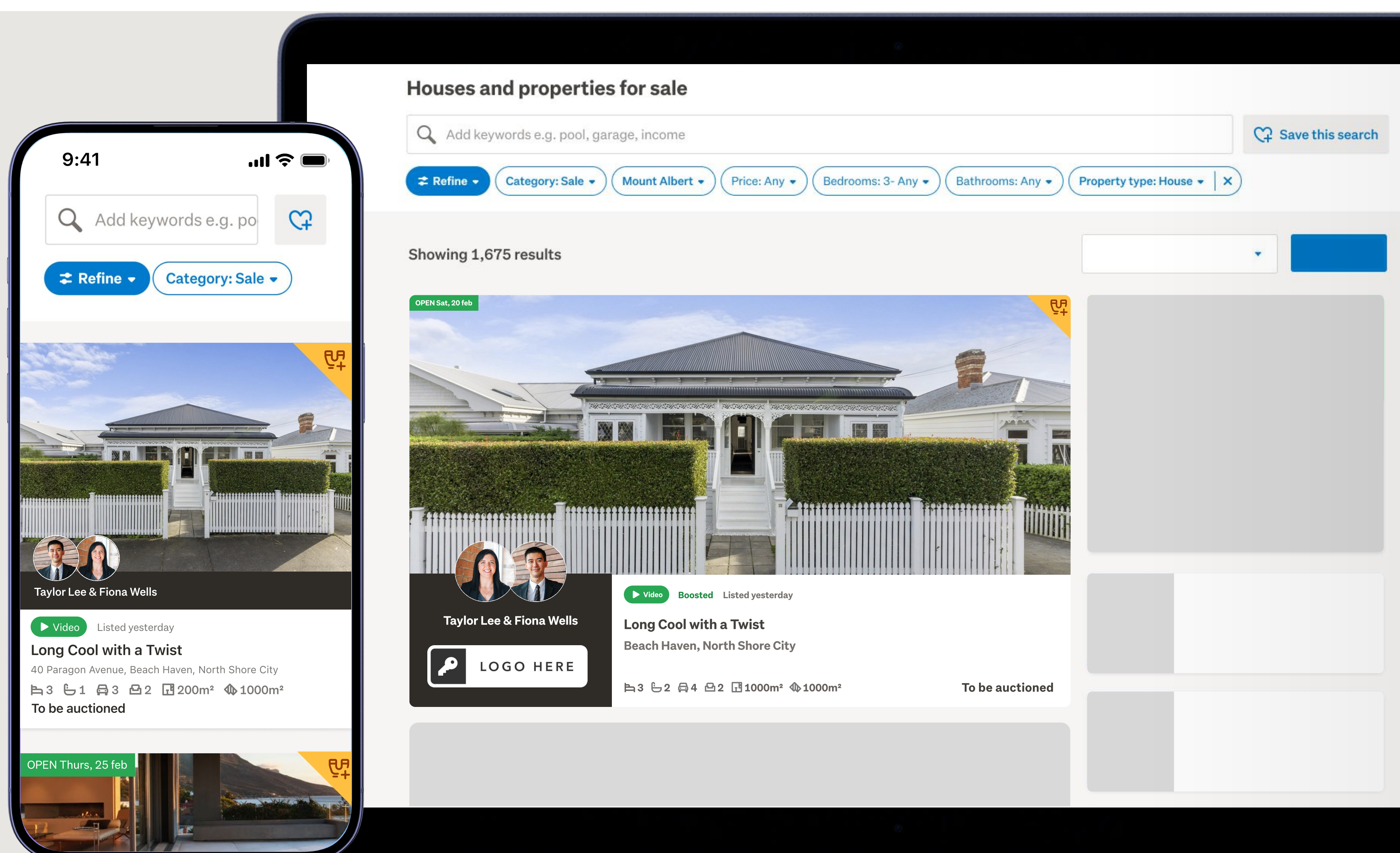


# GOLD PACKAGE

Superior marketing for great results

Enhance your property's visibility in front of Aotearoa's largest property audience<sup>3</sup>, where 9 out of 10 buyers search\*, with prominent placements and a large listing card that appears higher in relevant search results, as well as the latest listings email alerts sent directly to potential buyers.



