Give your property a better opportunity to be seen by the right people at the right time.**

Speak with your agent about a Domain Gold listing to help sell your property today.

**Domain.com.au**

Source: 1. Domain internal data, interactions with search results in 3-month period as of 29 Jun21 for sale listings in VIC, 58% share of all searches when people don't go past page 1 of the search results; 2. Domain internal data, 21% share of all VIC sale Basic, Branded and Silver listings in Apr20-Mar21; 3. Domain internal data, Apr20-Mar21, NSW 4. Second highest position when compared to a Silver, Branded or Basic Subscription listing. Excludes Top Spot; 5. Additional fees may apply; 6. 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 VIC