

Domain

Silver Listing

The essential upgrade for those looking to elevate their property



Take a big first step towards standing out in the search results.

A Domain Silver listing helps you towards greater exposure and engagement.

Improved search position

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

Greater exposure

73% more listing views for Silver compared to a Basic listing.³

Greater engagement

39% more enquiries for Silver compared with a Basic listing.³

What does this mean?

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



Third highest ranked product

in your suburb and region.⁴



Large listing card

to attract more attention.



Big images

to showcase your property's features.

Tap into **additional solutions** to extend your reach and give your property the edge in your market.⁵



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.



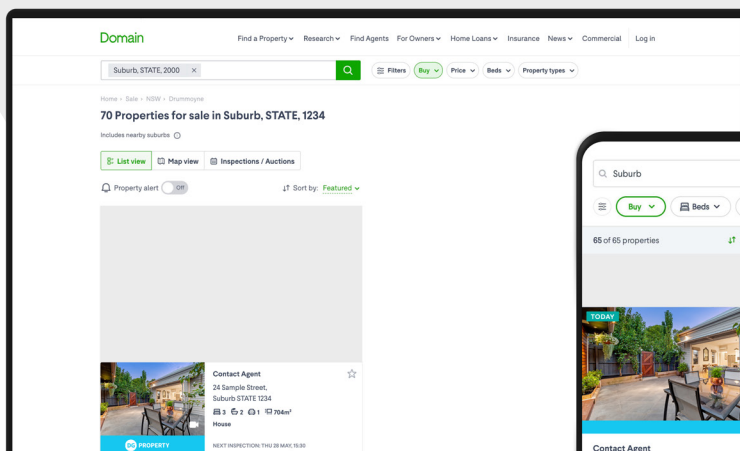
Domain Extend

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

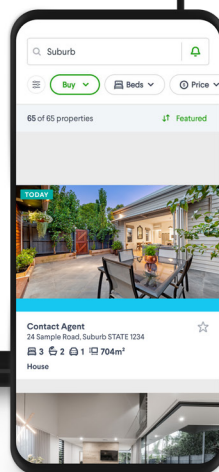


Social Boost

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



Silver listing on your computer



Silver listing on your phone

Get your property in front of the

2.7 million

Victorians on Domain each month.⁶

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

Speak with your agent about a Domain Silver 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, 25% share of all VIC sale Basic and Branded listings in Apr20-Mar21; 3. Domain internal data, Apr20-Mar21, VIC; 4. Third highest position when compared to a 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