

**trademe  
property**

Listed yesterday

**Get the most out of every listing**

Suburb, District

🏠 6 🛋 3 📏 210m<sup>2</sup>

To be auctioned

# Exposure, Engagement, Success.

Package features designed to  
help you grow your business.

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## **Trade Me Property package features e-book**

All product mock ups are indicative and subject to change

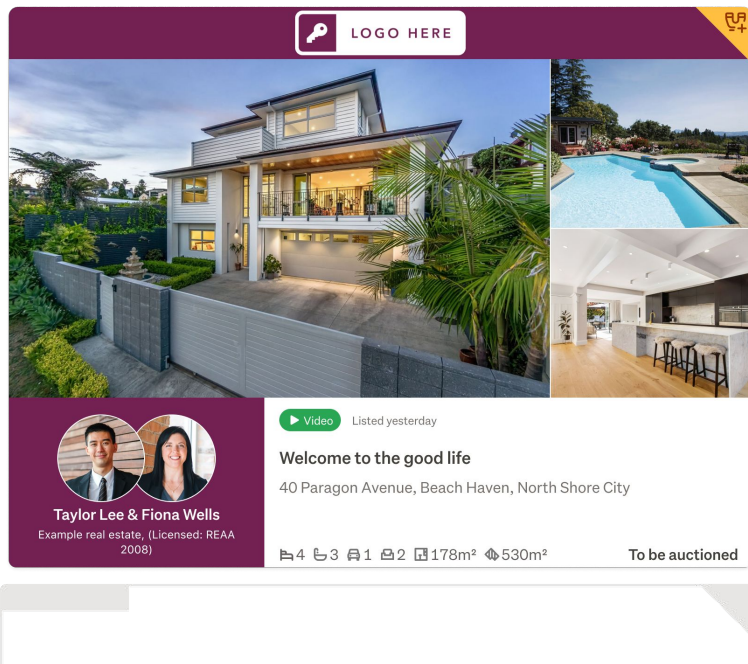
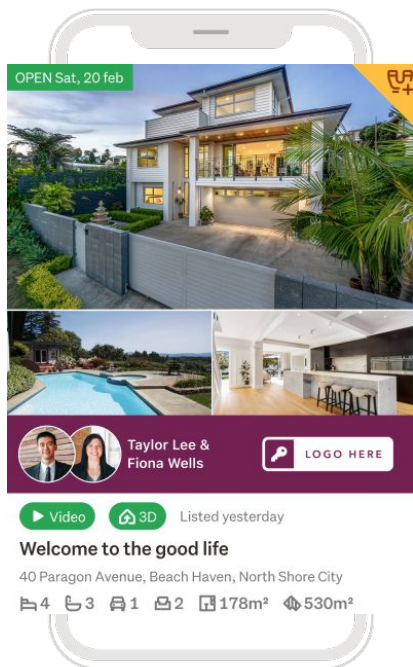


# Residential for sale and new homes

PACKAGE FEATURES

# Listing card size

Showcase your Platinum listings with two additional images



LARGEST  
listing card in search results

Available to:



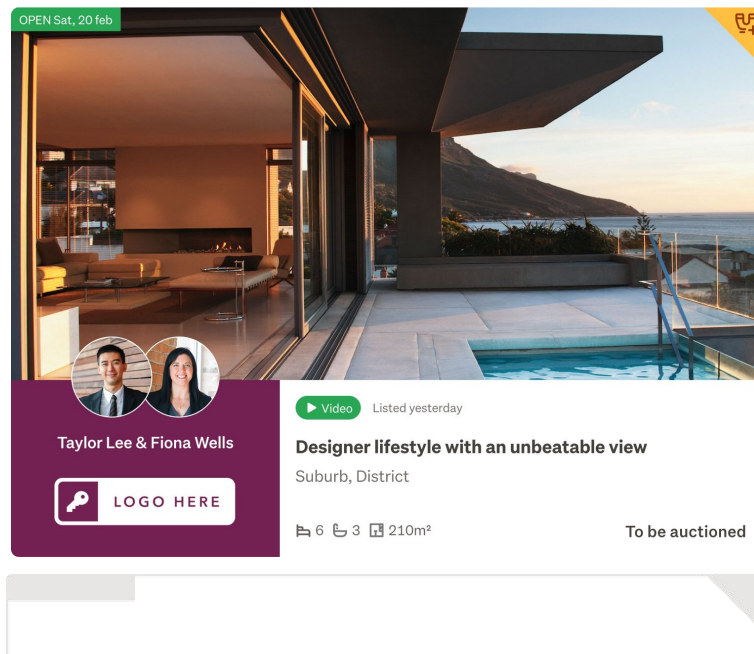
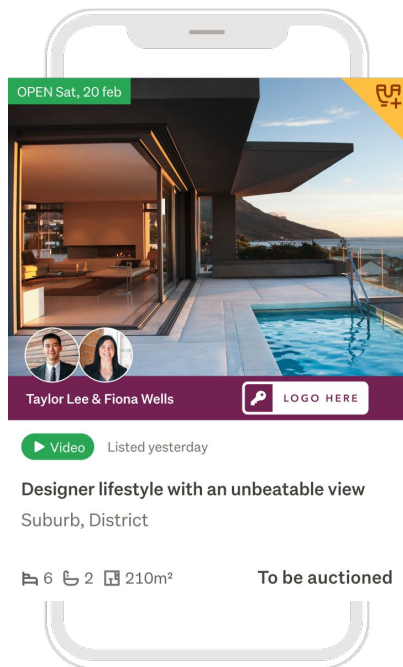
Gold

Silver

Starter

# Listing card size

Showcase your listings with a large listing card



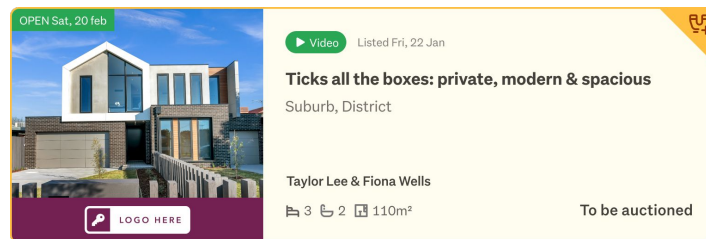
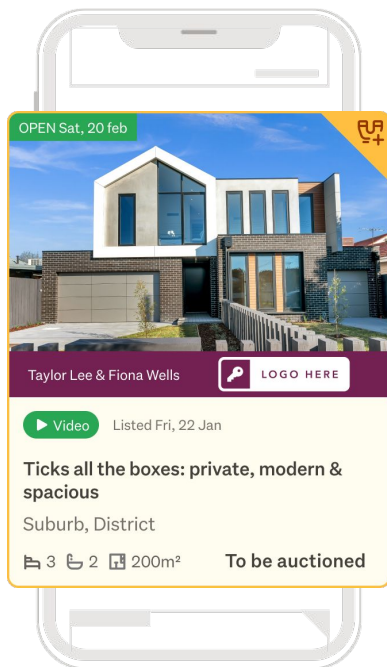
LARGE

listing card in search results

Available to:



# Listing card size



MEDIUM

listing card in search results

Available to:

 All packages

# Position in search

Elevate your listings with the top spot in search results with Platinum.



Position in search

✓ Platinum

**Highest position**

Unless sold or withdrawn\*

✓ Gold

**Below Platinum**

Unless sold or withdrawn\*

✓ Silver

**Below Platinum & Gold**

(Above Starter)

✓ Starter

**Below Platinum, Gold  
& Silver**

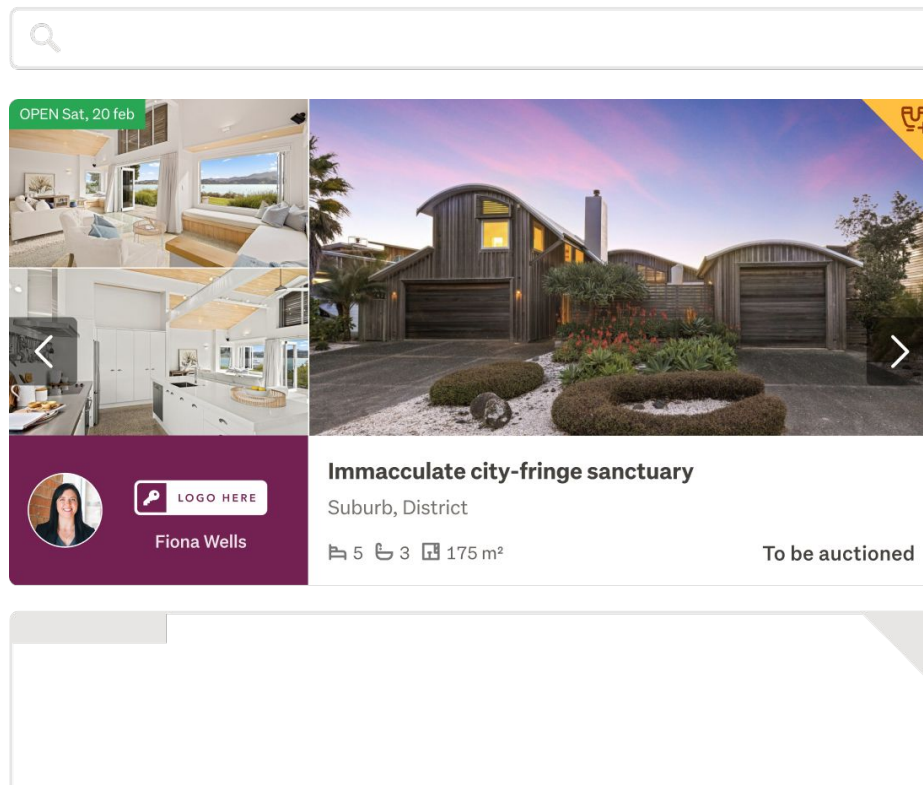
(Above Base)

\*Maximum of six months



# Appear in the Search Carousel

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

✓ Gold

1 week

✓ Silver

1 week

✗ Starter

Never

# Rotate to the top of the searches

Drive higher engagement from your listings with automatic rotation to the top of your package's search position. Being seen early and often is the key to building listing views, watchlists and enquiries.



