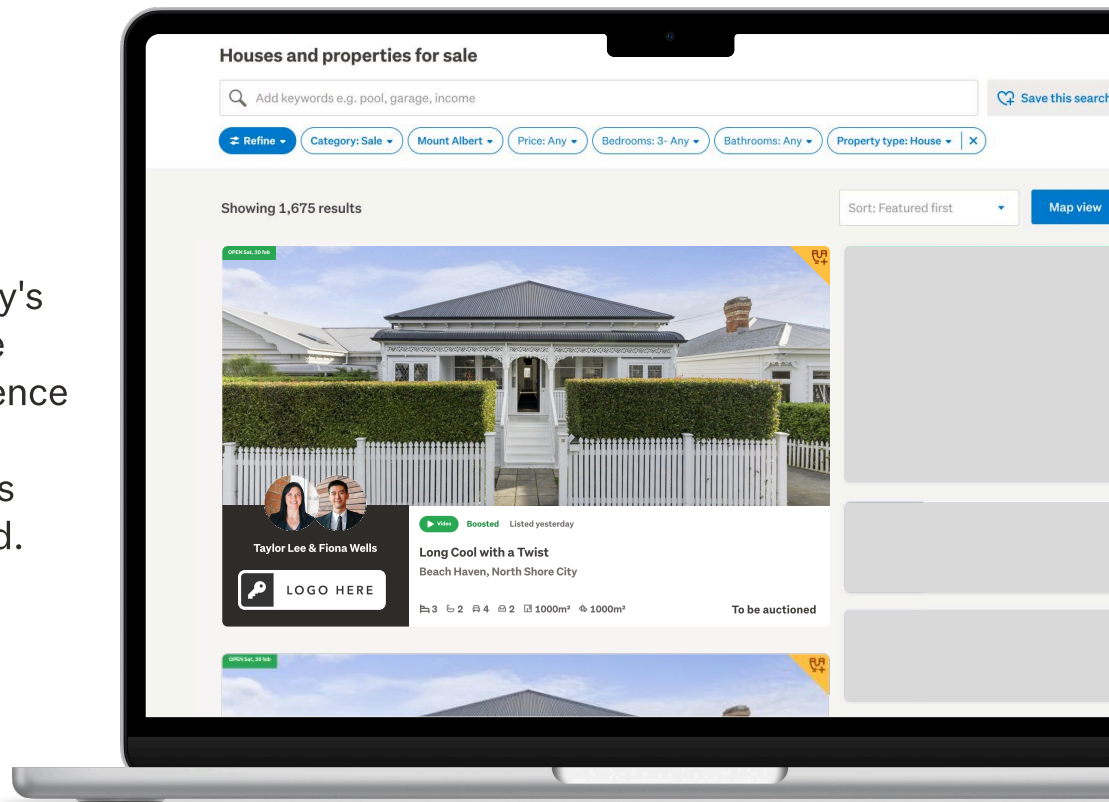


GOLD PACKAGE

Superior marketing for great results

Why Choose Gold?

Enhance your property's visibility in front of the largest property audience in Aotearoa, with prominent placements and a large listing card.



Indicative product mockup, subject to change.

Gold Package Benefits:

homes.co.nz

Extend your listing reach across homes.co.nz

Social Boost

Automatically promote your listing across Facebook and Instagram

Global exposure

Gain international visibility across five overseas property portals

 **2.8X**

more engagement on average

When compared to Base listings¹

**GOLD PACKAGE WILL BE
RETIRED 31 MARCH 2026**

**trademe
property** 

PACKAGES

Compare listing packages

	PLATINUM	GOLD	SILVER	BASE
Exposure & Buyer Engagement				
Position and size in search results				
Search rank rotation ² <small>Until Sold</small>	Weekly	Weekly	Fortnightly	×
Property files <small>NEW</small>	✓	✓	✓	✓
Search carousel (desktop)	1 Week	1 Week	1 Week	×
Watchlist Connect <small>NEW</small>	✓	×	×	×
Reach				
Appear on Stuff  <small>NEW</small>	✓	×	×	×
Target buyers in nearby suburbs <small>Until Sold</small>	✓	✓	×	×
Targeted reach to the property homepage <small>Until Sold</small>	✓	×	×	×
Social boost on Facebook & Instagram	✓	✓	×	×
Target international buyers on the Global Property Network	✓	✓	×	×
Inclusion across sold/offmarket carousels <small>NEW</small>	✓	×	×	×
Position in search results 	Above basic	Above basic	Above basic	×
Appear on homepage for buyers nearby 	✓	×	×	×
Brand				
Premium branded listing	✓	✓	✓	×

¹ Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 1 April 2025 - 30 June 2025. | ² Only applicable when a search is sorted by 'Featured first' above Silver listings until sold.



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