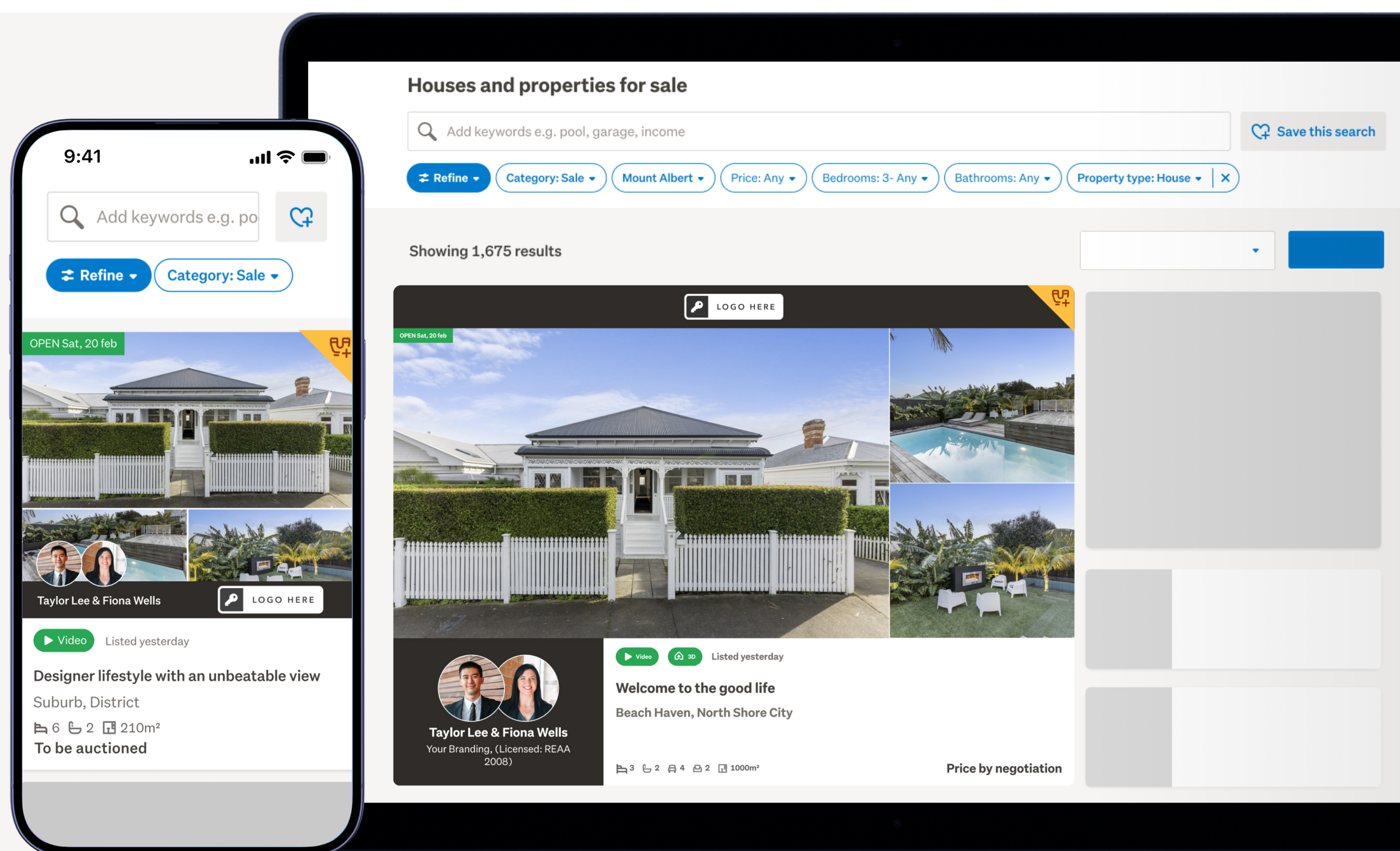


# PLATINUM PACKAGE

Unrivalled marketing for maximum results

Build competition and get maximum exposure for your property in front of the highest number of buyers on Aotearoa's largest property website<sup>4</sup>, where 9 out of 10 buyers search\*, with the most premium advertising in the most prominent positions.



