

trademe
property 

PACKAGES & PARTNERSHIP AGREEMENTS

Residential for sale
and new homes

- 03 MARKETING PACKAGES OVERVIEW**
- 07 PACKAGE FEATURES COMPARISON TABLE**
- 09 PACKAGE UPGRADES**
- 10 PACKAGE FEATURES**
- 26 PARTNERSHIP AGREEMENTS OVERVIEW**
- 28 PARTNERSHIP AGREEMENTS COMPARISON TABLE**
- 29 PARTNERSHIP AGREEMENT FEATURES**



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**MARKETING
PACKAGES**

MARKETING PACKAGES OVERVIEW

Choose from two marketing packages:

PLATINUM

SILVER

ELEVATE YOUR LISTINGS WITH TRADE ME PROPERTY MARKETING PACKAGES

We equip you with the best marketing tools to increase your confidence during discussions with potential vendors around the results they'll deliver.

Each package is designed to elevate your vendor's property, ensuring they stand out in front of Aotearoa's largest property audience.

Did you know

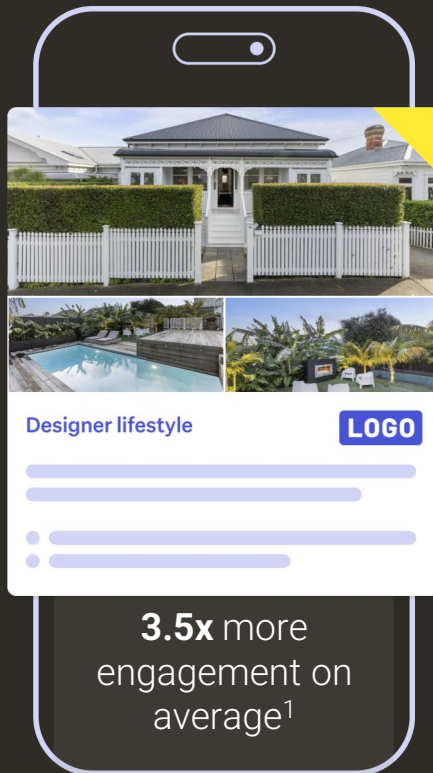
64%

of homeowners think it's a good time to buy¹

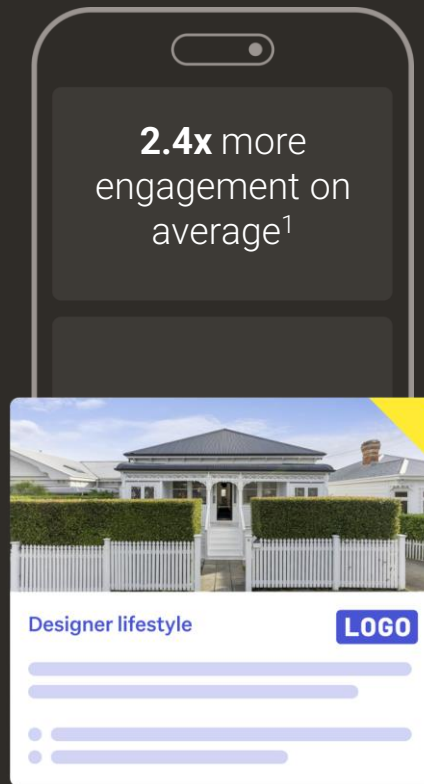
GET MORE EYES ON YOUR LISTINGS

Properties at the top of search consistently capture the **most buyer attention**.

PLATINUM



SILVER



1. Trade Me Property Site Data, marketing package performance compared to Base Listings, first 30 days on-site during 1 April - 30 June 2025.

REACH MULTIPLE AUDIENCES WITH PLATINUM

Maximise your reach with Platinum listings, extended to multiple digital websites, including homes.co.nz, Stuff.co.nz and social media platforms.



Homes.co.nz

Platinum reaches a wider audience with extended search result visibility and prominent homepage recommendations.



Social boost

Your property is promoted on Instagram and Facebook on launch day leveraging Trade Me Property data to get the word out further and ensure active buyers see your listing.

PACKAGE FEATURES

Win more listings and sell more houses with our marketing packages. Explore what each package offers and how it maximises your property's visibility and impact.



Compare our packages!

	PLATINUM	SILVER	BASE
Exposure & Buyer Engagement			
Position and size in search results			
Search rank rotation ² <small>Until Sold</small>	Weekly	Fortnightly	✗
Property files	✓	✓	✓
Search carousel (desktop)	1 Week	1 Week	✗
Watchlist Connect <small>NEW</small>	✓	✗	✗
Reach			
Appear on Stuff <small>Stuff</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	✓	✗	✗
Inclusion across sold/offmarket carousels	✓	✗	✗
Position in search results <small>homes.co.nz</small>	Above basic	Above basic	✗
Appear on homepage for buyers nearby <small>homes.co.nz</small>	✓	✗	✗
Brand			
Premium branded listing	✓	✓	✗

BUILD TRUST AND BRAND RECOGNITION LOCALLY

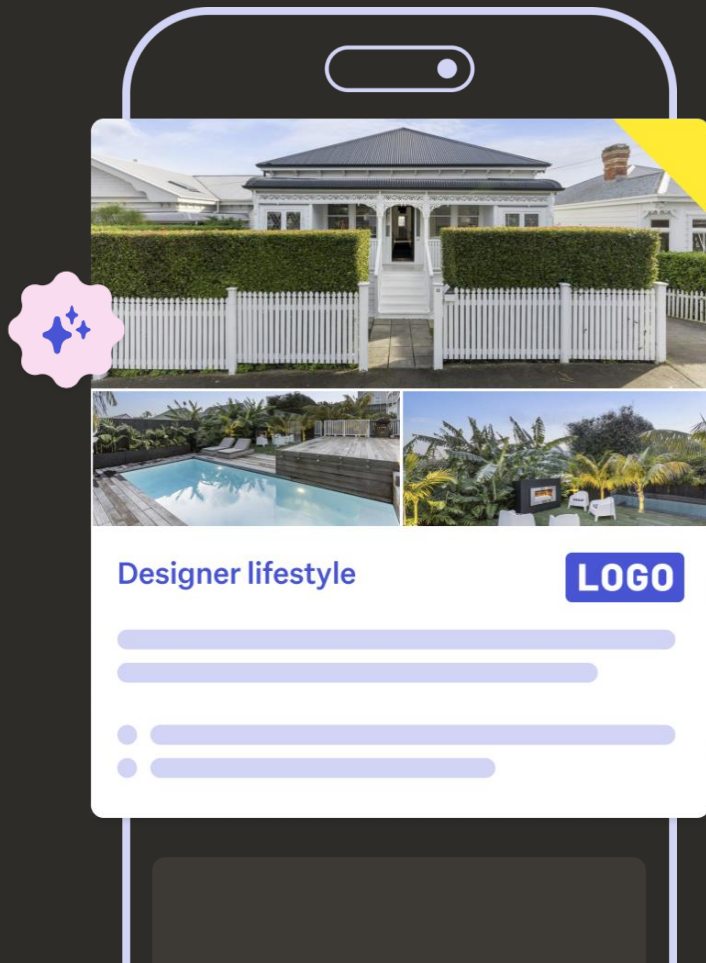
Our packages and upgrades enhance your vendor's listing visibility to buyers and maximise your brand's exposure in your area, showcasing you as the go-to agent for homeowners looking to list their property.

TRUST

Familiarity helps you get noticed and trusted in your community. Trust is the top-rated attribute owners look for in an agent*

43%

of buyers surveyed are looking to buy in the next 12 months¹



BOOST YOUR PACKAGE

Extend your listing & reach more buyers with **Audience Boost**.

