

SILVER PACKAGE

High quality marketing for strong results

Why Choose Silver?

Put your listing in front of the largest property audience in Aotearoa, with a large listing card that sits above all Base listings in search.

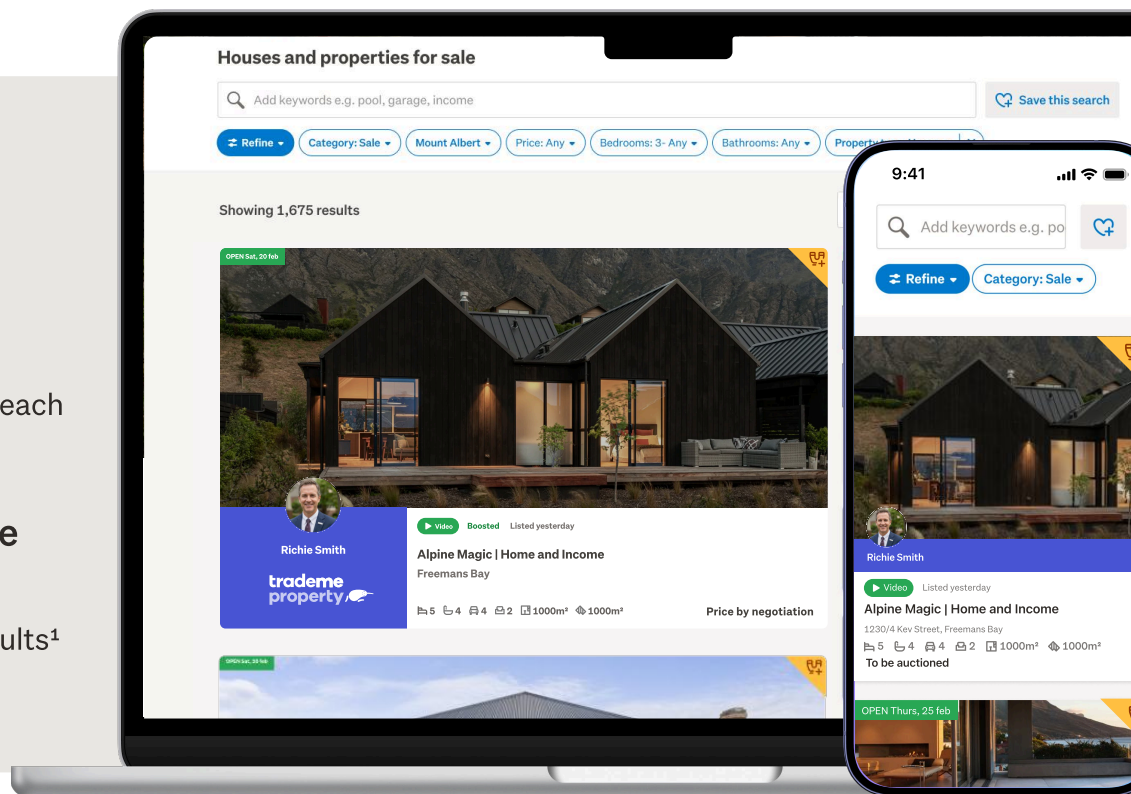
Silver package Benefits:



Extend your listing reach across homes.co.nz

Position and size

Be seen above Base listings in search results¹



Why choose Silver?

On average, Silver listings receive:



1.9X

more listing views on average



2.0X

more watchlists on average

Compared to Base listings²



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OUR PACKAGES

trademe
property

PACKAGES

Compare listing packages

	PLATINUM	SILVER	BASE
Exposure & Buyer Engagement			
Position and size in search results			
Search rank rotation ¹ Until Sold	Weekly	Fortnightly	×
Platinum hero page New	✓	×	×
Buyer lead insights New	✓	×	×
Property files	✓	✓	✓
Search carousel (desktop)	1 Week	1 Week	×
Watchlist Connect	2 Updates	×	×
Reach			
Appear on Stuff Stuff	✓	×	×
Target buyers in nearby suburbs Until Sold	✓	×	×
Targeted reach to the property homepage Until Sold	✓	×	×
Social boost on Facebook & Instagram	✓	×	×
Inclusion across sold/offmarket carousels	✓	×	×
Position in search results homes.co.nz	Above basic	Above basic	×
Appear on homepage for buyers nearby homes.co.nz	✓	×	×
Brand			
Premium branded listing	✓	✓	×

¹ Only applicable when a search is sorted by 'Featured first' above Base listings until sold. | ² Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 1 June 2026 - 30 June 2026.