Rotation and timings

✓ **Platinum**

**Weekly**  
(Above Gold)

✓ **Gold**

**Weekly**  
(Above Silver)

✓ **Silver**

**1x, second week**  
(Above Starter)

✓ **Starter**

**1x, second week**  
(Above Base)

## ✔ Key benefits

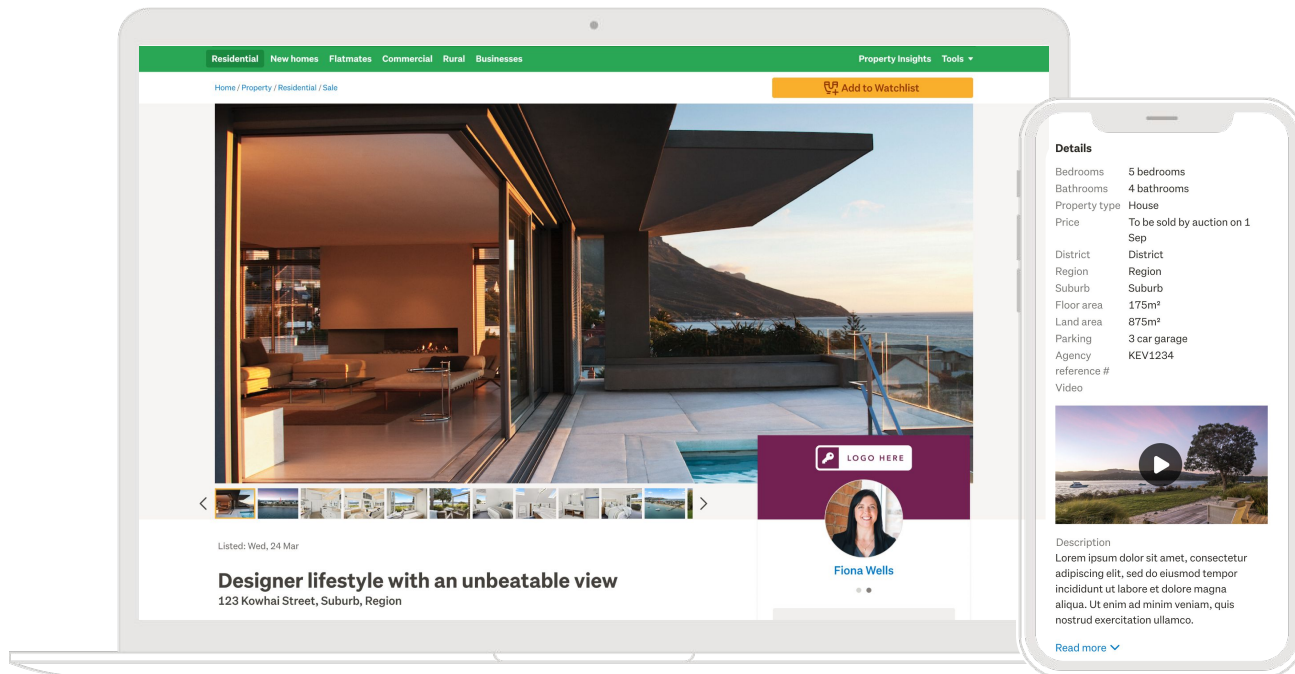
- + Drive more engagement – increase your listing views, watchlists, and enquiries
- + Be seen in search by more buyers
- + Build brand familiarity and awareness



On a Platinum Package your listing has the highest position in search results and the largest listing card for six months unless sold or withdrawn. On a Gold Package your listing appears above Silver but below Platinum in search results and the largest listing card for six months unless sold or withdrawn. On a Silver Package your listing appears above Starter but below Platinum and Gold in search results and the largest listing card for six months unless sold or withdrawn. Your listing rotates to the top of search results when a search is sorted by 'Featured first'. Search carousel is desktop only.

# Embedded video and large hero images

Increase buyer engagement by adding a video and utilising hero images on your listing page



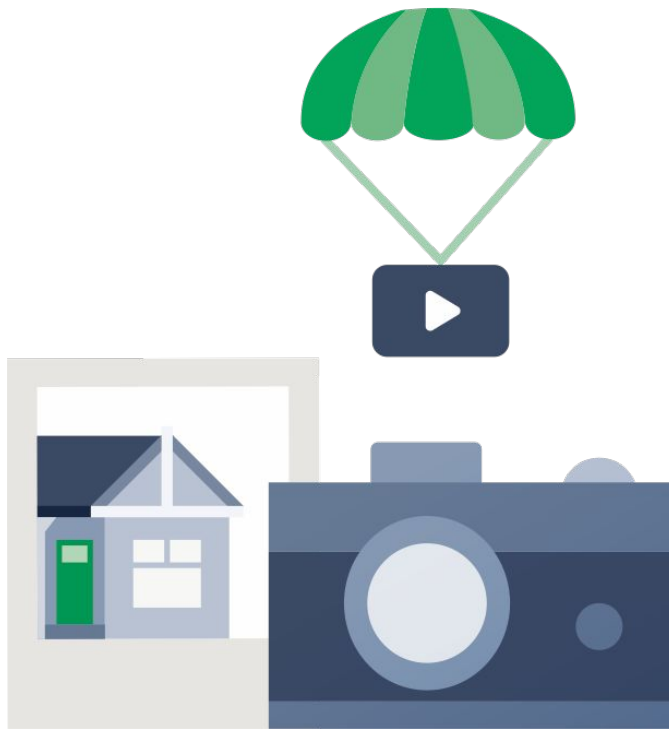
PREMIUM  
Listing details page

Available to:

- ✓ Platinum
- ✓ Gold
- ✓ Silver
- ✗ Starter

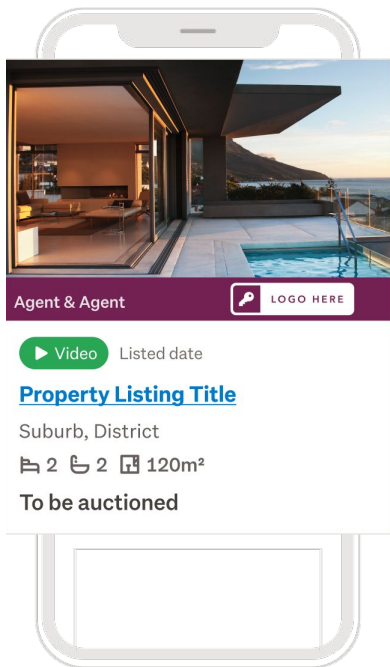
## ✔ Key benefits

- + Property listings with video & 3D tour get 41% more page views and 29% more watchlist adds on average compared to listings without
- + Increase buyer engagement
- + Lift your brand presence and showcase the properties best features

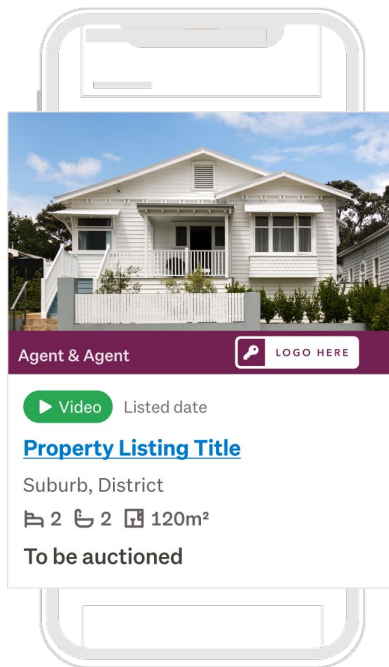


# Latest listing email alerts

Showcase your listing to engaged buyers with larger cards and take the top spots of email alerts



Platinum position



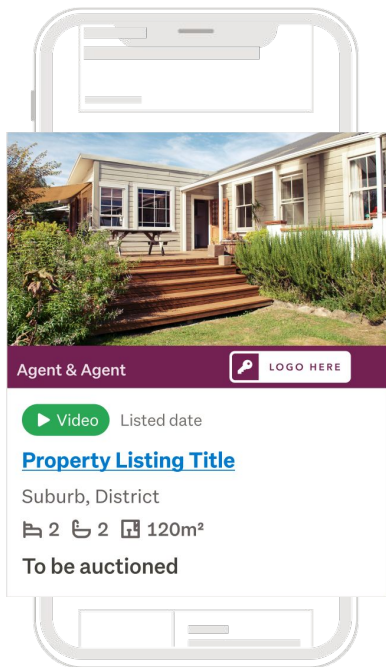
Gold position

PREMIUM  
Large email alert cards

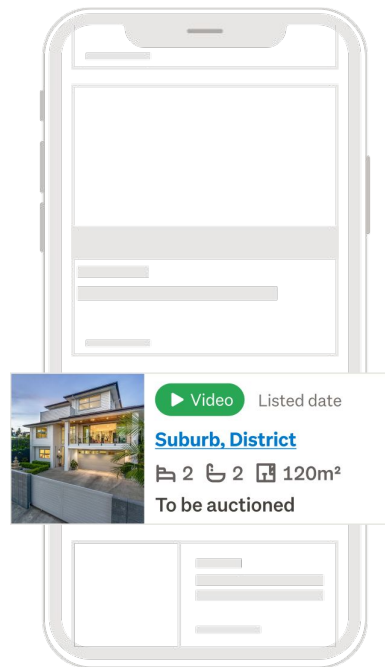
Available to:

- Platinum
- Gold
- Silver
- Starter

# Latest listing email alerts



Silver position



Starter position

PREMIUM  
Large email alert cards

Available to:

- Platinum
- Gold
- Silver
- Starter

STANDARD  
Email alert cards

Available to:

- All packages

## ✔ Key benefits

- + 137,000 members view property listings from saved search emails per month\*
- + Maximises your brand exposure across platforms
- + Dominate latest listing emails by bulk uploading listings on one day