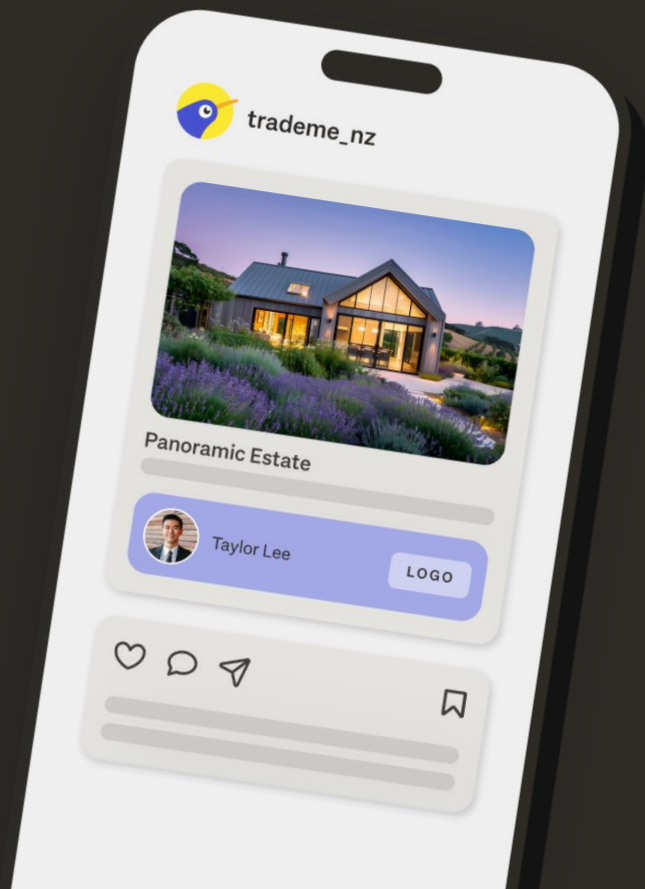
KEY BENEFITS

- + Boost your Platinum or Silver packages by retargeting property seekers viewing your listings for a week for \$199
- + Use Trade Me Property's largest property audience to follow active buyers where they are online on Facebook, Instagram, Google and stuff.co.nz



AVAILABLE TO:

✓ PLATINUM ✓ SILVER





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property 

MARKETING PACKAGE FEATURES

STUFF.CO.NZ

AVAILABLE TO:

✓ PLATINUM ✕ SILVER

We're bringing **millions more eyeballs** to your vendors' listings every month with the stuff.co.nz property carousels.



MOST PROPERTIES,
MORE CHOICE.

Auckland ▾



Fiona Wells

KEY ESTATES

Your dream home awaits!

23 Catrina Ave, Birkenhead



Fiona Wells &
Taylor Lee

KEY ESTATES

Your dream home awaits!

23 Catrina Ave, Birkenhead



Taylor Lee

KEY ESTATES

Your dream home awaits!

23 Catrina Ave, Birkenhead



Taylor Lee

KEY ESTATES

Your dream home awaits!

23 Catrina Ave, Birkenhead

WATCHLIST CONNECT

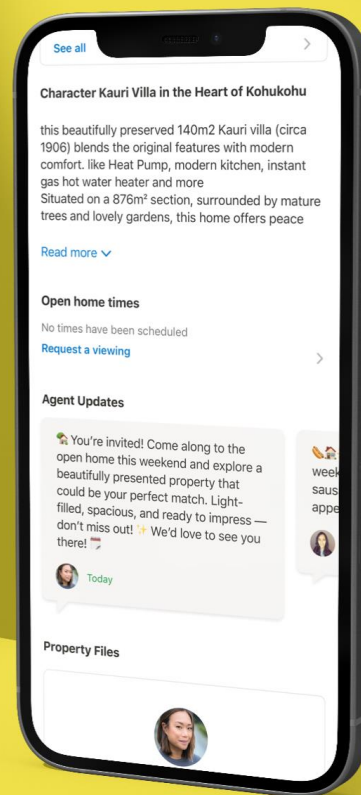
Driving **1.5x** more listing views¹

- + Add custom, free-form messages to your listing pages under a new 'Agent Updates' section.
- + You decide when to send updates and alert watchlisters via email.
- + Drive more qualified enquiries.
- + Reignite old listings.

AVAILABLE TO:

✓ PLATINUM ✗ SILVER

1. Trade Me data - Listings with an agent update vs no update has 1.5x more listing views on the day an update was made - July 2025



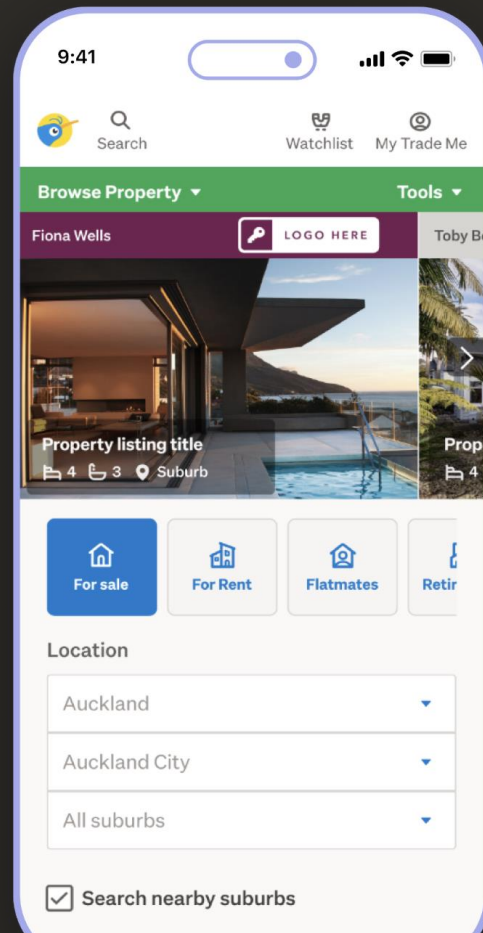
BE ONE OF THE FIRST PROPERTIES BUYERS SEE

Platinum is the only package to appear on the Trade Me Property homepage

- + **259,000** people visit the Trade Me Property homepage daily*
- + Target active buyers
- + Recommendations are based on users recent searches

AVAILABLE TO:

✓ PLATINUM ✗ SILVER

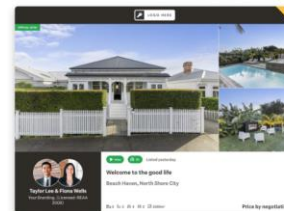


BE ONE OF THE FIRST PROPERTIES BUYERS SEE

With top search positions & increased engagement through automatic rotations



- **Highest** position in search
- **Rotates** to the top of search **weekly**



PLATINUM

- Appears **below Platinum** and above Base listings
- **Rotates** to the top of Silver listings in search **fortnightly**



SILVER

AVAILABLE TO:

✓ PLATINUM ✓ SILVER

GET MAXIMUM BUYER ATTENTION & STAND OUT WITH PLATINUM

Platinum has the largest listing card in search results

- + Three images to showcase your property's best features
- + Largest agent & office branded card

AVAILABLE TO:

✓ PLATINUM ✗ SILVER



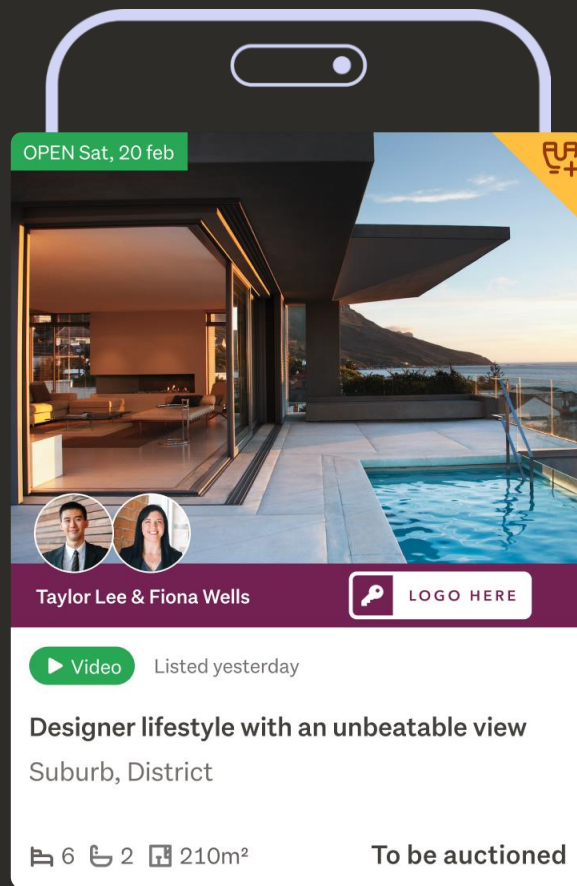
GET GREAT VISIBILITY WITH SILVER LISTINGS

Silver has large listing cards in search results

- + One large image
- + Largest agent & office branded card

AVAILABLE TO:

✓ PLATINUM ✓ SILVER



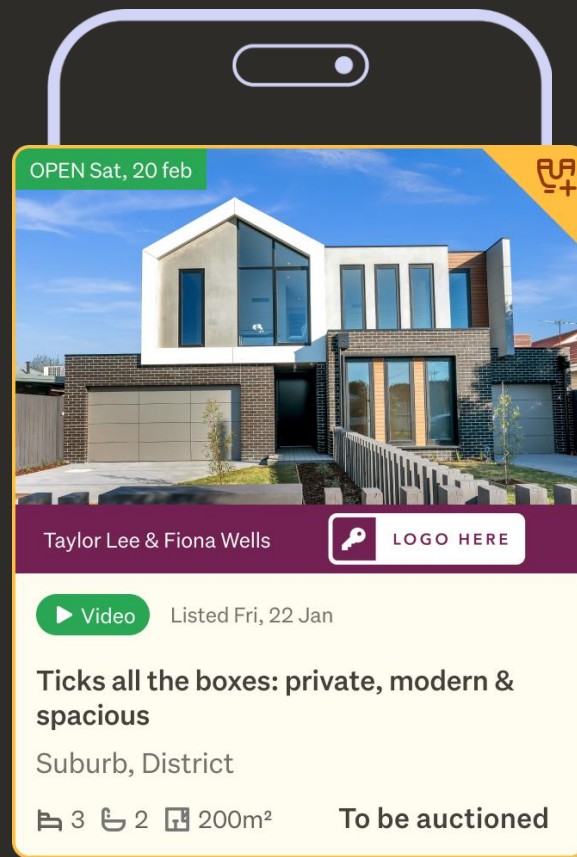
STAND OUT FROM BASE LISTINGS

Feature listings have a medium size listing card in search

- + Steal the spotlight from Base Listings, with a distinctive background and border
- + Applied to all packages six months after going live or when relisted
- + Appear ahead of all Base Listings in search results
- + Lasts the lifetime of your marketing campaign

AVAILABLE TO:

✓ PLATINUM ✓ SILVER



APPEAR IN THE SEARCH CAROUSEL FOR ONE WEEK

Our Search Carousel is the very first result property seekers see when searching on desktop. Showcase your brand and your listing's best features.

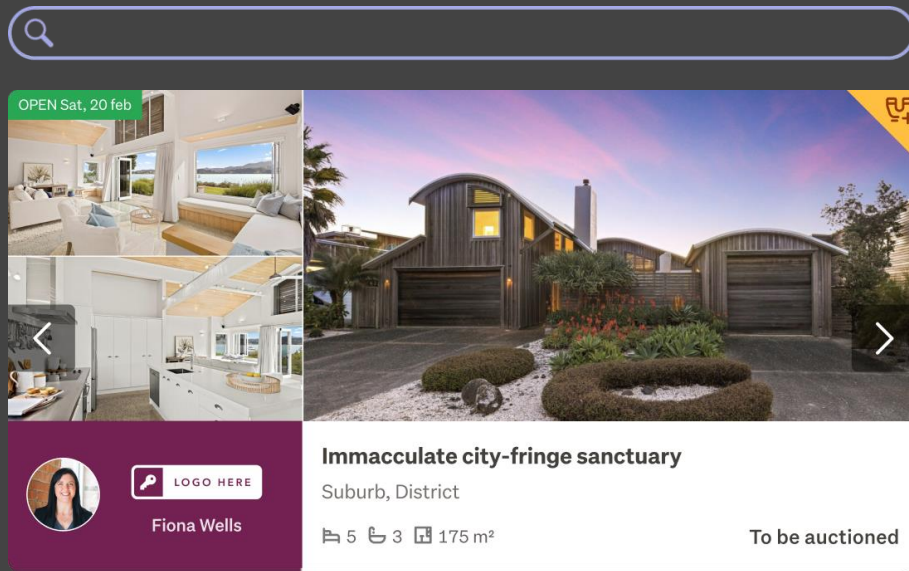
DURATION IN SEARCH CAROUSEL

PLATINUM

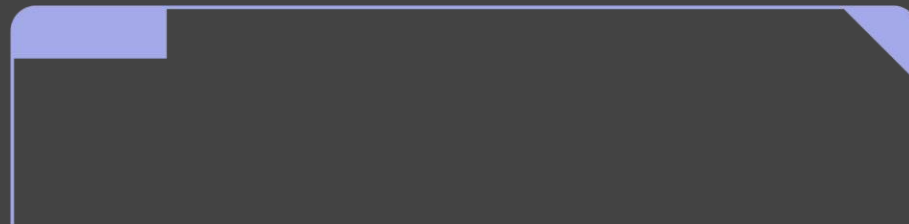
1 week

SILVER

1 week



The screenshot shows a search carousel interface. At the top is a search bar with a magnifying glass icon. Below it is a carousel of property images. The first image shows an interior view of a modern living area with a green banner that says "OPEN Sat, 20 feb". The second image shows a kitchen area. The third image shows the exterior of a large, modern house with a curved roof and a garage. Below the images is a purple section containing a profile picture of Fiona Wells, a "LOGO HERE" button, and the name "Fiona Wells". To the right of this section is the property title "Immaculate city-fringe sanctuary", the location "Suburb, District", and the area "175 m²". At the bottom right of the property card, it says "To be auctioned".



