

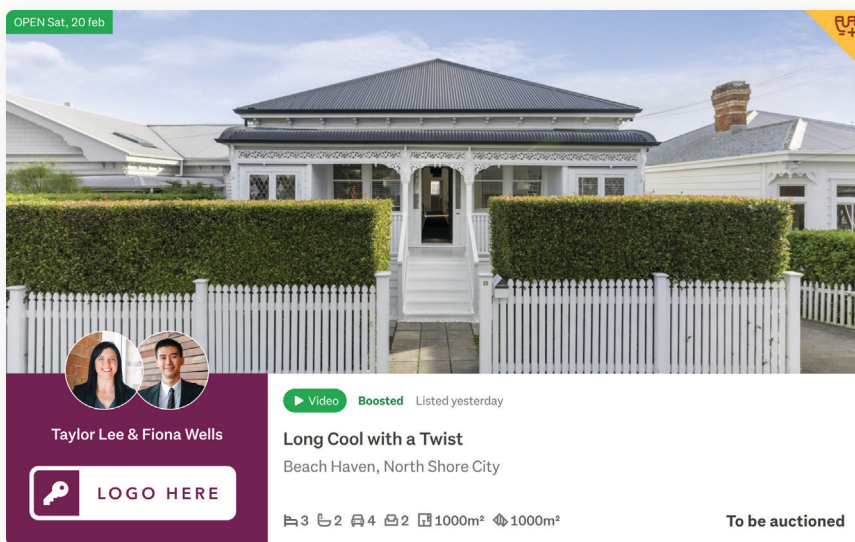
# Gold Package

Superior marketing for great results



# Get great exposure

Showcase your property with the largest listing elevated higher in relevant search results, as well as latest listings email alerts sent to potential buyers.



Indicative product mockup, subject to change

## WITH GOLD

Appear above Silver listings in search<sup>2</sup>

Until sold<sup>8</sup>

Large listing card

Until sold<sup>8</sup>

Rotates to the top of search<sup>2</sup>

Weekly

Appears in search carousel<sup>3</sup>

1 week

Position in latest listing email alerts<sup>4</sup>



Global reach on six international property portal



Social boost at launch on Facebook & Instagram



## Why choose Gold?

9 out of 10 buyers search on Trade Me Property<sup>1</sup>. That's why we drive **5x more open home attendees than any other property portal<sup>5</sup>**. Maximise your property's chance of success in front of Aotearoa's largest property audience<sup>6</sup> with Gold — get **4,000 listing views** on average<sup>7</sup>.



To get great exposure, upgrade to a Gold Package.

<sup>1</sup> Property buyer & seller market survey, Mar 2022, <sup>2</sup> Only applicable when a search is sorted by 'Featured first' above Silver, Bronze and Starter. <sup>3</sup> Desktop only. <sup>4</sup> Listings displayed in email are limited to 50. <sup>5</sup> Perceptive research, June 2023. Similarweb June 2023. <sup>6</sup> Similarweb June 2023. <sup>7</sup> Trade Me Property site statistics, residential for sale, average listing views, Jun - Jul 2023. <sup>8</sup> Maximum of six months.