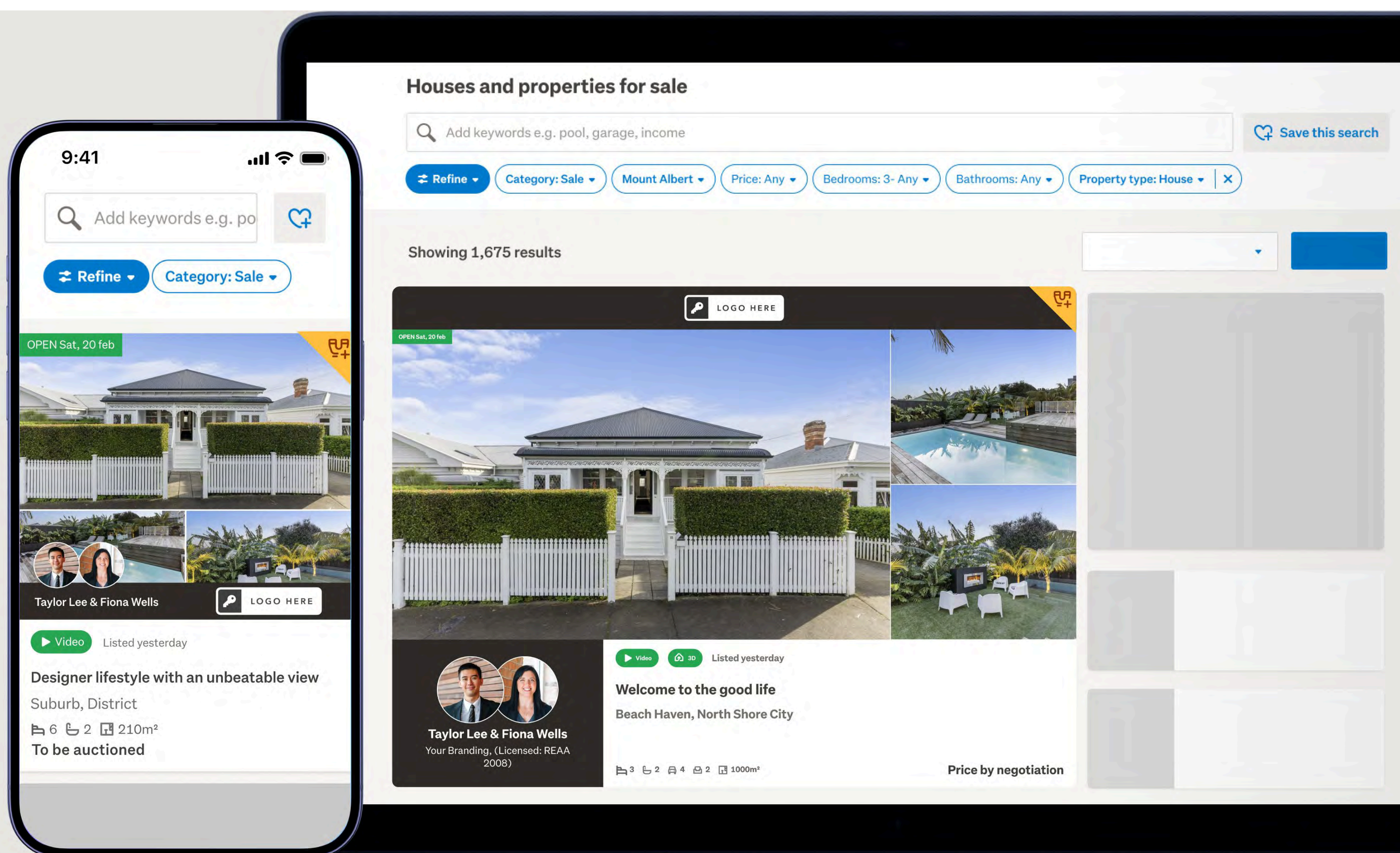


PLATINUM PACKAGE

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 website¹, where 9 out of 10 buyers search², 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[^]

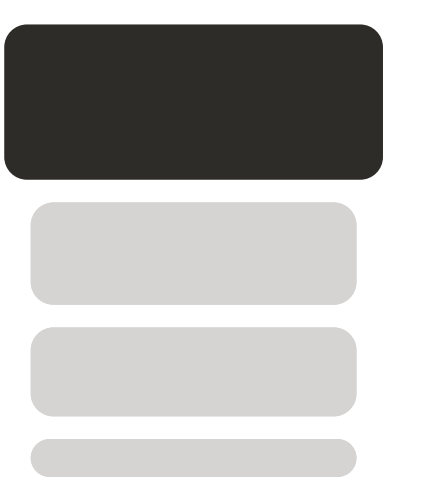
**TO GET MAXIMUM EXPOSURE,
CHOOSE PLATINUM** [GET MORE BUYERS](#)

