



Domain

# Platinum Edge Listing Package

Give your listing the edge

Platinum Edge is our top performing listing product, combined with even more features to help give your property the edge.

# What do you get with a Platinum Edge Listing?

All the benefits of our top performing placement, for the highest exposure and maximum impact.

**Leading search position**  
#1 ranked subscription product\*

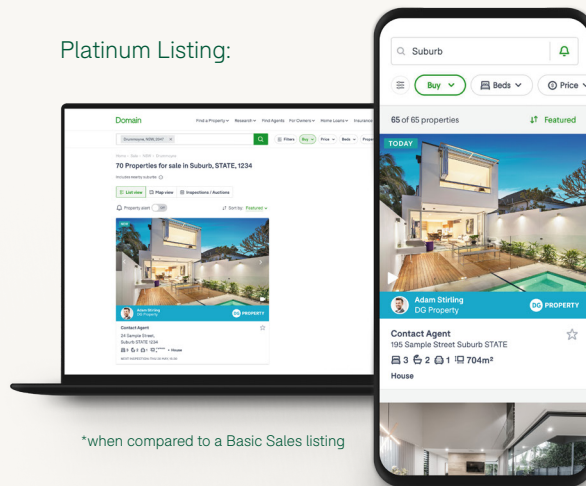
**Greater exposure**  
301% more views<sup>1</sup>

**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>

Platinum Listing:



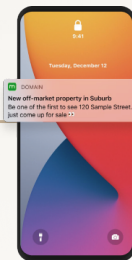
\*when compared to a Basic Sales listing

## Plus some exclusive features

Gain the competitive edge with access to extra features throughout your campaign

Pre-Campaign

**Early Access** lets you alert high-intent buyers, promoting your property and gaining interest before your property is even listed.



e-brochure send

Unlimited listing duration

Campaign

Get a **listing bump** which allows your listing to move up the search results.



Re-engage your audience and help keep your listing top of mind with a **second eBrochure send**



T&Cs 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; \*Additional fees apply; \*\*When compared to a Gold, Silver, Branded or Basic