## Maximise your property's chance of success

On average, Platinum listings receive:

 **2.7X**

more listing views on average


 **2.6X**

more watchlists on average

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

### With Platinum:

Feature on Trade Me Property & Homes.co.nz homepages Until sold<sup>1</sup>

Position and prominence in search results and latest listing emails 

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

Appears in search carousel<sup>3</sup> 1 week

Target buyers searching suburbs nearby on Trade Me Until sold<sup>1</sup>

Homes.co.nz search results Featured listing

Social boost on Facebook & Instagram At launch

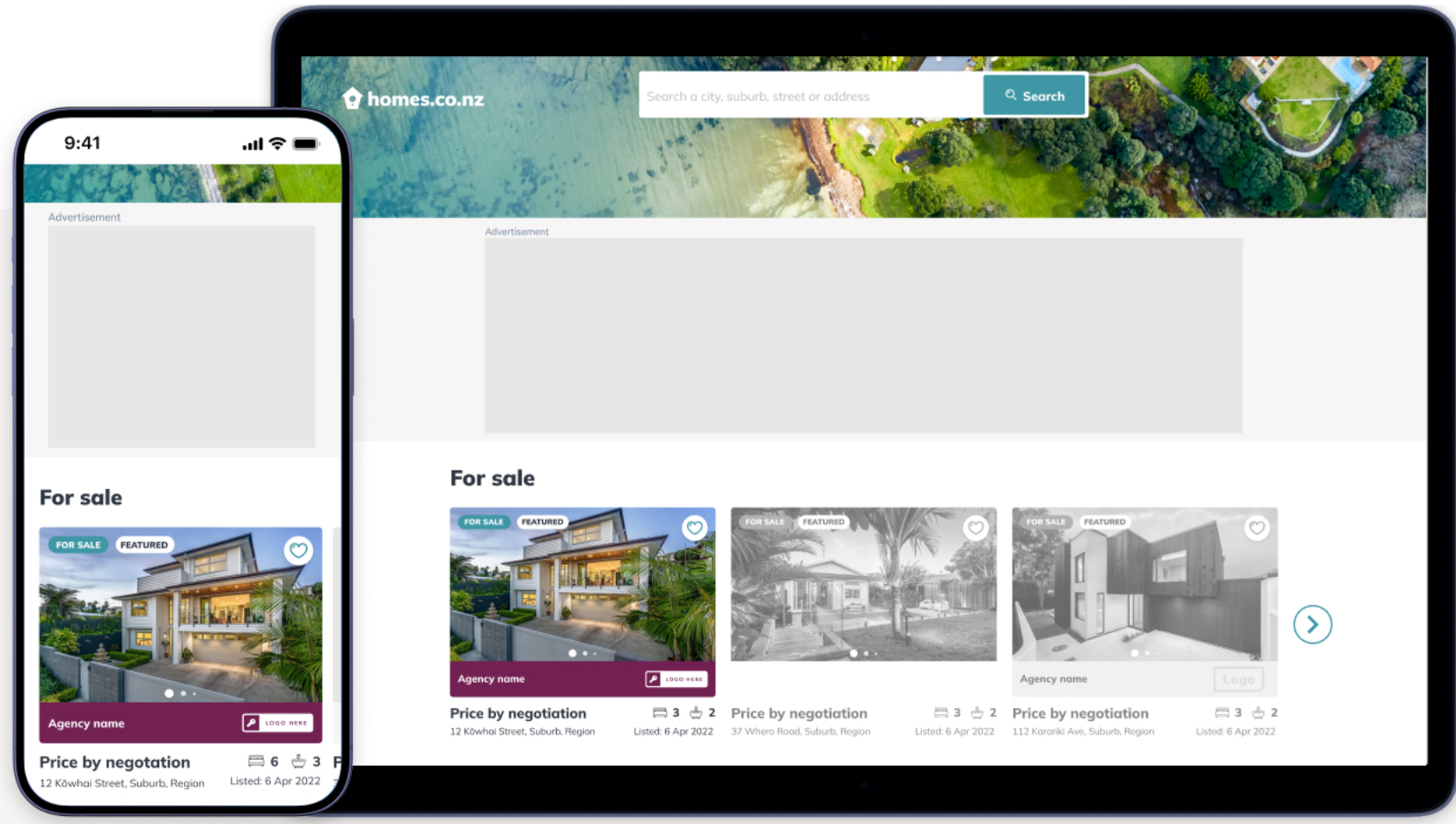
Global reach to an international audience Six websites

**TO GET MAXIMUM EXPOSURE, CHOOSE PLATINUM** [GET MORE BUYERS](#)

**trademe property**  
IN WITH THE NEW

# List once and reach multiple audiences with Platinum

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 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.

