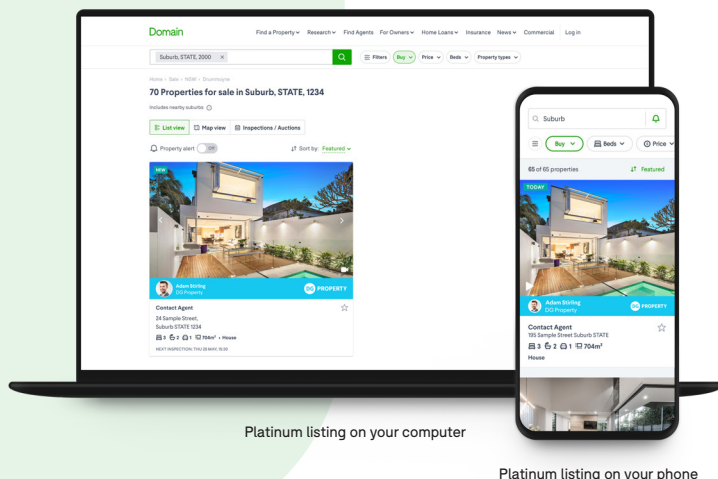


Domain Platinum Listing

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

201% more views¹

Greater interest

217% more engagement²

Greater opportunities

56% more enquiries³

Greater performance

34% less time in market on average⁴

*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, VIC; 2. Domain internal data, uplift compares Total Engagements per Platinum Listing Sale vs Total Engagements per Basic Sale Listing, Jul21-May22, VIC; 3. Domain internal data, uplift compares Total Enquiries per Sale Platinum Listing vs Total Enquiries per Sale Basic Listing, Jul21-May22, VIC; 4. Domain internal data, uplift compares average time on Domain per Platinum listing vs Basic listing, sold listings only, Jul21-May22, VIC; 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.⁵



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