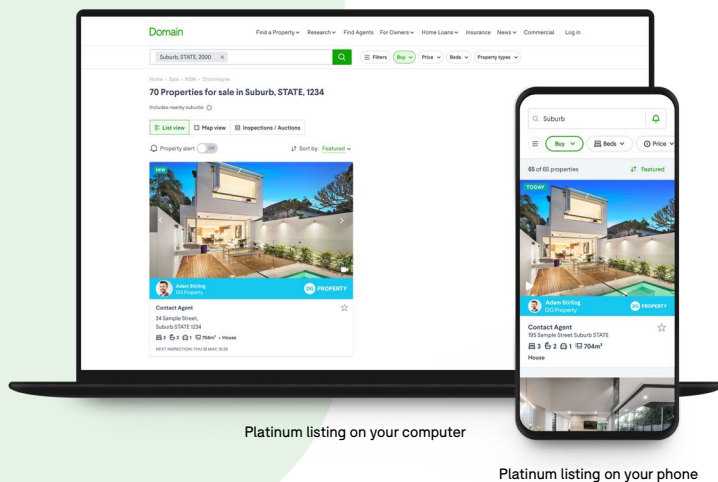


A photograph of a family walking up the stone steps of a house. The house has a bright yellow door and a dark grey roof. A man in a light blue shirt and khaki pants is walking up the steps, followed by a woman in a striped shirt and olive green pants carrying a large woven basket. A young girl with a blue backpack is walking up the steps towards them. The house is surrounded by lush greenery and trees. A green semi-circular overlay is on the left side of the image, containing the text.

# 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



### eBrochure

connects you with Domain's engaged audience

## Why Platinum?

Leading search position

#1 ranked subscription product\*

Greater exposure

301% more views<sup>1</sup>

Greater interest

306% more engagement<sup>2</sup>

Greater opportunities

322% more enquiries<sup>3</sup>

Greater performance

45% 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. Residential Sale listings only, sourced via internal Domain Group data, uplift compares Total Views per Sale Platinum Listing vs Total Views per Sale Basic Listing, Jan22-Dec22. 2. Residential Sale listings only, sourced via internal Domain Group data, uplift compares Engagements per Sale Platinum Listing vs Total Engagements per Sale Basic Listing, Jan22-Dec22. 3. Residential Sale listings only, sourced via internal Domain Group data, uplift compares Total Enquiries per Sale Platinum Listing vs Total Enquiries per Sale Basic Listing, Jan22-Dec22. 4. Residential Sale listings only, sourced via internal Domain Group data, uplift compares average time on Domain per Platinum listing vs Basic listing, sold listings only, Jan22-Dec22. 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>



### 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