## Why choose Gold?

On average, Gold listings receive:

 **2.2X**

more listing views  
on average

 **2.1X**

more watchlists  
on average

Compared to Base listings<sup>^</sup>

## With Gold:

Position and prominence in search results and latest listing emails



Rotates to the top of search<sup>1</sup>

Weekly

Appears in search carousel<sup>2</sup>

1 week

Target buyers searching suburbs nearby on Trade Me

Below Platinum

Homes.co.nz search results

Featured listing

Social boost on Facebook & Instagram

At launch

Global reach to an international audience

Six websites

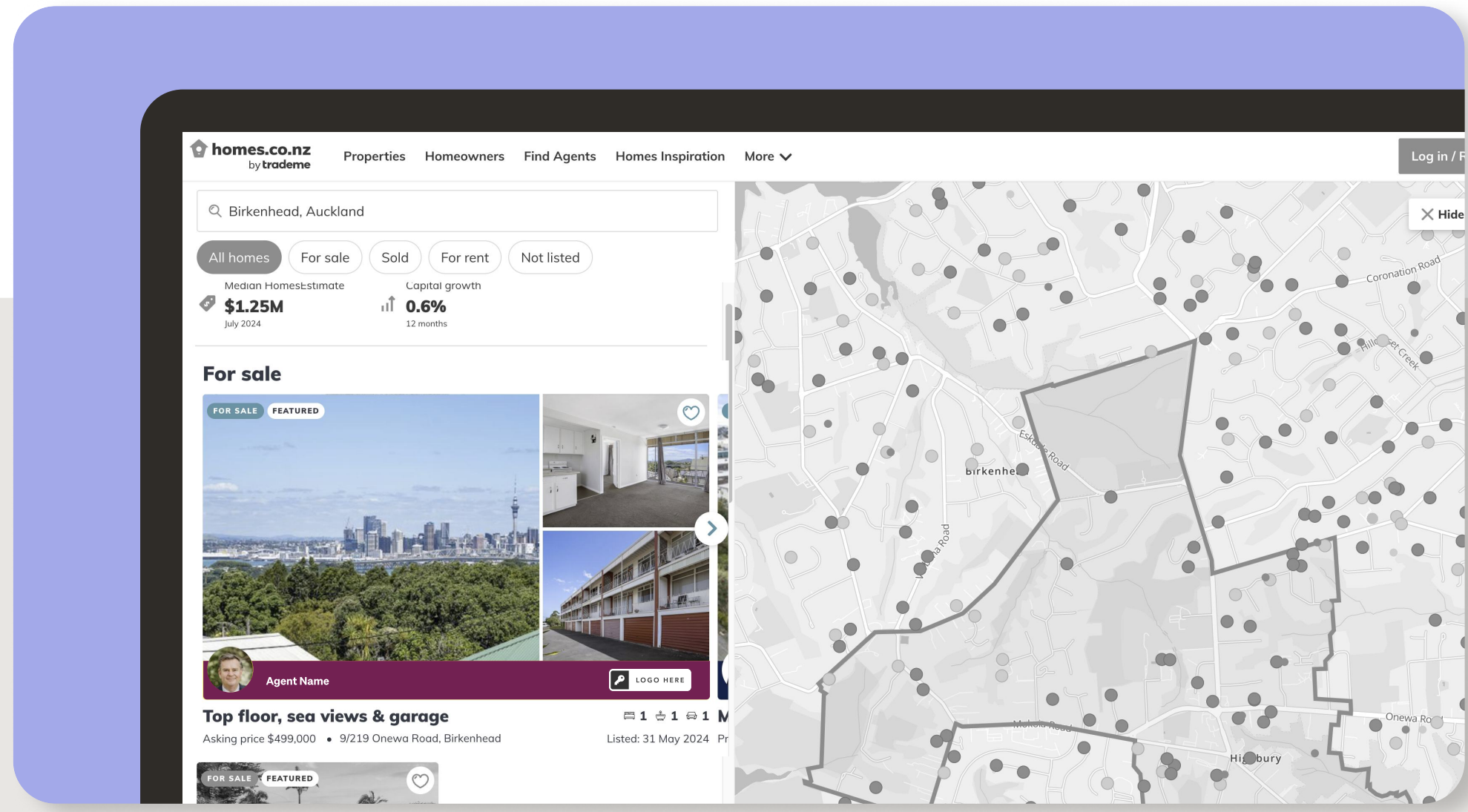
**TO GET HIGH EXPOSURE,  
CHOOSE GOLD** [GET MORE BUYERS](#)

**trademe  
property**  
IN WITH THE NEW



# List once and reach multiple audiences with Gold

To maximise your reach, your listing will be extended to nine other digital websites including Homes.co.nz, international property portals, and social media platforms.