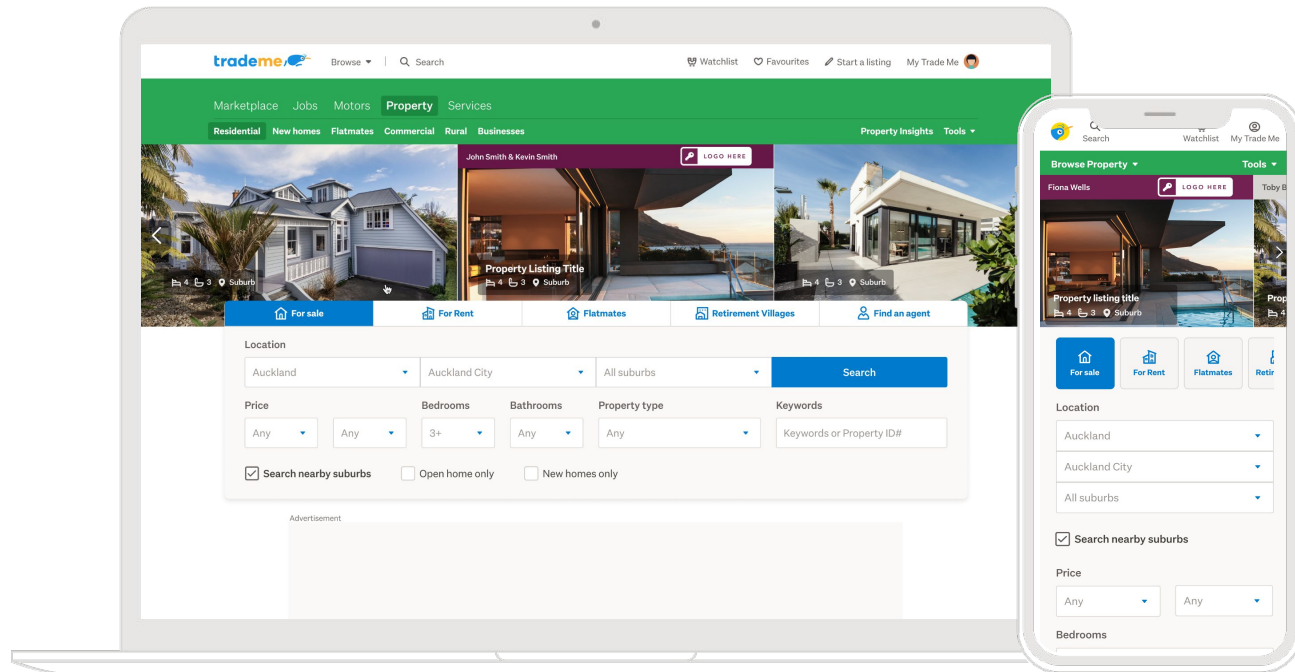


Listings displayed in email are limited to 50. \*Trade Me Property, Google Analytics, saved search email statistics across all property categories, July 2023.



# Homepage recommendations banner

Generate more buyer interest and enquiries



PLATINUM  
EXCLUSIVE  
Homepage banner

Available to:

✓ Platinum

✗ Gold

✗ Silver

✗ Starter

## ✔ Key benefits

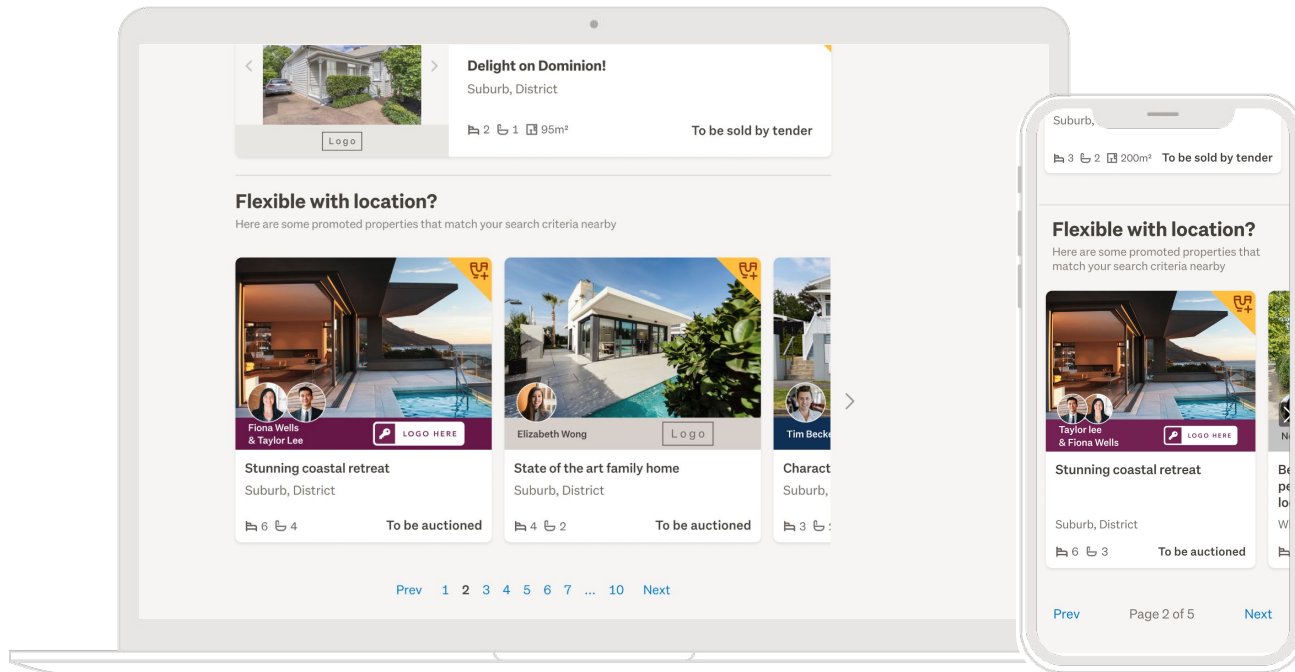
- + 263,000 people visit the Trade Me Property homepage daily\*
- + Target active buyers
- + Be one of the first listings buyers see



\*Trade Me Property site statistics, unique daily visitors, July 2023, includes traffic from apps + web). Appear on the Trade Me Property homepage recommendations banner for 1 week. Recommendations are based on users recent searches.

# Target nearby suburbs in search

Extend the reach of your listing further with Platinum & Gold



PLATINUM EXCLUSIVE  
Nearby Suburbs Carousel

Available to:

- Platinum
- Gold
- Silver
- Starter

## ✔ Key benefits

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



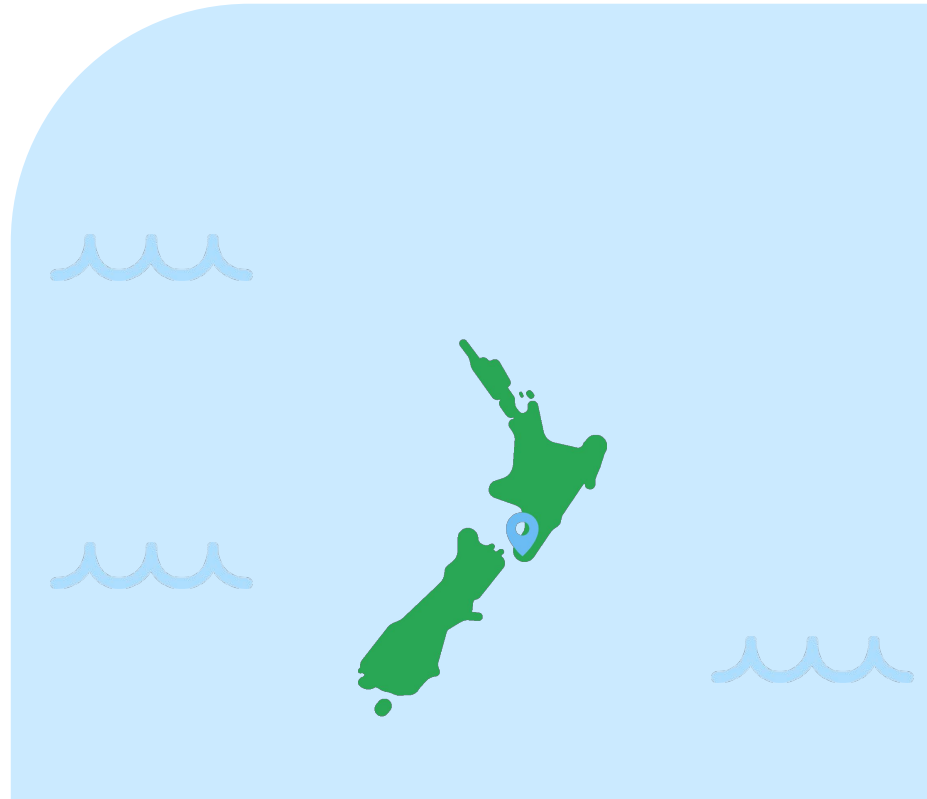
Appear in the nearby suburbs carousel for two weeks on a Platinum Package and one week on a Gold Package.