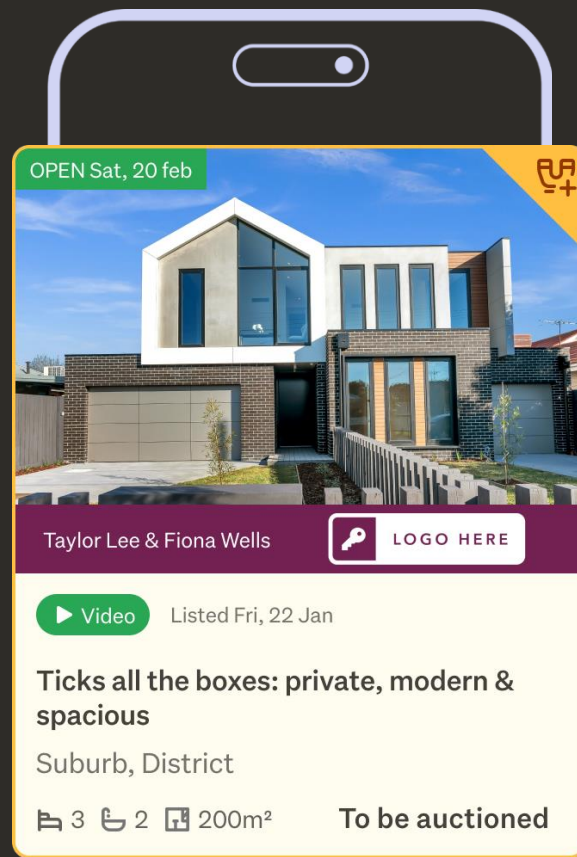
EXTEND THE REACH OF YOUR LISTING FURTHER

Platinum listings target nearby suburbs in search

- + Use search criteria to target buyers
- + Reach a wider audience
- + Entice potential buyers with flexible location targeting

AVAILABLE TO:

✓ PLATINUM ✗ SILVER



EXTEND THE REACH OF YOUR LISTING FURTHER

Larger cards & top spots in latest listing email alerts

+ **307,500 members** view property listings from saved search emails per month*

+ Maximises your brand exposure across platforms

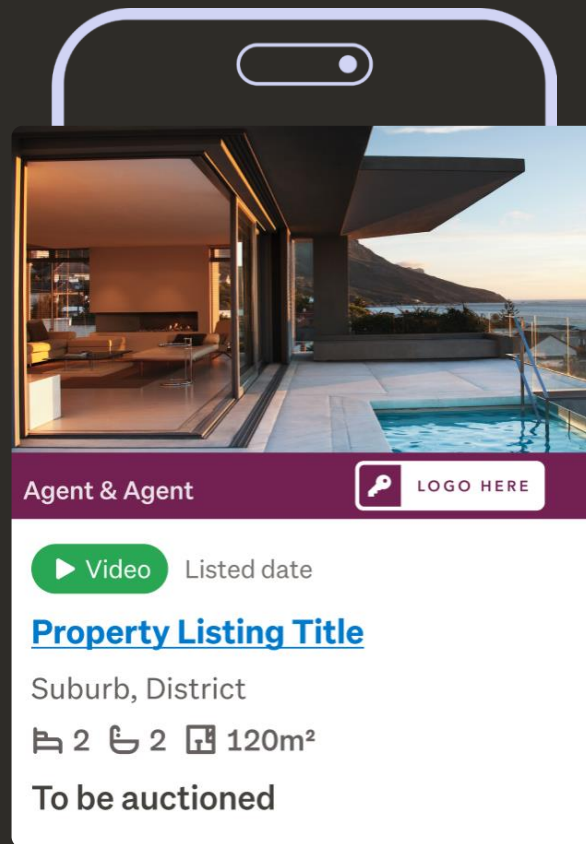
+ **Tip:** Dominate latest listing emails by bulk uploading listings on one day

PLATINUM POSITION

SILVER POSITION

AVAILABLE TO:

✓ PLATINUM ✓ SILVER



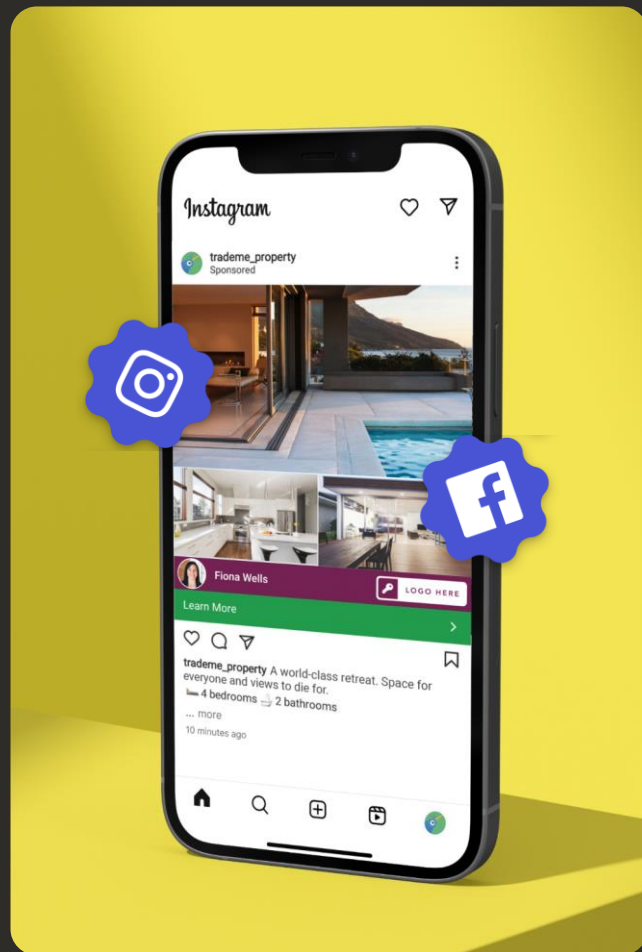
SOCIAL BOOST

Automatically boost your listings across Instagram & Facebook during the initial days of the campaign launch

- + Reach active buyers and expand your property's market presence
- + Utilise Aotearoa's largest buyer audience data to target the right people
- + We handle ad creation and targeting - no extra work for you

AVAILABLE TO:

✓ PLATINUM ✗ SILVER



BASIC LISTING

Your listing gets extended within the homes.co.nz search results with a Basic Listing

The screenshot displays the homes.co.nz website interface. At the top, the navigation bar includes 'homes.co.nz by trademe', 'Properties', 'Homeowners', 'Find Agents', 'Homes Inspiration', and 'More'. A search bar is located below the navigation, with a search icon and the text 'Search by address, suburb or city'. Below the search bar are filter buttons for 'All homes', 'For sale', 'Sold', 'For rent', and 'Not listed'. The main content area shows a grid of property listings. The top-left listing features a 'FOR SALE' badge, a heart icon, and a photo of a patio with a table and chairs overlooking a lake. Below the photo, the text reads 'Deadline sale by 5 A...', '3' (bedrooms), '2' (bathrooms), '5 Stone Ridge Place, Goldfe...', and 'Listed: 18 Jul 2025'. The top-right listing also has a 'FOR SALE' badge, a heart icon, and a photo of a patio with a table and chairs overlooking a lake. Below the photo, the text reads 'Asking price \$699,000', '2' (bedrooms), '2' (bathrooms), 'Unit 480 Copthorne Lakeview...', and 'Listed: 18 Jul 2025'. The bottom-left listing has a 'FOR SALE' badge, a heart icon, and a photo of a modern house with a helipad. The bottom-right listing has a 'FOR SALE' badge, a heart icon, and a photo of a modern house with a sign that says 'KAWARAU'. To the right of the listings is a map of Queenstown, New Zealand, showing the city and surrounding areas. The map is overlaid with numerous colored dots (teal and orange) representing property listings. Labels on the map include 'Queenstown', 'Boydtown', 'Frankton Road', 'Frankton', 'Kawarau Falls', 'Peninsula Road', 'Kawarau River', 'Lower Shoto', and 'Kingston Road'. A 'Hide map' button is located in the top right corner of the map area.