With Platinum:

Feature on Trade Me Property & Homes.co.nz homepages

Until sold

Position and prominence in search results and latest listing emails



Rotates to the top of search³

Weekly

Appears in search carousel⁴

1 week

Target buyers searching suburbs nearby on Trade Me

Until sold

Homes.co.nz search results

Featured listing

Social boost on Facebook & Instagram

At launch

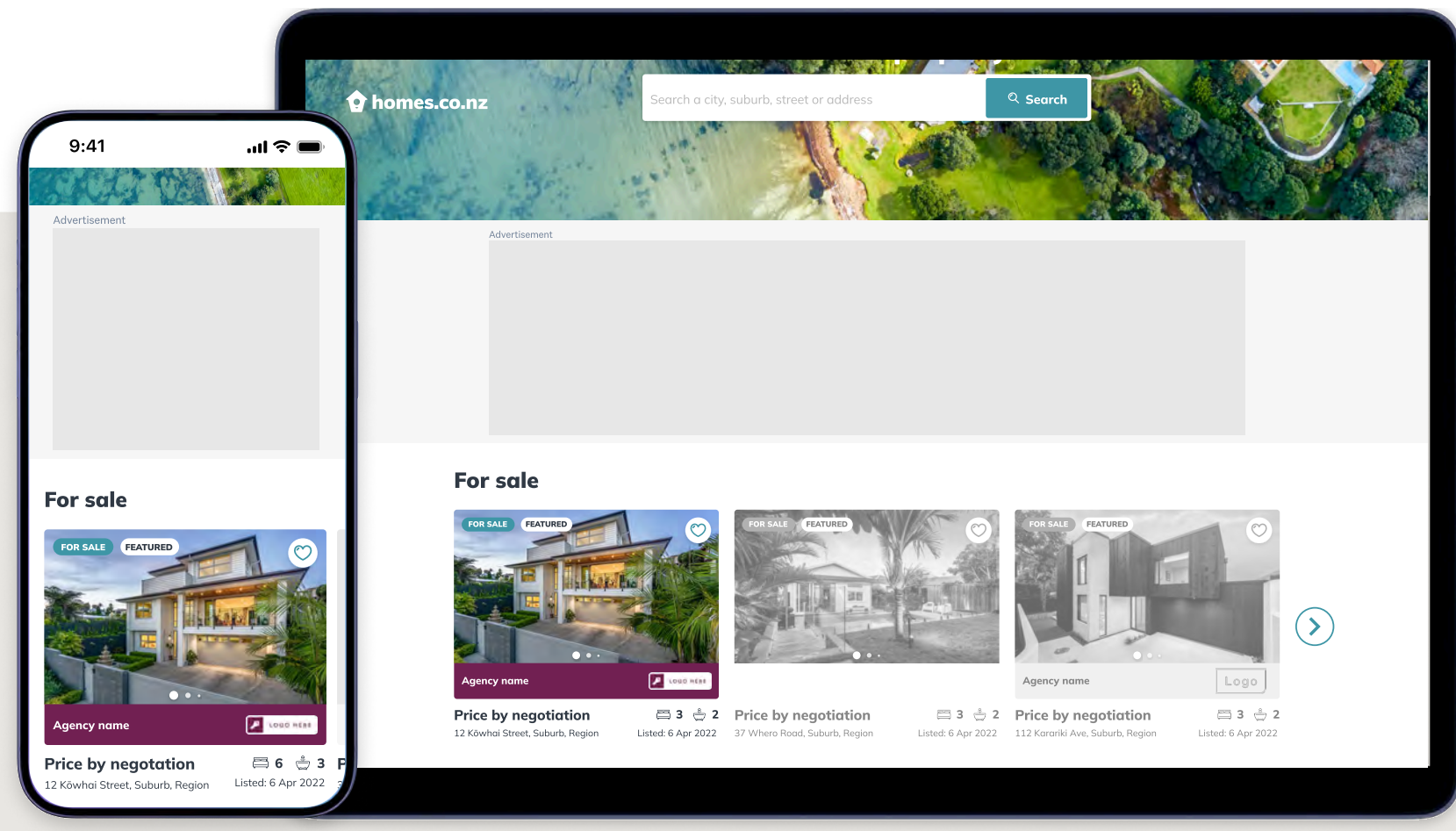
Global reach to an international audience