# Global Property Network

List once and extend your reach globally

Your listings will be published automatically on six property portals around the world to reach a growing audience of international buyers. This includes:

- + Realestate.com.au (Australia)
- + Realtor.com (USA)
- + Housing.com (India)
- + Proptiger.com (India)
- + Makaan.com (India)
- + Thinkofliving.com (Thailand)



Automatically applied to all  
Platinum & Gold and rental listings

Available to:

- Platinum
- Gold
- Silver
- Starter

## ✔ Key benefits

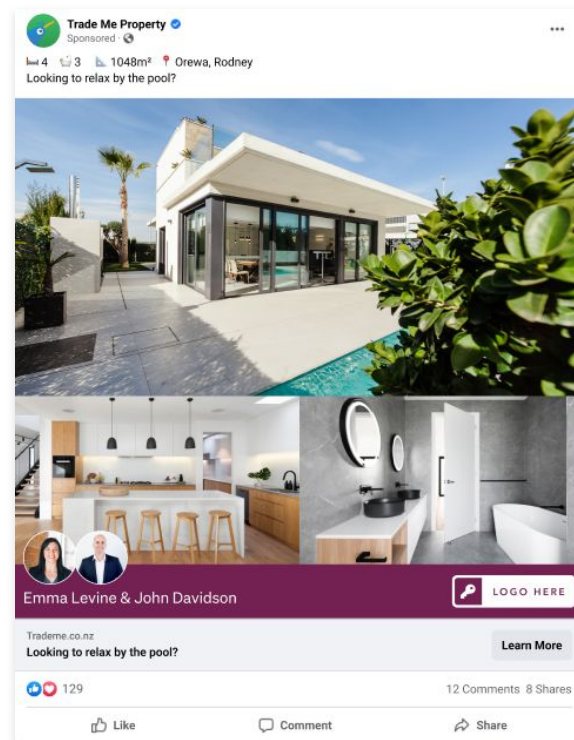
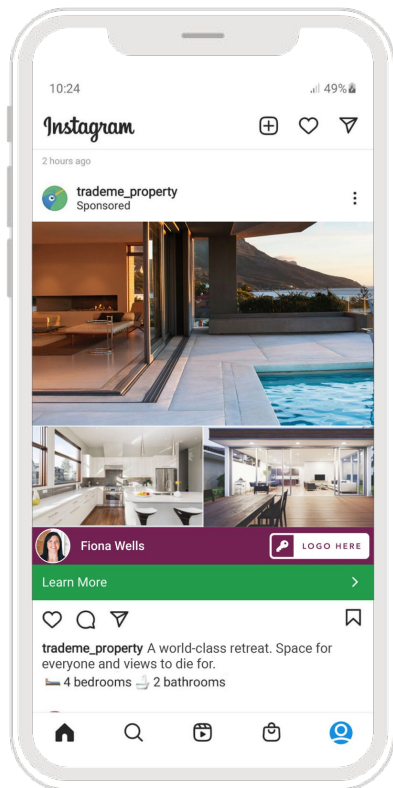
- + Your listings will gain additional visibility beyond New Zealand, with access to new markets that generate more than 1.8 million visits and 11.8 million page views per month on average\*
- + Listings are shown in 10 different languages including English
- + Unlock a world of opportunities and attract overseas interest to drive enquiry for your property straight to your inbox to get the best result with Global Property Network

\*Realestate.com.au data, average for period for 1 Jan 2023 - 31 Mar 2023



# Social Boost

Your listings will be boosted automatically across Instagram & Facebook in the initial days of the campaign to launch your listing to market.



Automatically applied to all Platinum & Gold listings

Available to:



## ✔ Key benefits

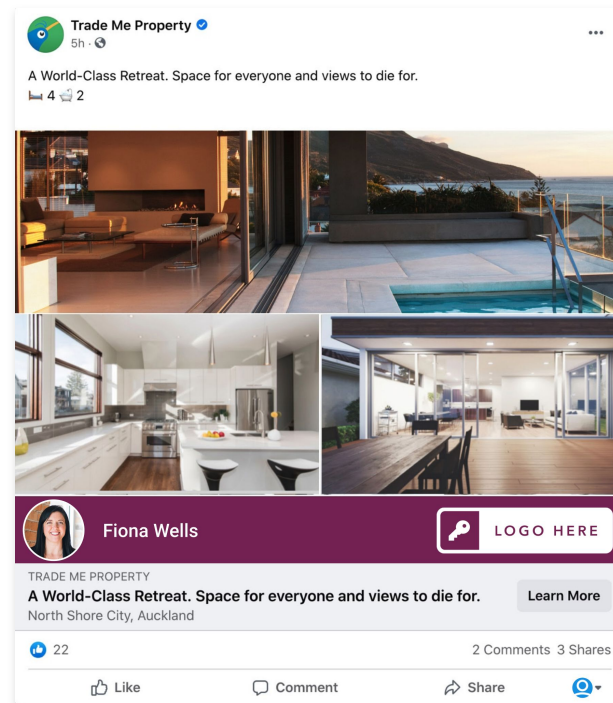
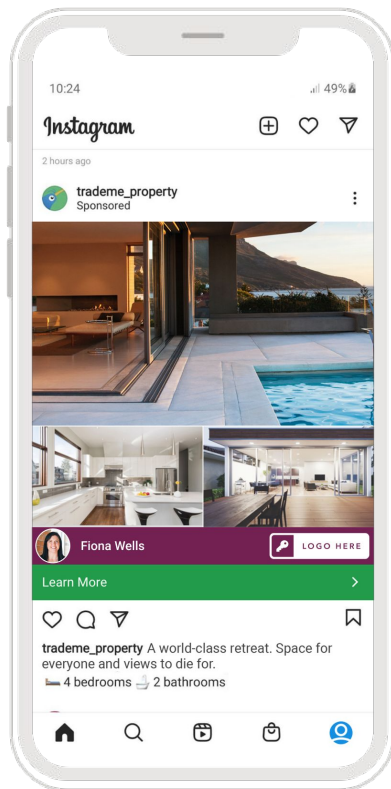
- + Allows you to put your best foot forward and gets the word out even further on launch day by letting active buyers know that your vendor's property is on the market
- + Leverages Aotearoa's largest buyer audience\* data to ensure the right people see your listing
- + There's nothing extra for you to do - we create your ads and set-up targeting for you





# Audience Extension

Reach our active buyers and sellers across Facebook, Instagram and Google webpages for two weeks leveraging Trade Me data..



PREMIUM  
Access to Audience Extension

Available to:

- Platinum
- Gold
- Silver
- Starter

Partnership Agreement customers get \$50 off.  
Office's that apply Audience Extension to 100% of their listings get \$100 off.

## ✔ Key benefits

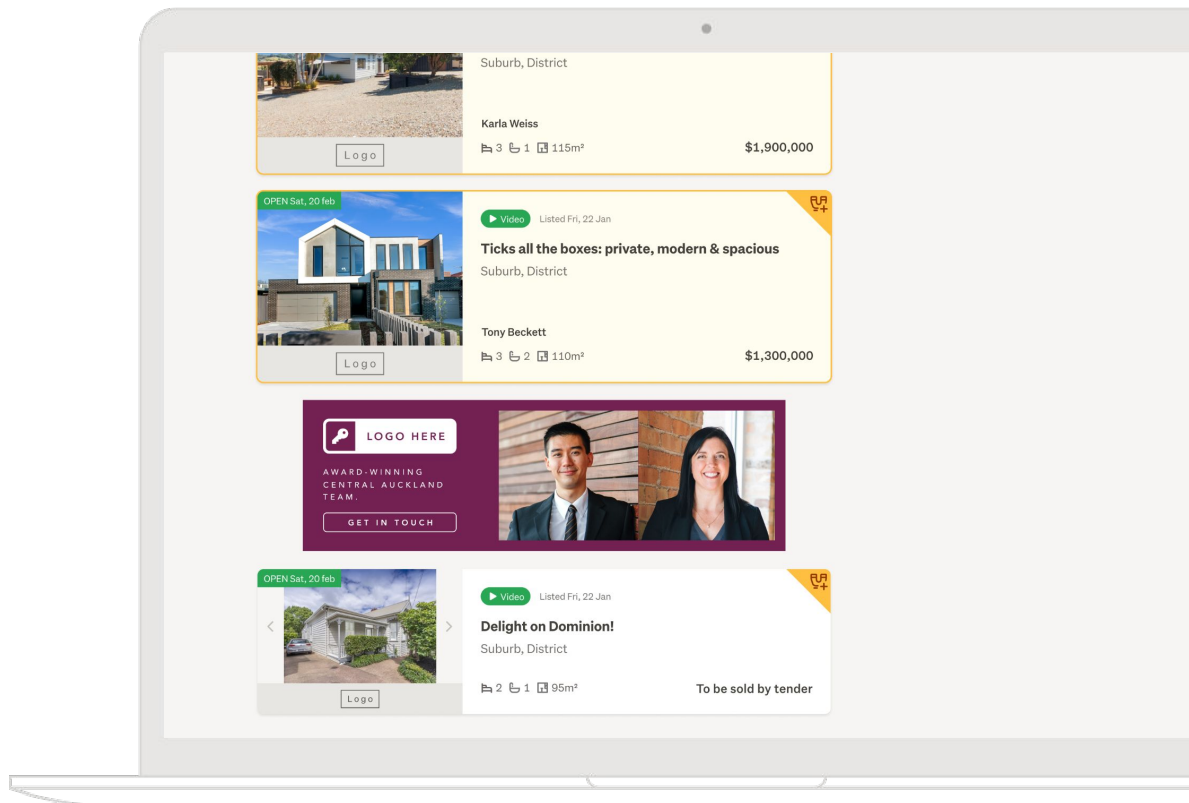
- + Leverages Trade Me audience data to increase engagement and drive an additional 987 clicks back to your listing\*
- + Increase your brand familiarity in front of sellers with 33,000 additional impressions on your listing\*
- + Re-target property seekers viewing your listings



\*Audience Extension, average aggregated Facebook and Google Display Network statistics over a two week period, Feb 2023 - Aug 2023. Reach Trade Me Property's active buyers and sellers across Facebook, Instagram and Google for two weeks.

# Suburb Ownership

Gain high prominence with the first display ad position in search.  
Reach potential property buyers and sellers searching your suburb.