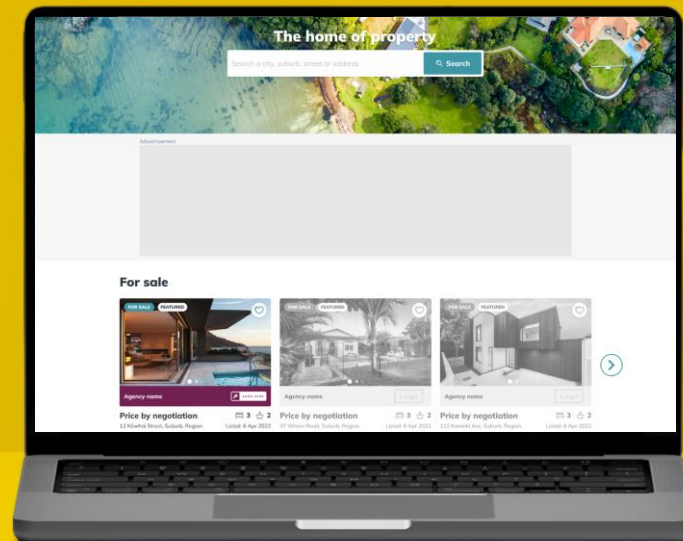
REACH A WIDER AUDIENCE ON HOMES.CO.NZ

Platinum is the only package to appear on the homes.co.nz homepage recommendations banner

- + List once and appear in front of two audiences
- + Be on top of your buyer's consideration
- + Maximise your listing reach with access to over 863,000 homepage views*

AVAILABLE TO:

✓ PLATINUM ✗ SILVER



SEARCH CAROUSEL

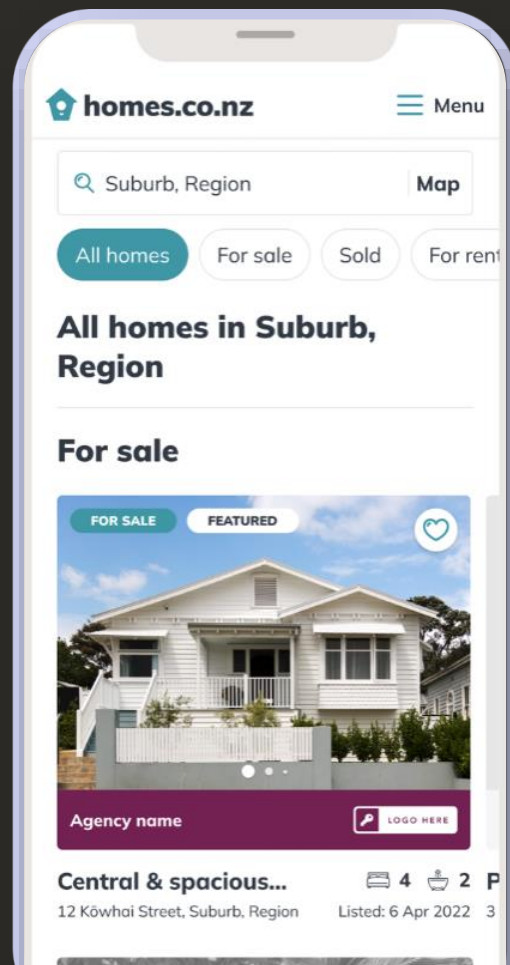
Position your property at the top of your buyer's search results on Homes.co.nz

 Platinum feature

 in search results carousel on Homes.co.nz

AVAILABLE TO:

✓ PLATINUM ✗ SILVER





PARTNERSHIP AGREEMENTS



GET MORE EXPOSURE, ENHANCE YOUR CONVERSATIONS, AND WIN MORE LISTINGS WITH A PARTNERSHIP AGREEMENT

A Partnership Agreement with Trade Me Property significantly enhances your digital brand presence through consistent listing campaigns at reduced rates.

Exclusive benefits for partners:

- **Access to additional branding products:** Attract new business with tailored branding solutions.
- **Utilise insights tools:** Convert more appraisals with the help of our advanced OneHub real time market data reports.

These added benefits, alongside our marketing packages, will distinguish you from the competition and position you as a market leader.

PARTNERSHIP FEATURES

Our comparison table highlights the exclusive features of each Partnership Agreement to help you find the best fit for your office. Scan the QR code below to get the full feature list!



	PLATINUM	SILVER	A LA CARTE
Pricing			
Value aligned package pricing <small>NEW</small>	✓	✗	✗
Support a vendor			
Reduced marketing package rates	✓	✓	✗
Reduced marketing package rates	✓	✓	✗
Early access to new products & events	✓	✗	✗
Audience Extension <small>15% OFF</small>	✓	✓	✗
Downgrade at Partnership rate	Up to 20%	Up to 10%	✗
Support your team			
Partner Agent benefits	✓	✗	✗
OneHub Office & Market insights	✓	✓	✗
OneHub Partner insights	✓	✓	✗
Priority in the customer support queue	✓	✓	✗
Lead reporting <small>NEW</small>	✓	✗	✗
Promote your agency Brand			
Suburb Ownership <small>30% OFF</small>	✓	✓	✗
Premium Office profile	✓	✓	✗
Partner Accreditation	✓	✓	✗
Listing BrandingPlus	✓	✗	✗
Build agent trust & track record			
Sales promotion on homes.co.nz	✓	✗	✗
Sales promotion on Trade Me	✓	✗	✗
Discounted RMA subscriptions <small>NEW</small>	15%	✗	✗
RMA Testimonials & Reviews <small>NEW</small>	Profile and other	Profile only	Profile only - limit 5
Capture appraisals			
Access to Suburb expert	✓	✓	✓

TRADE ME PROPERTY ACADEMY

We're investing in your professional development. Your success is our success.

- + Free industry training to help you succeed.
- + Access a wide range of Trade Me Property workshops.
- + Earn badges and certifications to show off your knowledge.

AVAILABLE TO:

✓ PLATINUM PA × SILVER PA



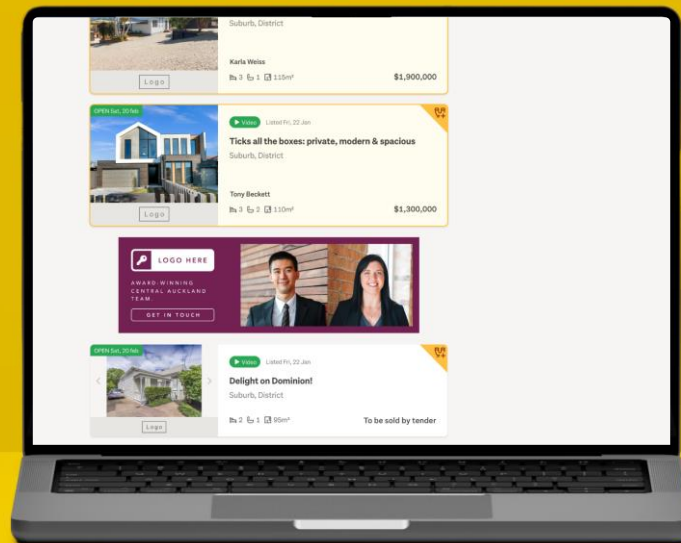
GAIN TOP VISIBILITY WITH THE FIRST DISPLAY AD POSITION IN SEARCH

As a partner, reach potential buyers and sellers in your suburb with discounted Suburb Ownership rates.