## Homes.co.nz

Reach a wider audience with a Featured listing in search results on Homes.co.nz.



## 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.

## Global exposure

Gain international visibility and attract overseas interest by being published on six property portals worldwide including:



Australia



India



India



USA



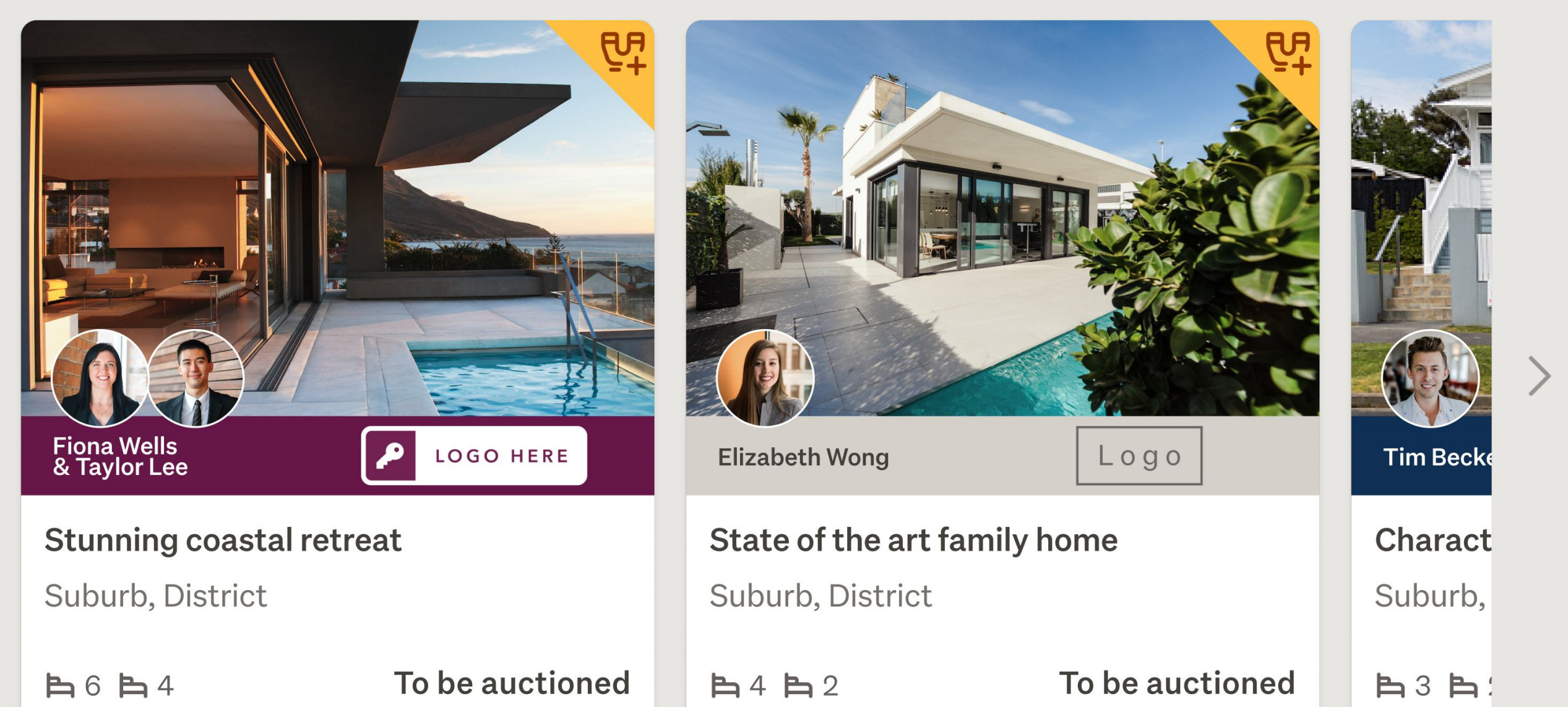
Thailand



India

## Extend your reach by targeting nearby suburbs in search

Your listing will be recommended to buyers searching for similar properties in nearby suburbs.



\*Property buyer & seller market survey, March 2023. ^Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 1 Feb 2024 - 31 July 2024. 1 Only applicable when a search is sorted by 'Featured first' above Silver & Base listings and below Platinum. 2 Desktop only. 3. Similarweb June 2024

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