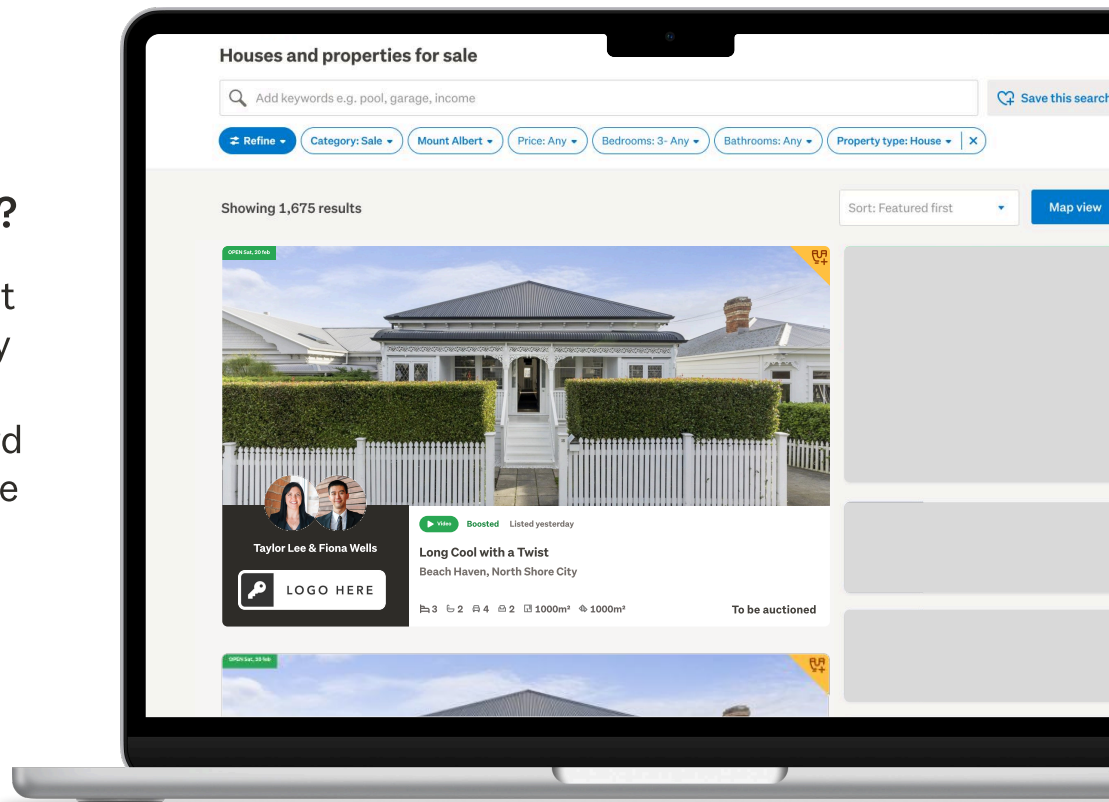


# SILVER PACKAGE

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.



Indicative product mockup, subject to change.

## Silver package Benefits



Extend your listing reach across homes.co.nz

### Position and size

Be seen above Base listings in search results



**2.4X**

more engagement on average

When compared to Base listings<sup>1</sup>

# PACKAGES

## Compare listing packages

	PLATINUM	GOLD	SILVER	BASE
<b>Exposure &amp; Buyer Engagement</b>				
Position and size in search results				
Search rank rotation <sup>2</sup> <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>	✓	×	×	×
<b>Reach</b>				
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 	✓	×	×	×
<b>Brand</b>				
Premium branded listing	✓	✓	✓	×

<sup>1</sup> 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. | <sup>2</sup> Only applicable when a search is sorted by 'Featured first' above Silver listings until sold.



SCAN TO VIEW  
OUR E-BOOK

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