STANDARD  
Access to Suburb Ownership

Available to:

✓ All customers

Partnership Agreement  
customers get 30% off

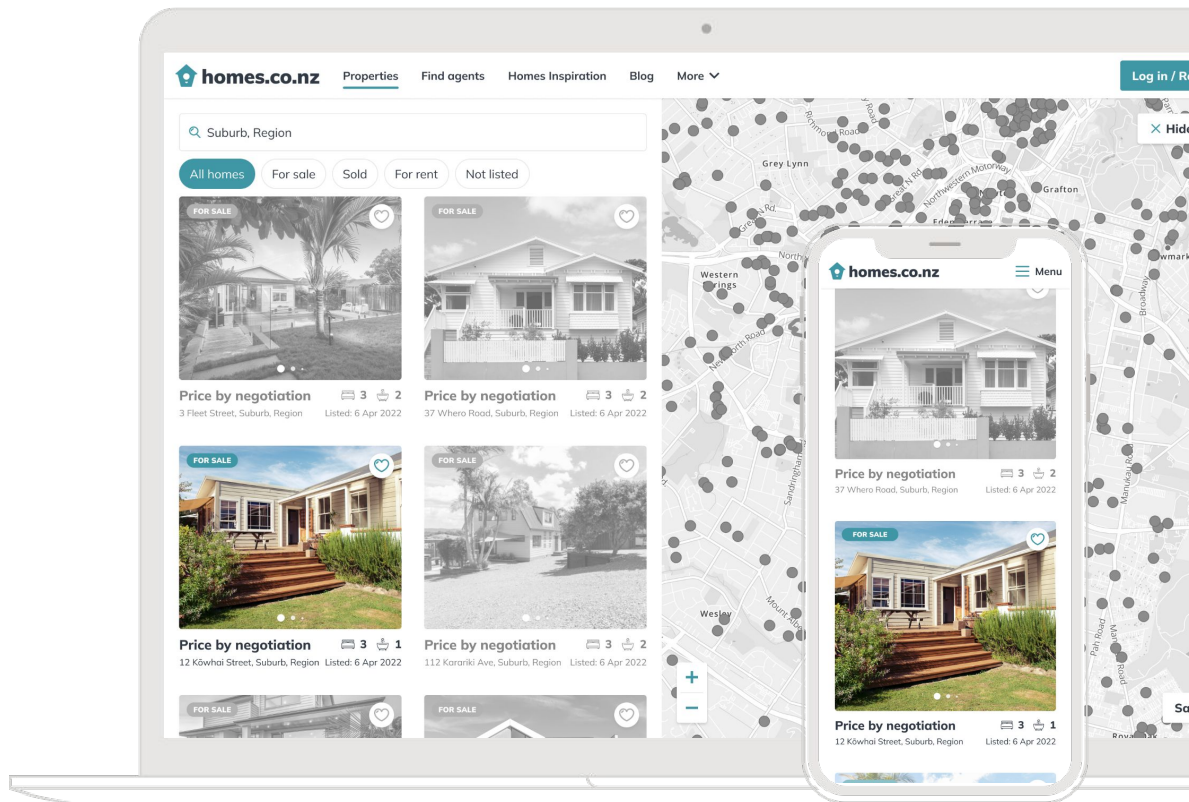
## ✔ Key benefits

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



# Basic listing

List once and appear in front of two audiences as your listing gets extended within the homes.co.nz search results.




STANDARD  
homes.co.nz basic listing


Available to:

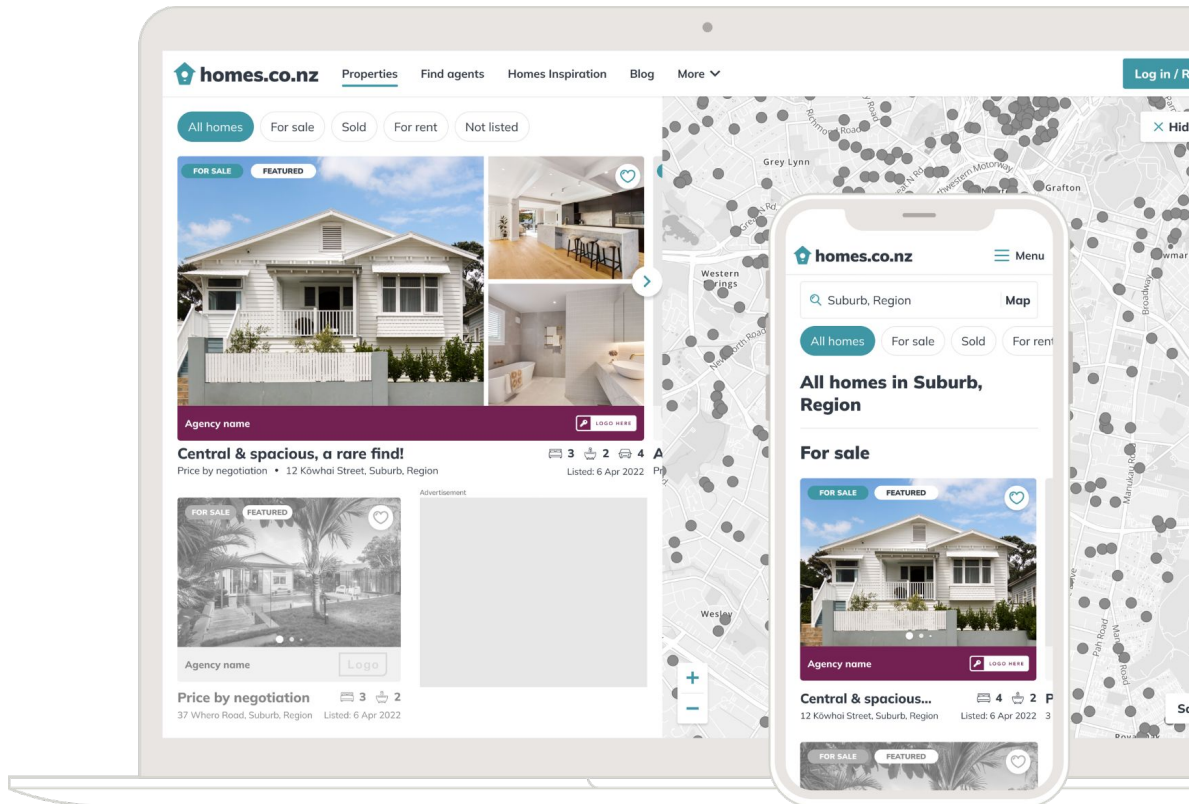
✓ All customers

# Search carousel

Position your property at the top of your buyer's search results.

 Platinum, Gold and Silver feature in search results carousel

 Starter does not feature in carousel



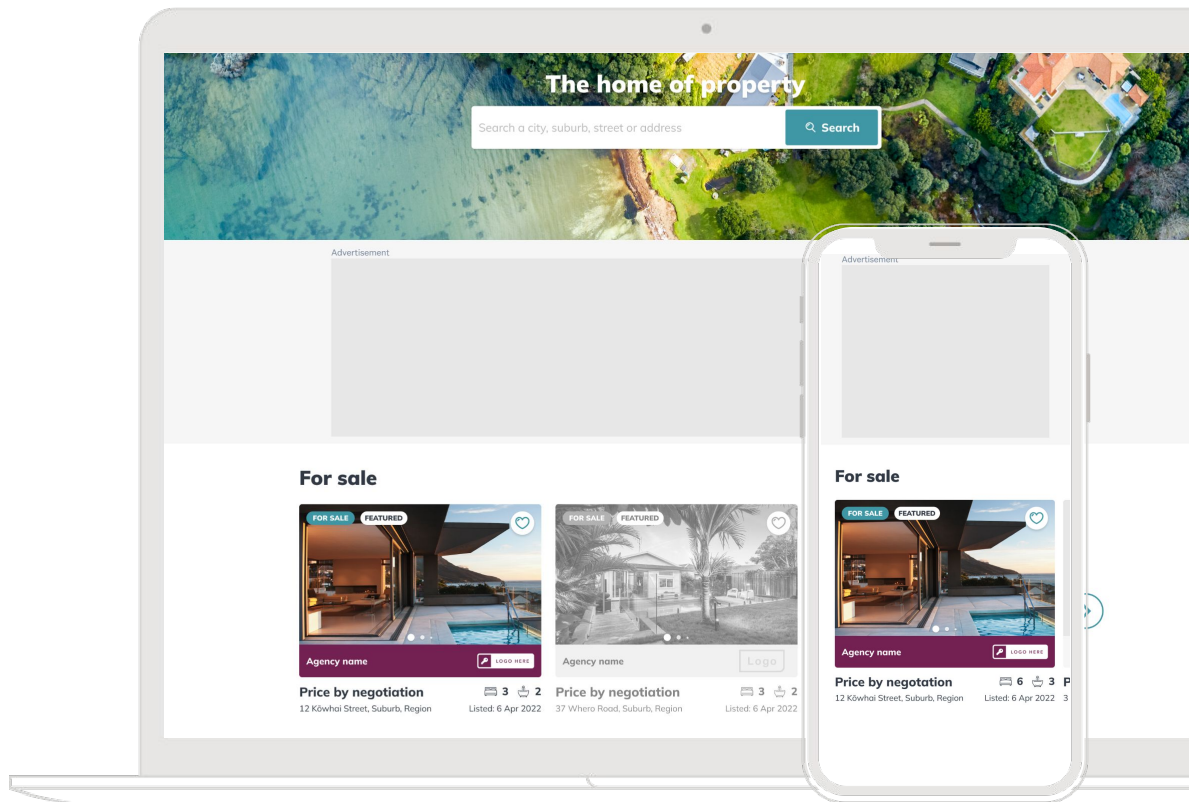
PREMIUM  
Featured in homes.co.nz search

Available to:

-  Platinum
-  Gold
-  Silver
-  Starter

# Maximum exposure: homepage

Platinum listings will appear  
on the homes.co.nz  
homepage recommendations banner.