- + Position yourself as the market expert with ownership of your suburb
- + Increase your brand awareness
- + Get leads and grow your business

All partners get an exclusive 30% discount off Suburb Ownership rates:

✓ PLATINUM PA ✓ SILVER PA



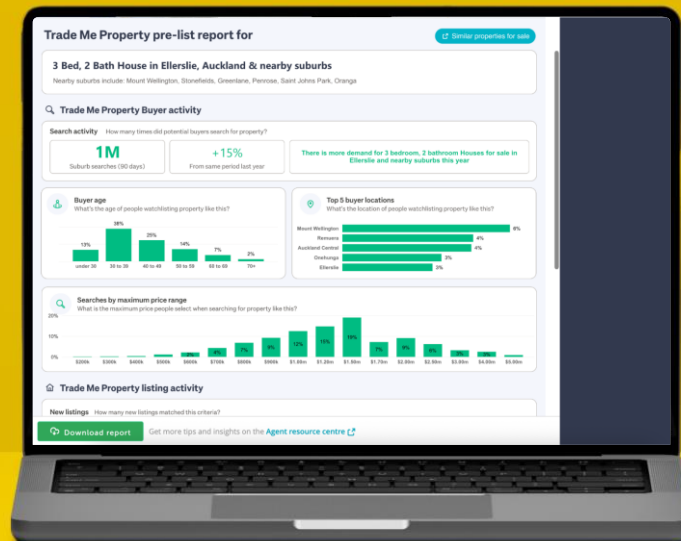
ONEHUB PRE-LIST REPORT

Access **real-time** buyer insights to help convert the appraisal:

- + Build vendor confidence that now is the right time to sell, and you're the right agent to sell their home
- + Access unlimited & exclusive access to refreshed market data, including buyer activity over the last 90 days

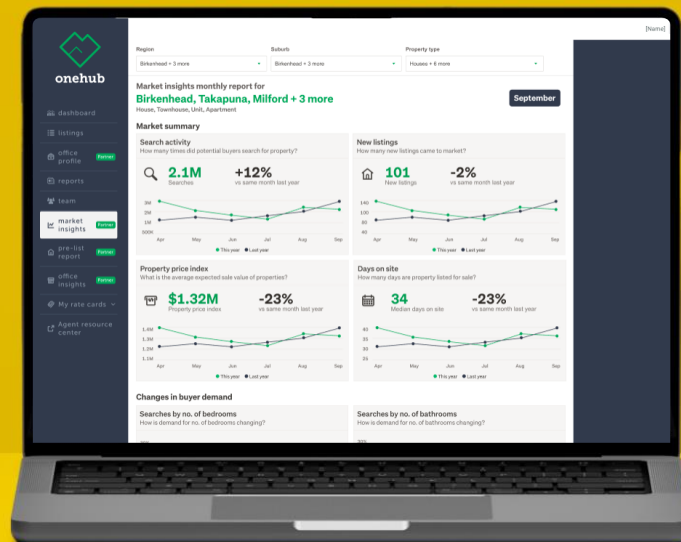
EXCLUSIVE TO:

- ✓ PLATINUM PA
- ✓ SILVER PA



ONEHUB MARKET REPORT

Use insights from your Onehub Market Report to advise potential vendors and spot new opportunities based on buyer demand



EXCLUSIVE TO:

✓ PLATINUM PA ✓ SILVER PA

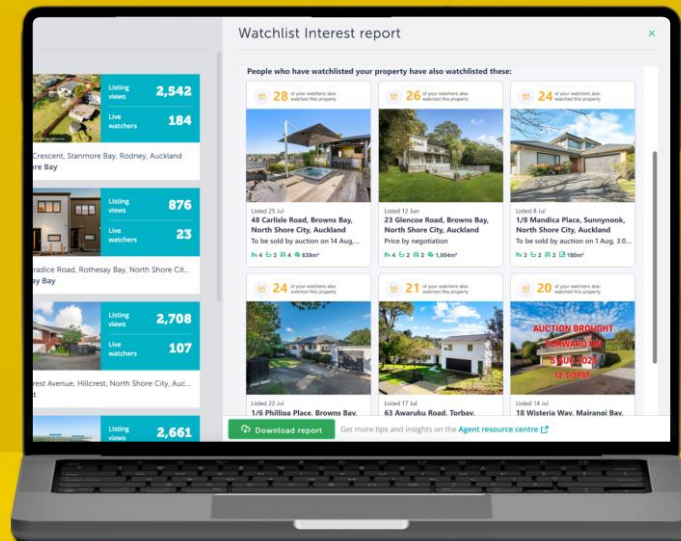
ONEHUB WATCHLIST REPORT

Use insights from your Onehub Market Report to advise potential vendors and spot new opportunities based on buyer demand

- + Discover the top five properties competing for your potential buyers interest
- + Set realistic price expectations by understanding market demand and sales methods of comparable properties

EXCLUSIVE TO:

✓ PLATINUM PA ✓ SILVER PA



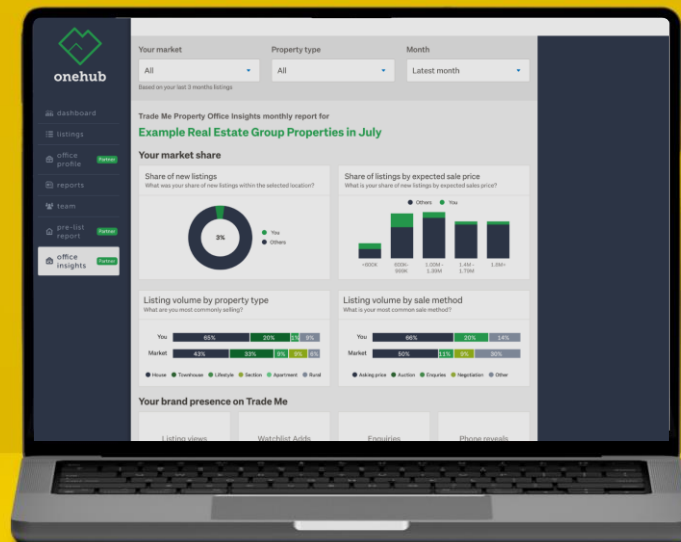
ONEHUB OFFICE INSIGHTS REPORT

Monitor your office performance and market share

- + Understand your position in the market based on your share of new listings and share of listings by price range
- + Compare the types of property your office sells and method of sale to the market average
- + Data at your fingertips to present at weekly sales meetings and drive competition among agents to take the top spot on the leaderboard

EXCLUSIVE TO:

✓ PLATINUM PA ✓ SILVER PA

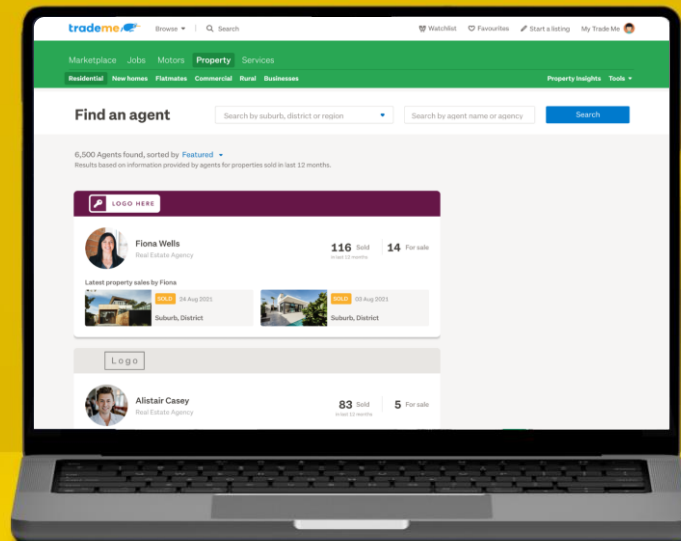


BE FEATURED FIRST ON OUR 'FIND AN AGENT' PAGE AND STAND OUT

- + Showcase your success with two sold records previewed
- + Stand out in front of potential vendors as the local expert with higher placements

EXCLUSIVE TO:

✓ PLATINUM PA ✗ SILVER PA

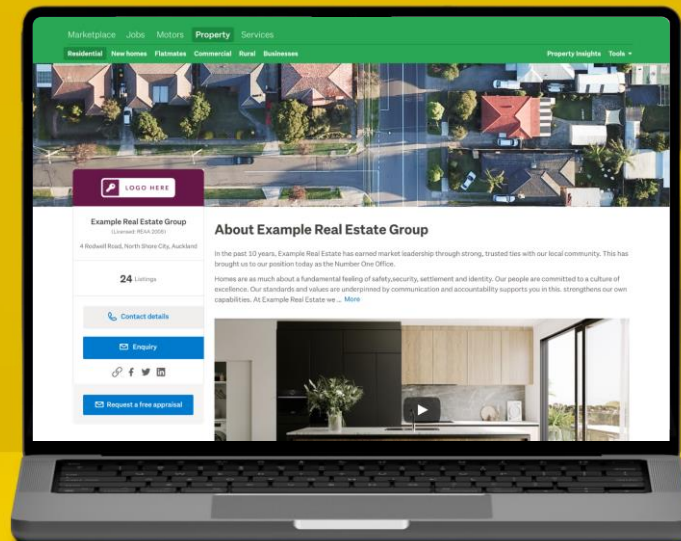


GET MORE EXPOSURE & RECOGNITION

- + Put your brand forward to gain recognition from potential buyers and sellers
- + Appears on your listings and on your agents' profiles.
- + Maximise your brand exposure within the agent directory
- + Stand out as local experts

EXCLUSIVE TO:

✓ PLATINUM PA ✓ SILVER PA



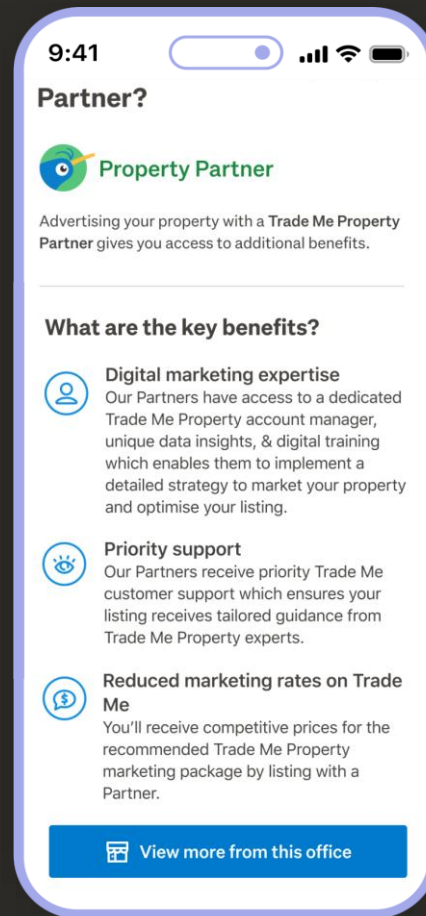
THE PARTNER BADGE

Encourage potential sellers to list with you by leveraging the Partner Badge

- + Communicate the value of choosing to list with a Property Partner (*i.e. reduced rates, access to unique data to build a successful campaign promoting their home*)
- + Sellers can identify Property Partners from their listings, agent profiles and office profile

EXCLUSIVE TO:

✓ PLATINUM PA ✓ SILVER PA



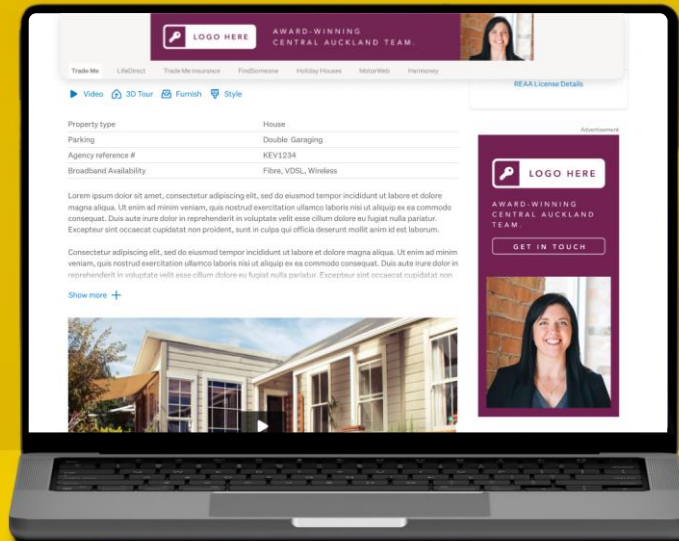
BRANDINGPLUS

Build even stronger brand awareness with a full advertising takeover

- + Own 100% of the display advertising on your listing pages*
- + Promote your brand proposition throughout the page
- + Connect users to your other listings with one click

EXCLUSIVE TO:

✓ PLATINUM PA ✗ SILVER PA



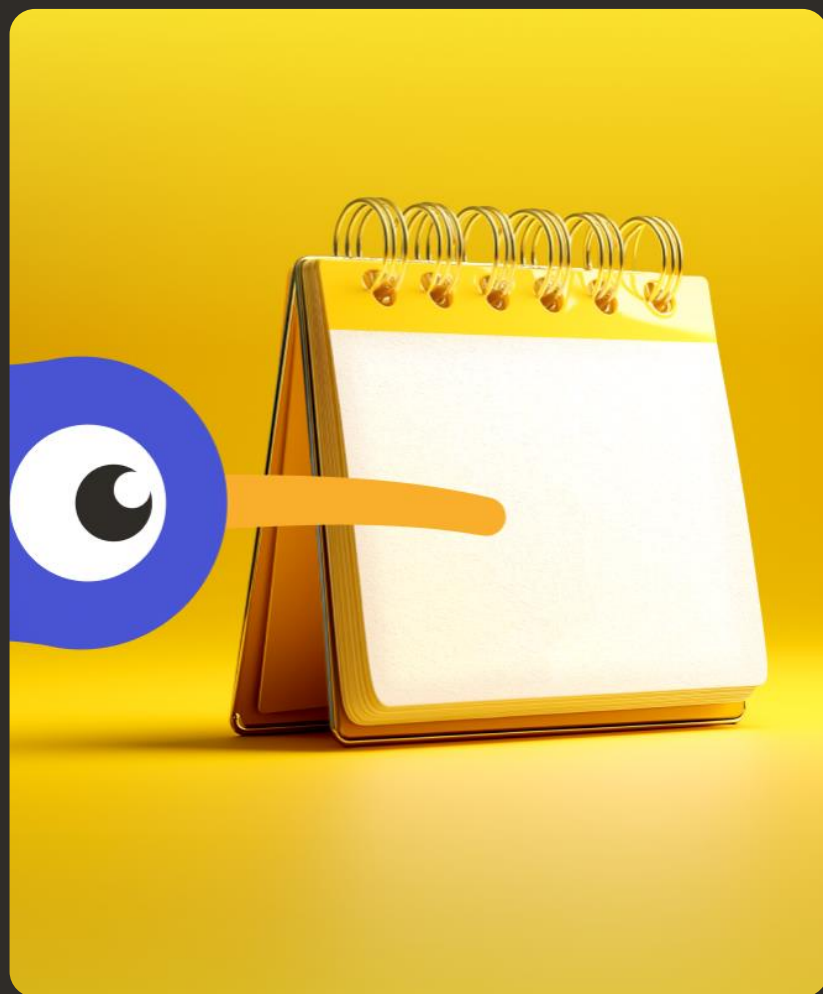
PLATINUM PARTNER ASSIST - BANDED RATES

Unlock smarter marketing rates
for every property

We're evolving our Platinum Partner offering and expanding our Platinum Assist concept with the introduction of **three new banded price tiers**.

This means more options, more flexibility and smarter marketing rates to achieve the best outcomes for your vendors. It's about getting the **right marketing, at the right price, every time**.

