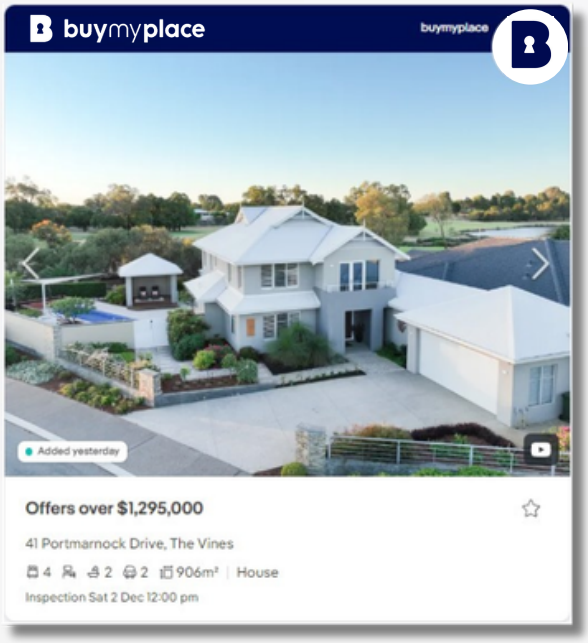
realestate.com.au

The 4 ad tiers on Realestate.com

To keep our listing fees as affordable as possible, all of our ads, across all of our campaigns receive a Standard listing on Realestate.com & Domain

Realestate.com offers the option of upgrading your existing Buymyplace listing for a fee, depending on the property postcode. **Prices can be found by clicking "Buy more addons" from your listing.**

Premiere listing



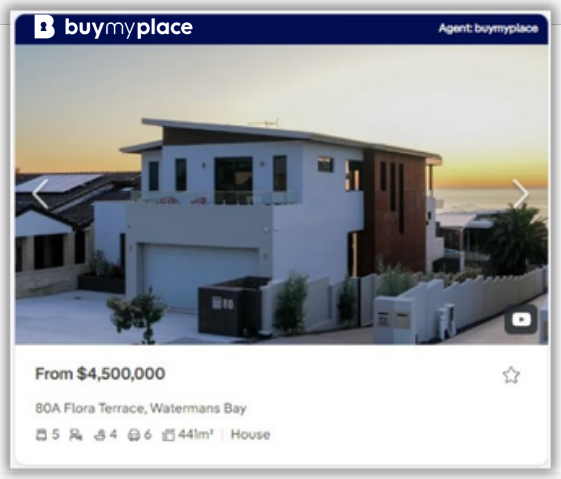
- 2.3× **Number of enquiries** compared with a Standard listing.[2]
- 2.5× **Number of views** compared with a Standard listing.[2]
- 2.4× **Number of times seen** in the search results compared with a Standard listing.[2]

Priority in the search results	
Listing size	
Rotates to the top of the search results	15 days
Image carousel	✓
Property information at the top of the property page for improved search engine results	✓
Auction and inspection times	✓

Highlight listing

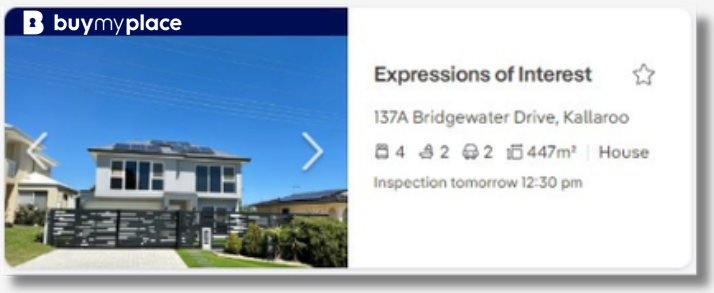
Highlight your property with a larger listing and be seen towards the top of the search results, above all Feature listings.

- 1.3× **Number of enquiries** compared with a Standard listing.[1]
- 1.5× **Number of views** compared with a Standard listing.[1]
- 1.3× **Number of times seen** in the search results compared with a Standard listing.[1]



Feature listing

Feature your property and be seen higher up in the search results, above all Standard listings.



- 1.2× **Number of enquiries** compared with a Standard listing.[1]
- 1.3× **Number of views** compared with a Standard listing.[1]
- 1.2× **Number of times seen** in the search results compared with a Standard listing.[1]

Standard listing

Don't forget, buyers are always searching for the latest properties.

Your property will be considered "NEW" for the first 3-4 weeks of your campaign. Ad upgrades can work well in alot of circumstances too.