PLATINUM EXCLUSIVE  
homes.co.nz homepage

Available to:

✔ Platinum

✘ Gold

✘ Silver

✘ Starter

## Key benefits

- + 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\*







# Partnership Agreements

EXCLUSIVE BENEFITS

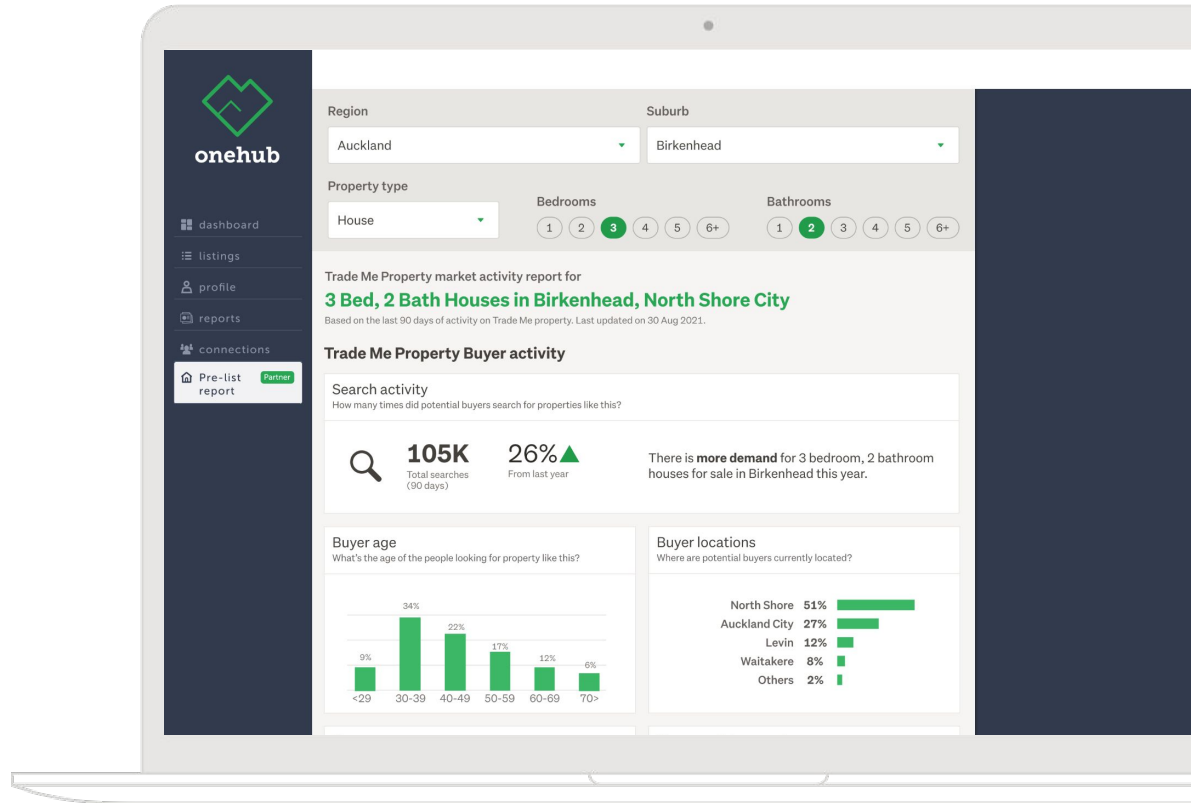
As a partner, leverage the best marketing solutions for your office, agents & vendors to stand out in front of Aotearoa's largest property audience\*

\*Similarweb June 2023

# OneHub

## pre-list report

Pitch and win with confidence



EXCLUSIVE TO PARTNERS  
 Pre-list reporting

Exclusive to:

✓ Platinum PA

✓ Gold PA

✓ Silver PA

## ✔ Key benefits

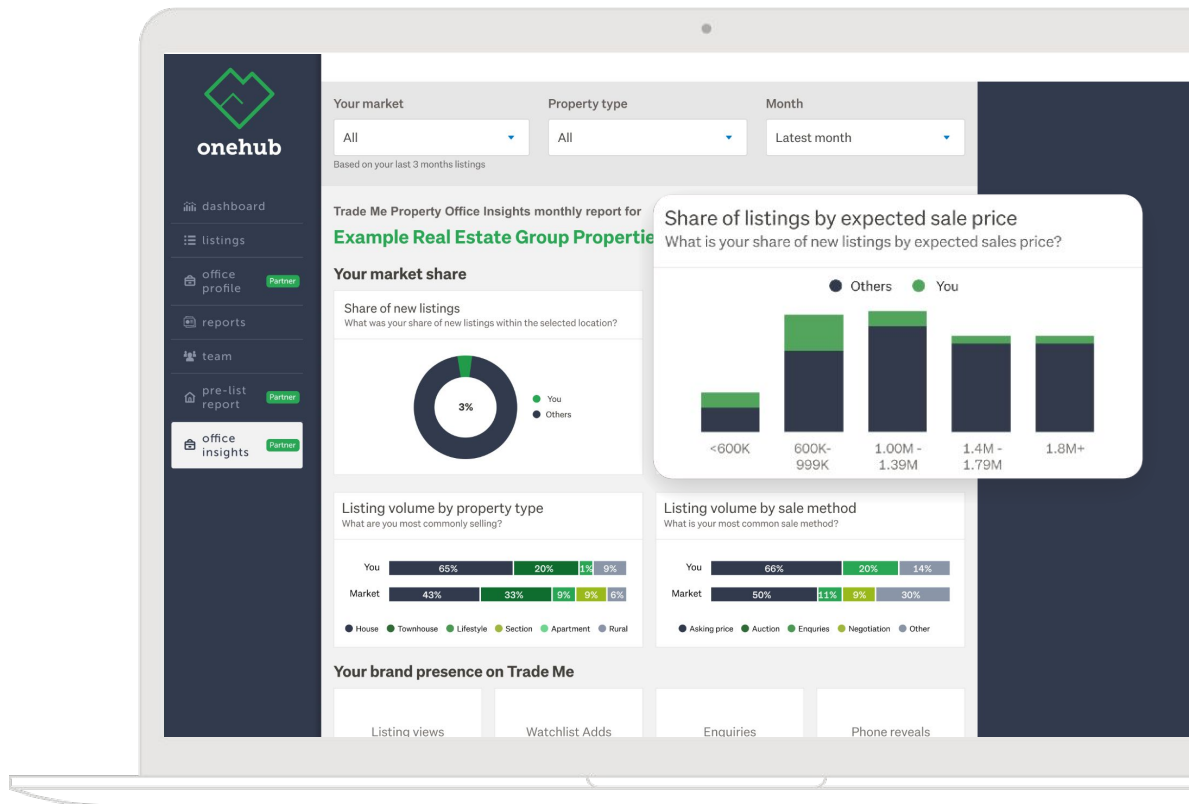
- + Gain a competitive advantage leveraging Trade Me Property's data
- + Unlimited and exclusive access to market information that's regularly refreshed
- + Use these insights to give your vendor certainty that now is the right time to sell, and you're the right person to sell their home



Residential for sale OneHub reporting only. Available to licensed agents and offices to advise prospective vendors of potential buyer interest and similar listing volumes.

# OneHub Office Insights Report

Monitor your office performance and market share.



EXCLUSIVE TO PARTNERS  
Insights report

Available to:

✓ Platinum PA

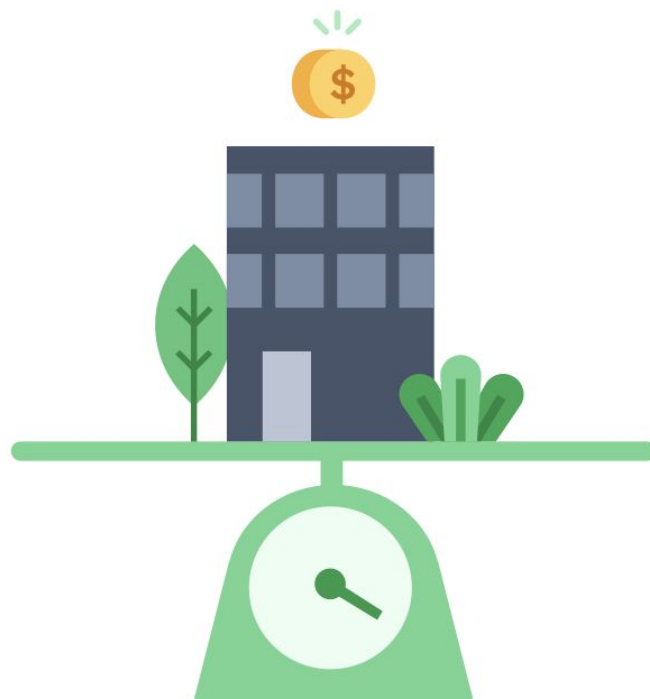
✓ Gold PA

✓ Silver PA

## ✔ Key benefits

- + 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

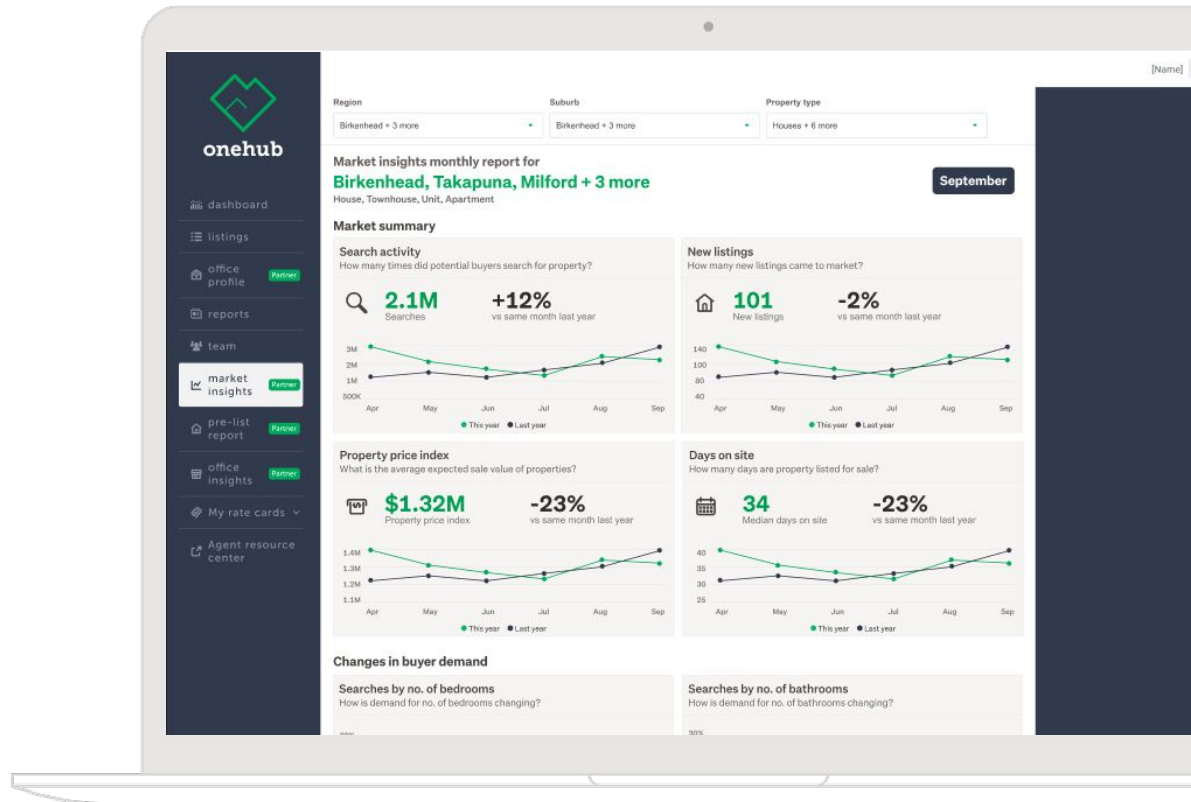
The OneHub Office Insights Report is only available to the account holder of the Trade Me Property office membership.