- + Fairer rates for all
- + Beyond 'one-size-fits-all'
- + Tailored to value



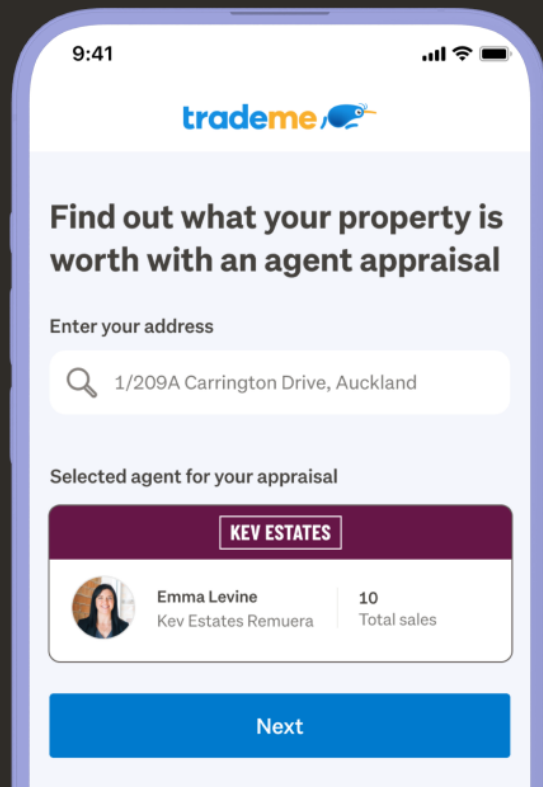
APPRAISAL REQUESTS STRAIGHT TO YOUR INBOX

Platinum Partners get exclusivity of appraisal requests originating from your listings or agent profile on Trade Me Property. Additionally, we'll match you with prospective sellers browsing Trade Me based on their address.

Each appraisal request includes essential details, such as timeframes for selling, helping you prioritise your leads efficiently.

EXCLUSIVE TO:

✓ PLATINUM PA ✗ SILVER PA



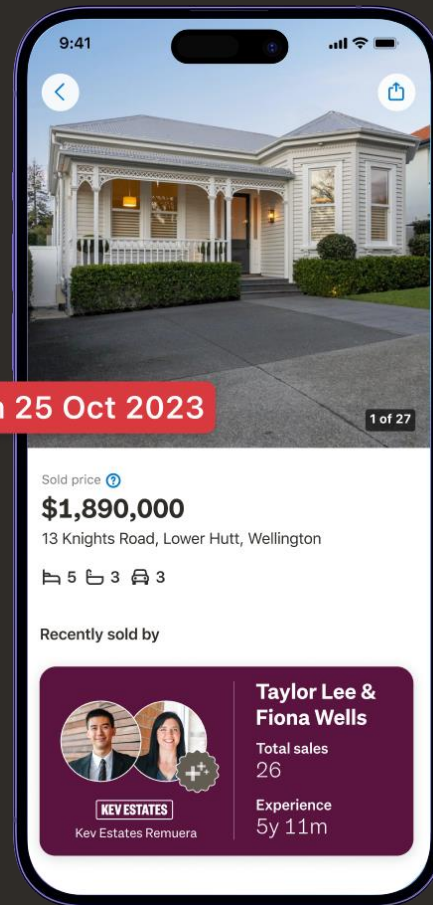
A VIRTUAL 'SOLD' SIGN FOR EVERY PROPERTY YOU'VE SOLD

Showcase your success in front of homeowners researching the market in the new Trade Me Sold Experience.

Build trust and increase your brand awareness as the local expert by showcasing your sales to become the preferred choice for an appraisal.

EXCLUSIVE TO:

✓ PLATINUM PA ✗ SILVER PA



STAND OUT AND ENHANCE YOUR CREDIBILITY

As a Platinum Partner, show potential sellers the exclusive benefits of listing their property with you.



The Platinum Badge appears on your profile and listings across Trade Me.

EXCLUSIVE TO:



✓ PLATINUM PA ✗ SILVER PA



PREMIUM PLUS

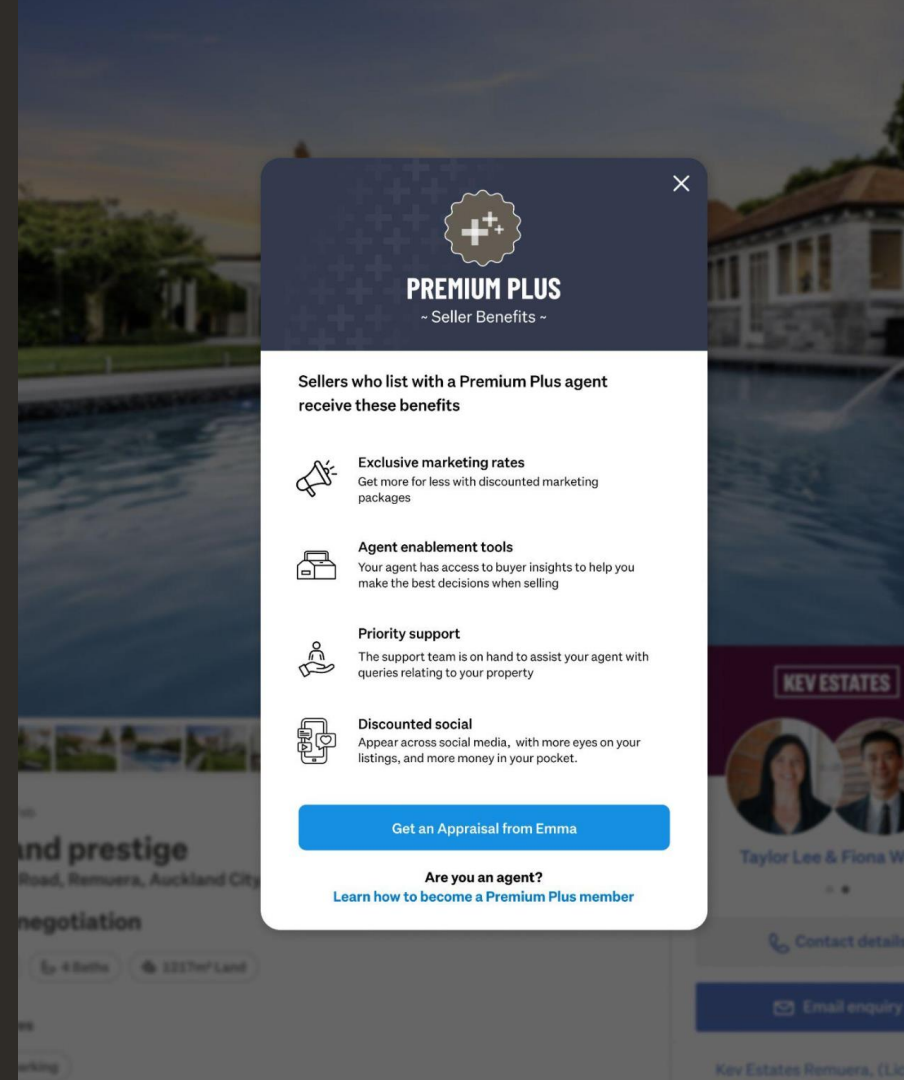
- Seller Benefits -

Sellers who list with a Premium Plus agent receive these benefits

-  **Exclusive marketing rates**
Get more for less with discounted marketing packages
-  **Agent enablement tools**
Your agent has access to buyer insights to help you make the best decisions when selling
-  **Priority support**
The support team is on hand to assist your agent with queries relating to your property
-  **Discounted social**
Appear across social media, with more eyes on your listings, and more money in your pocket.

[Get an Appraisal from Emma](#)

Are you an agent?
[Learn how to become a Premium Plus member](#)





READY TO MAKE A BOOKING, OR WANT TO CHAT THROUGH YOUR OPTIONS?

[Click this link](#) to get in touch with our customer support team, or contact your account manager to learn more about package & Partnership Agreement benefits.