## Global exposure

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



Australia



India



India



USA



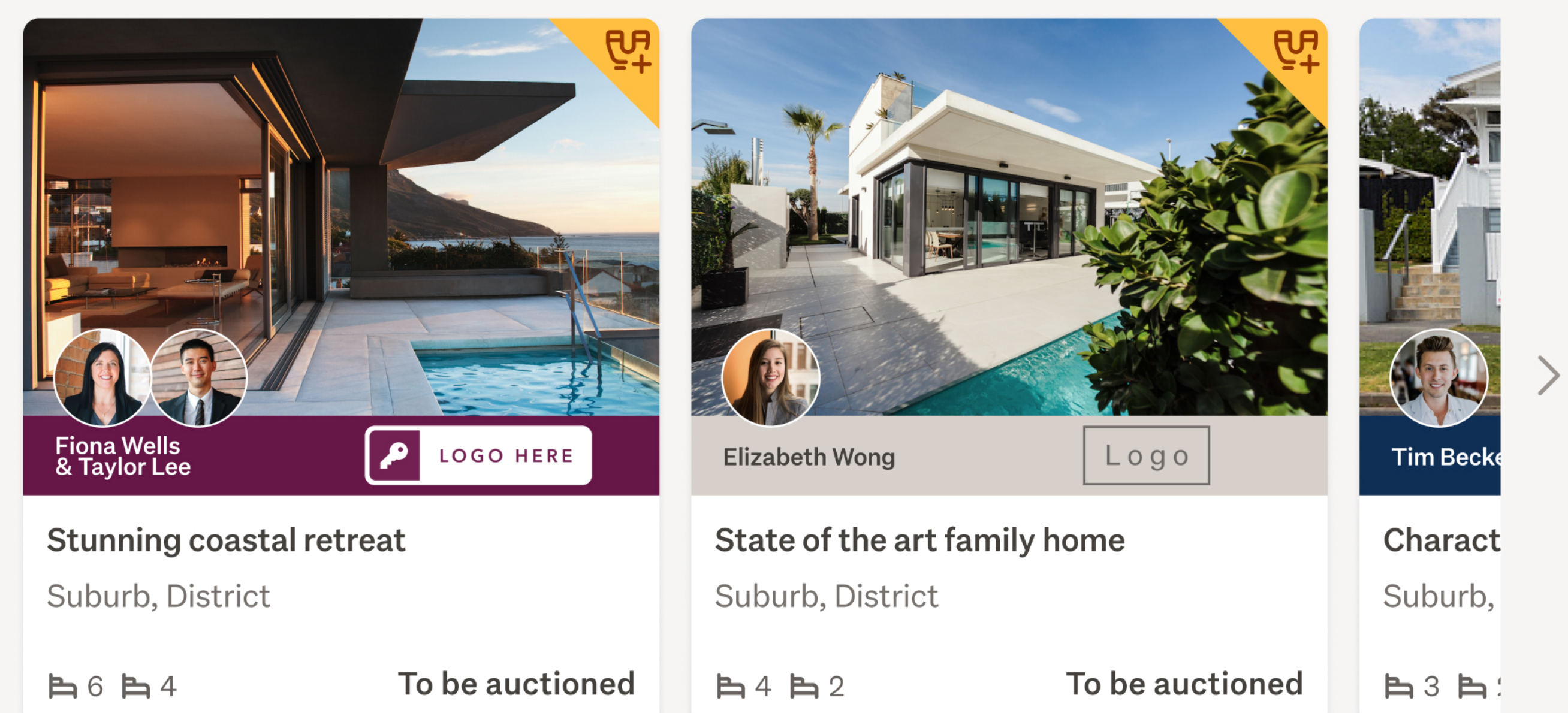
Thailand



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 Maximum of six months.

2 Only applicable when a search is sorted by 'Featured first' above Gold & Silver listings. 3 Desktop only. 4. Similarweb June 2024

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