Five websites

**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 five property portals worldwide including:



Australia



India



India



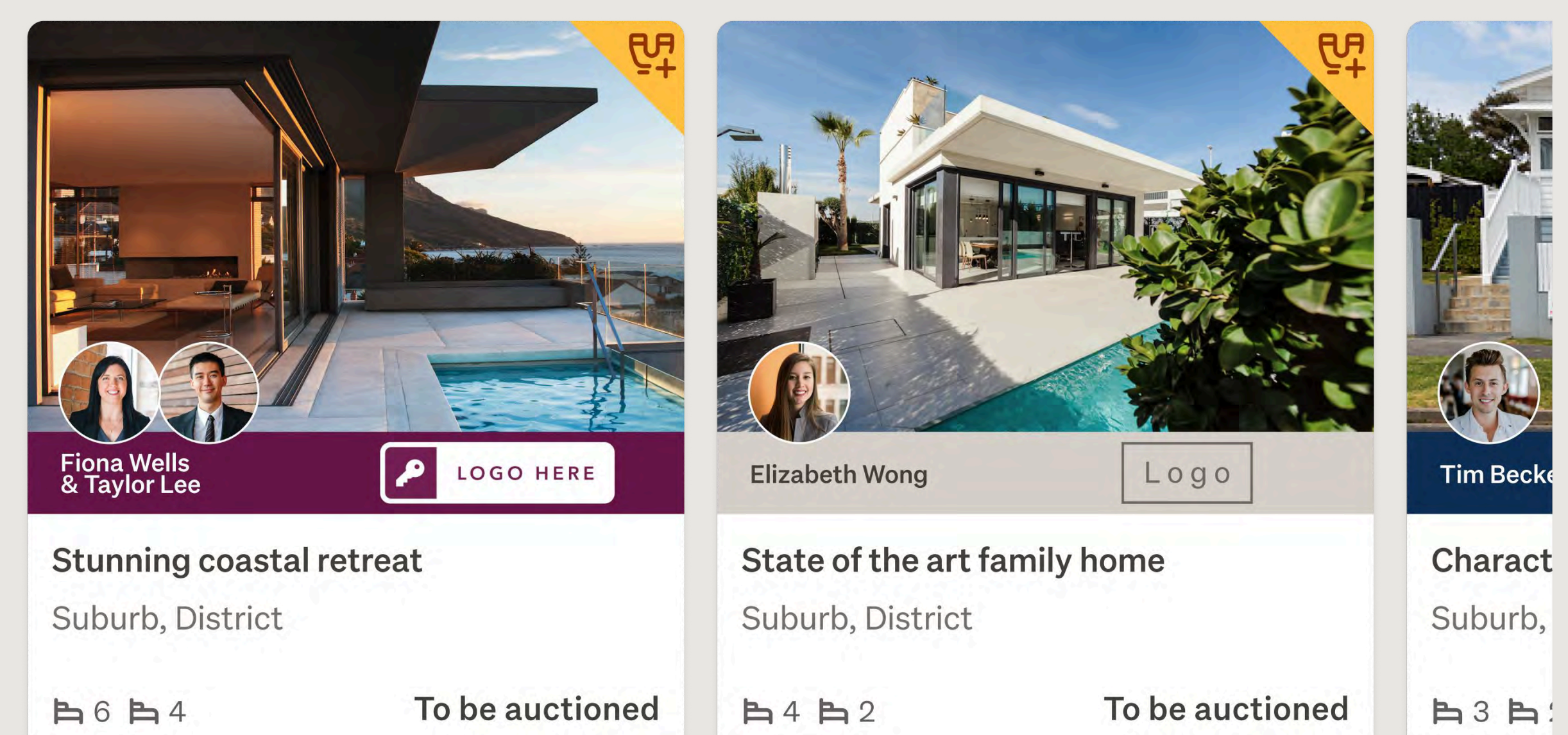
USA



Thailand

Extend your reach by targeting nearby suburbs in search

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



1 Similarweb (web) and Data.ai (apps) scaled with internal Google Analytics data. Covers all platforms (mobile, app, desktop) and property categories for the period 1 July 2024 –30 September 2024. 2 Property buyer & seller market survey, March 2023. 3 Only applicable when a search is sorted by 'Featured first' above Gold & Silver listings. 4 Desktop only. ^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.

**TO GET MAXIMUM EXPOSURE,
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