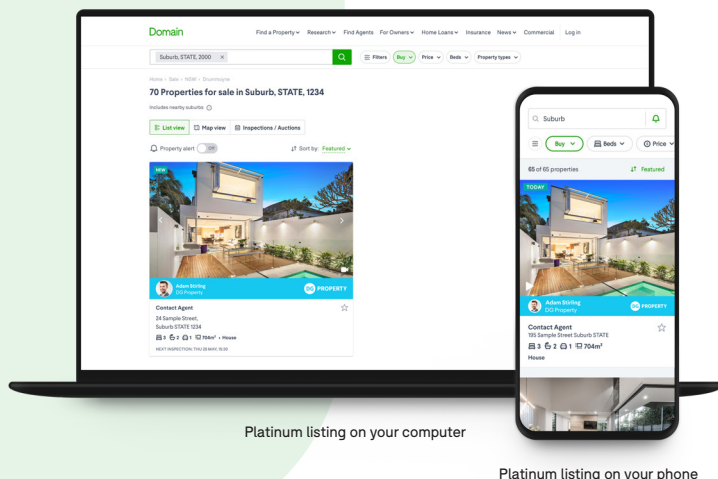


# Domain Platinum Listing

The premium listing for  
the highest exposure  
and maximum impact

Stand out in a competitive market, maximise  
your reach and tap into Domain's extended  
media audience with a Platinum listing.



## What you get with a Platinum listing



### Rank above

all other subscription products in your suburb and region\*



### Extra large ad

to stand out from the crowd



### Neighbourhood insights

helps buyers understand your market



### Complimentary refresh

each week to ensure your listing is always top of mind



### Free eBrochure

connects you with Domain's engaged audience

## Why Platinum?

Leading search position

#1 ranked subscription product\*

Greater exposure

164% more views<sup>1</sup>

Greater interest

230% more engagement<sup>2</sup>

Greater opportunities

102% more enquiries<sup>3</sup>

Greater performance

69% less time in market on average<sup>4</sup>

\*when compared to a Basic Sales listing

## Why does this matter?

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

Source: 1. Domain internal data, uplift compares Total Views per Platinum Sale Listing vs Total Views per Basic Sale Listing, Jul21-May22, SA; 2. Domain internal data, uplift compares Total Engagements per Platinum Listing Sale vs Total Engagements per Basic Sale Listing, Jul21-May22, SA; 3. Domain internal data, uplift compares Total Enquiries per Sale Platinum Listing vs Total Enquiries per Sale Basic Listing, Jul21-May22, SA; 4. Domain internal data, uplift compares average time on Domain per Platinum listing vs Basic listing, sold listings only, Jul21-May22, SA; 5. Additional fees apply; \*When compared to a Gold, Silver, Branded or Basic Subscription listing. Excludes Top Spot.

## Looking to extend your reach further?

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



### Social Boost

Amplify your listings and cut through to the buyers that matter



### Dream Homes

Put your home in the spotlight across Domain and Nine Publishing

Speak with your agent to learn how a Domain Platinum listing can help your marketing campaign shine.

domain.com.au