# OneHub

## Market Report

Use insights to provide advice to your vendors, and identify new opportunities based on changing buyer demand.



EXCLUSIVE TO PARTNERS  
Market report

Available to:

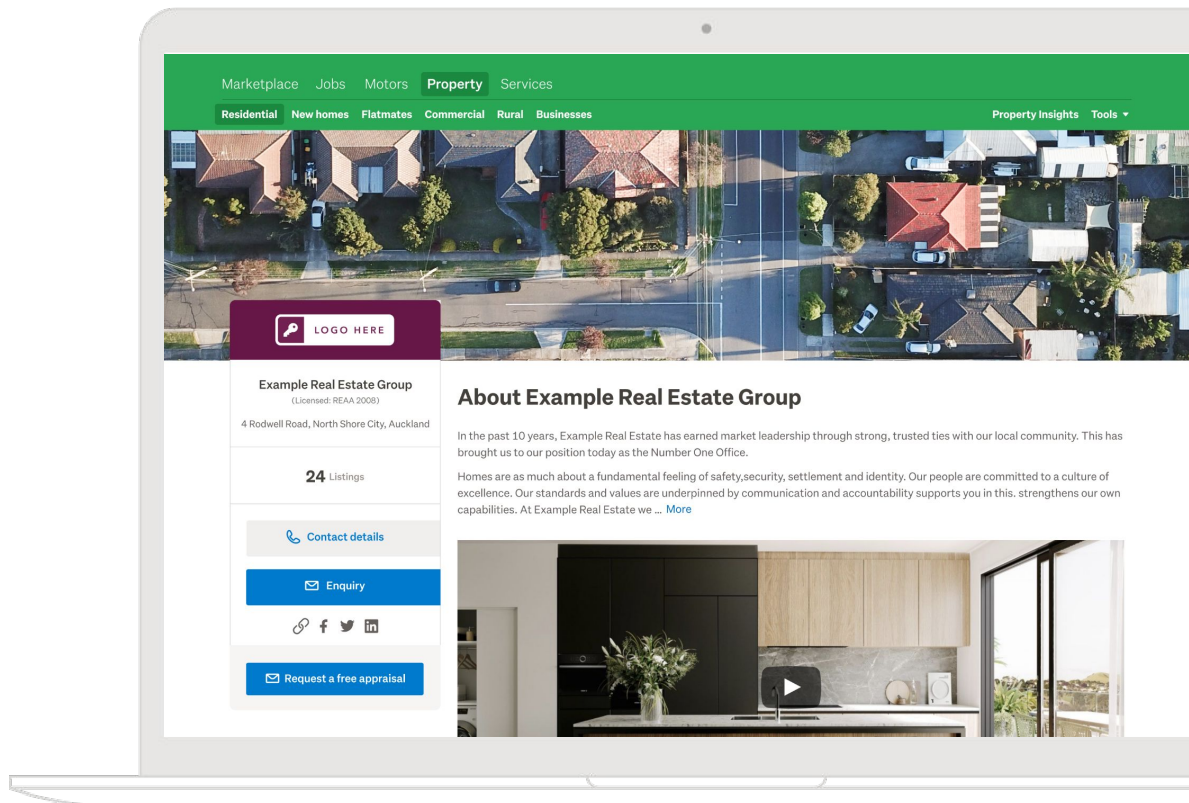
✓ Platinum PA

✓ Gold PA

✓ Silver PA

# Premium office profile

Get more exposure.



EXCLUSIVE TO PARTNERS  
Office Profile Page

Available to:

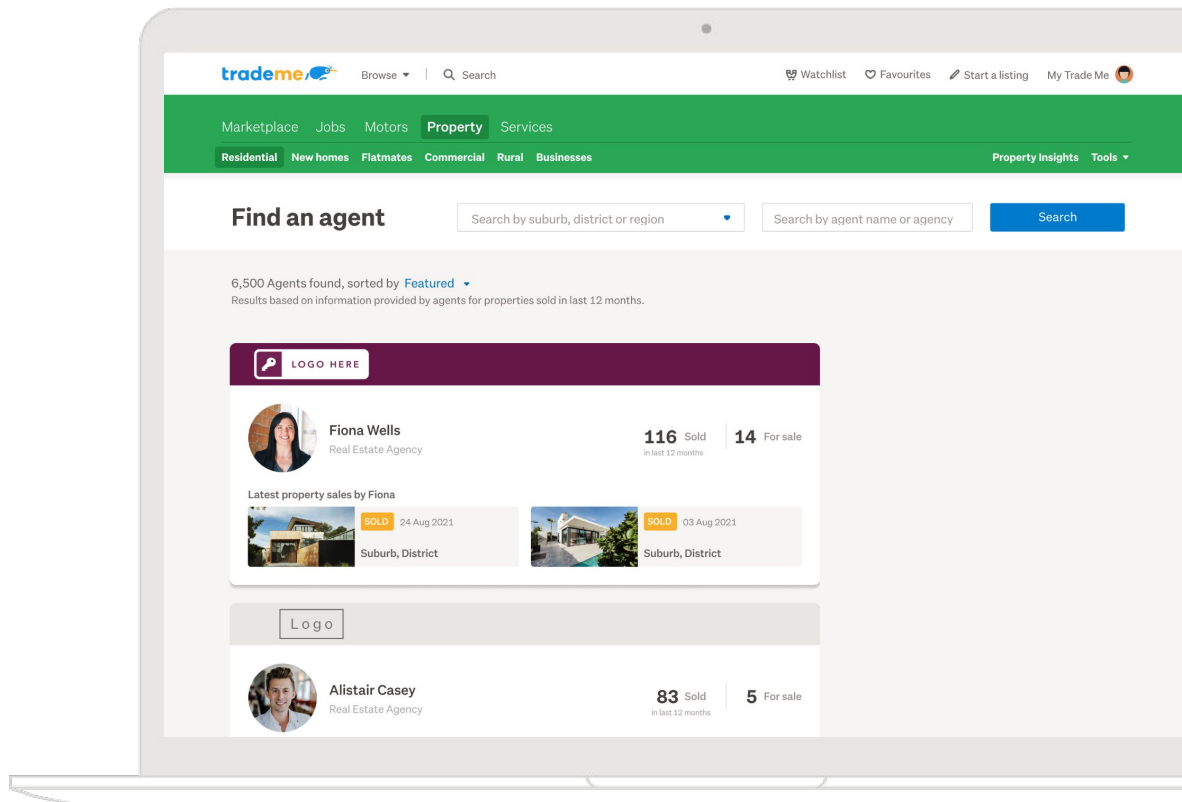
✓ Platinum PA

✓ Gold PA

✓ Silver PA

# Find an agent

Be featured first on our 'Find an agent' page and stand out.



EXCLUSIVE TO PARTNERS  
Office Profile Page

Available to:

✓ Platinum PA

✓ Gold PA

✗ Silver PA



## ✔ Key benefits

### Premium office profile

- + Put your brand forward to gain recognition from potential buyers and sellers
- + Maximise your brand exposure within the agent directory
- + Stand out as local experts

### Find an agent

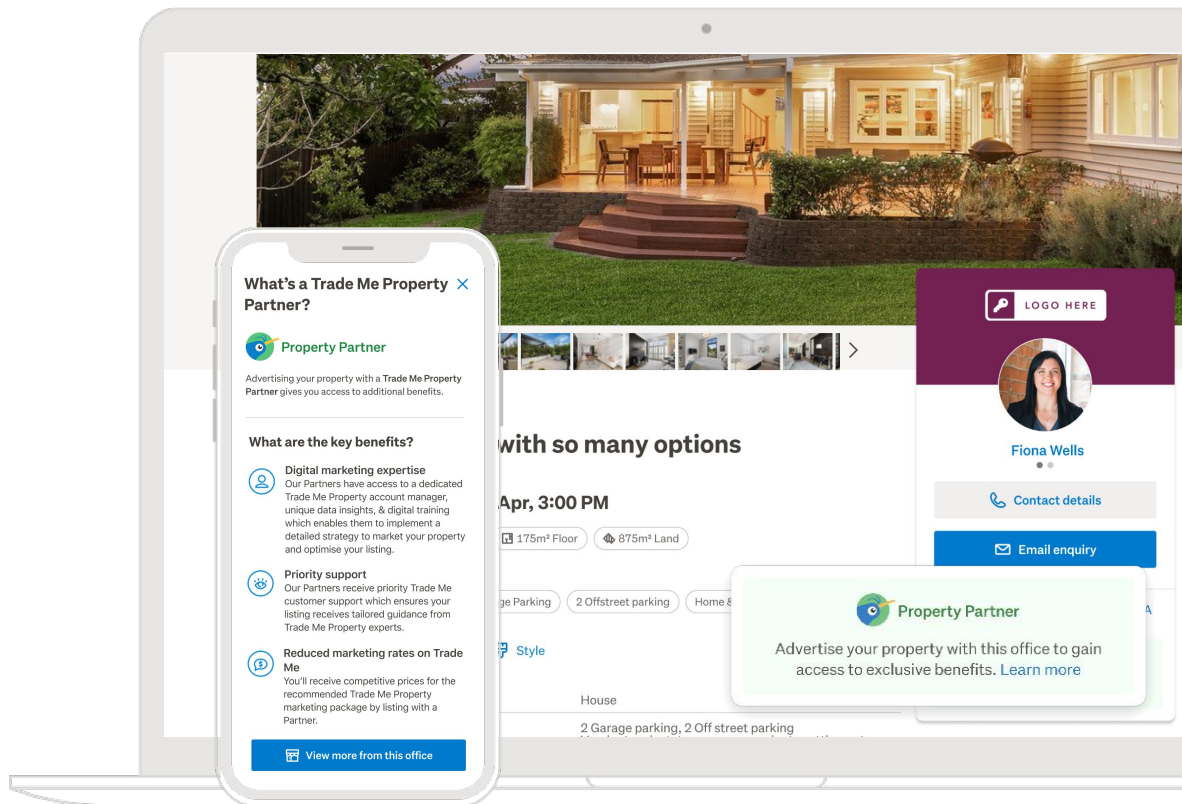
- + Users heading to 'find an agent' increased 12% YoY during July 2023\*
- + Showcase your success with two sold records previewed
- + Stand out as the local expert with higher placements

\*Trade Me Property Google Analytics, July 2023 versus July 2022.



# Property Partner Badge

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



EXCLUSIVE TO PARTNERS  
Property partner badge

Available to:

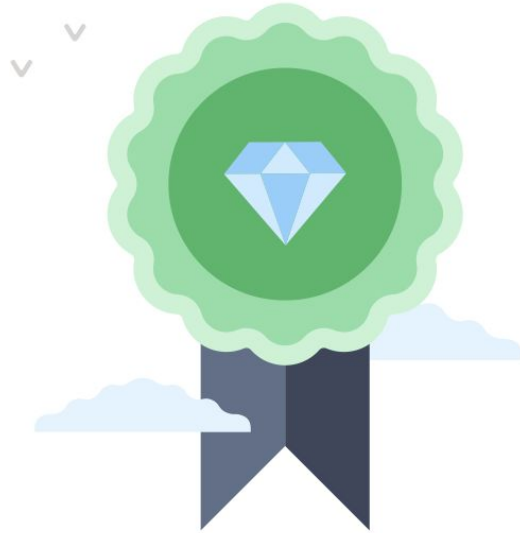
✓ Platinum PA

✓ Gold PA

✓ Silver PA

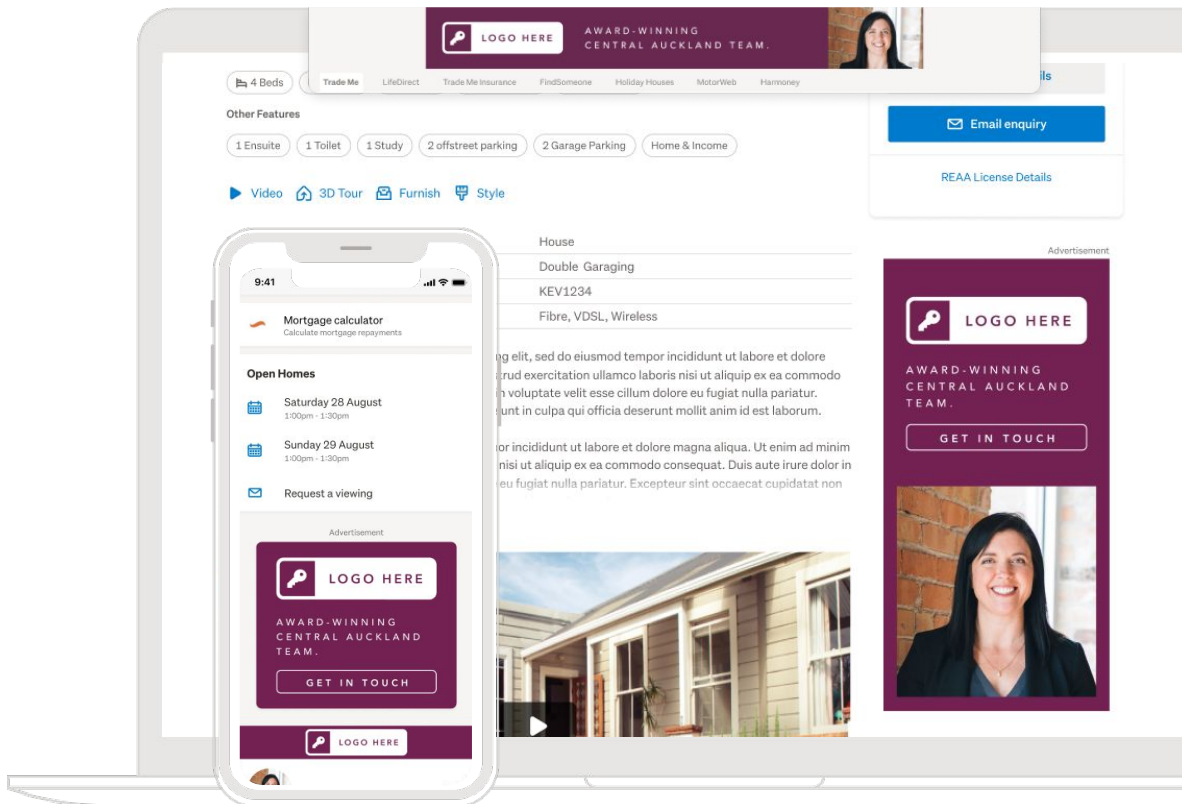
## ✔ Key benefits

- + 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.



# BrandingPlus

Build even stronger brand awareness with a full advertising takeover.



EXCLUSIVE TO PLATINUM &  
RENTAL PARTNERS - BrandingPlus

Available to:

**Platinum PA**

Gold PA

Silver PA

## ✔ Key benefits

- + 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.

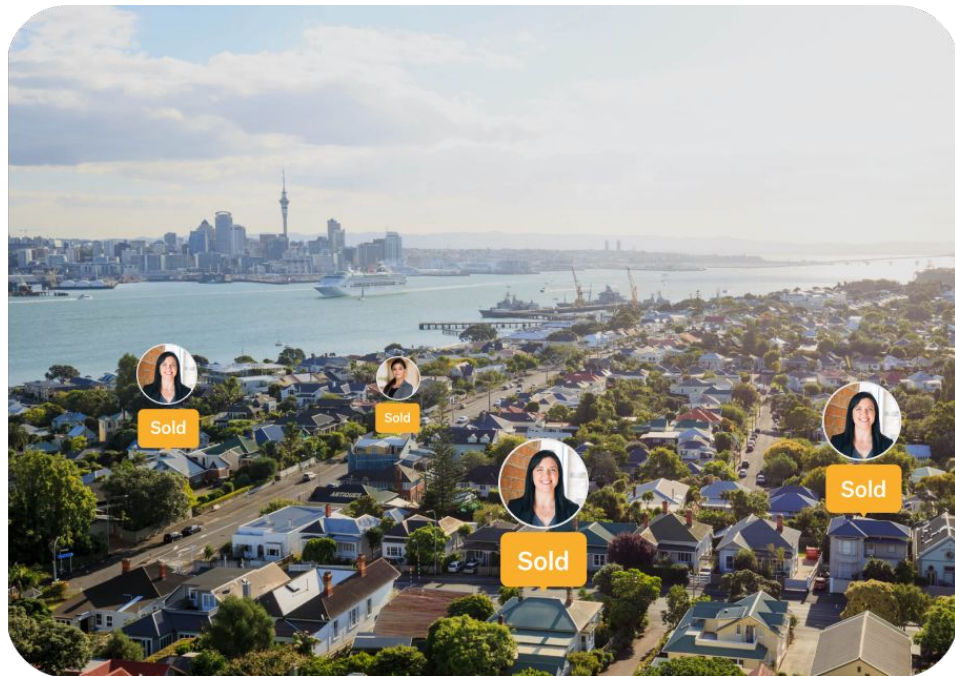


\*Gallery View Ad Unit not 100% guaranteed

# Premium Agent Plus

Stand out and connect with homeowners on both Trade Me Property and homes.co.nz.

Learn more



PREMIUM AGENT PLUS:  
Exclusive to Platinum Partners.

Available to:

✓ Platinum PA

✗ Gold

✗ Silver

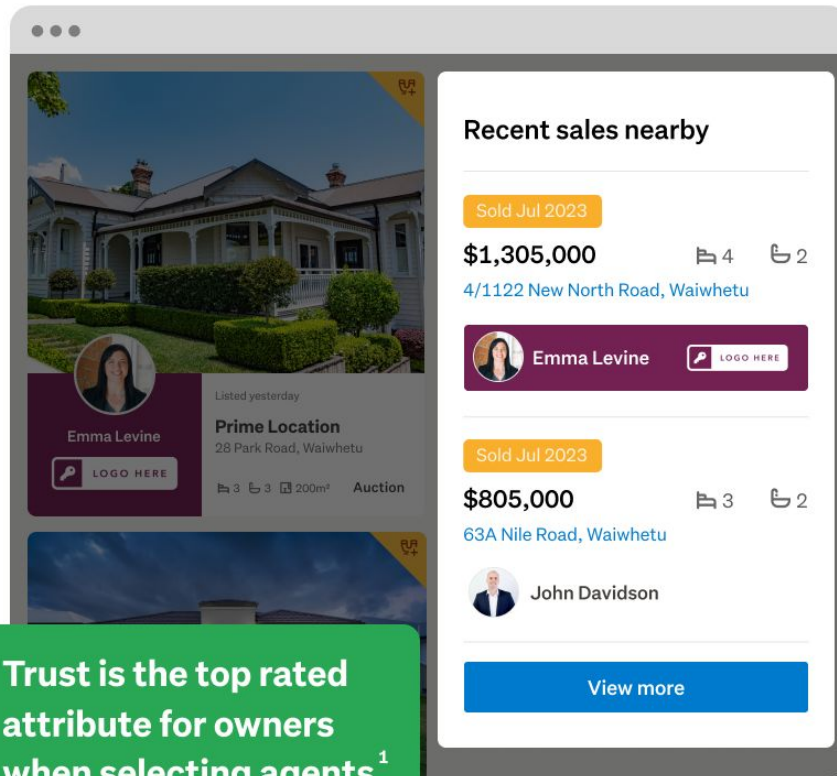
✗ Starter

# Build trust with homeowners

Premium Agent helps you build trust with homeowners before they're ready to sell by giving you attribution for your previous sales across homes.co.nz and Trade Me.

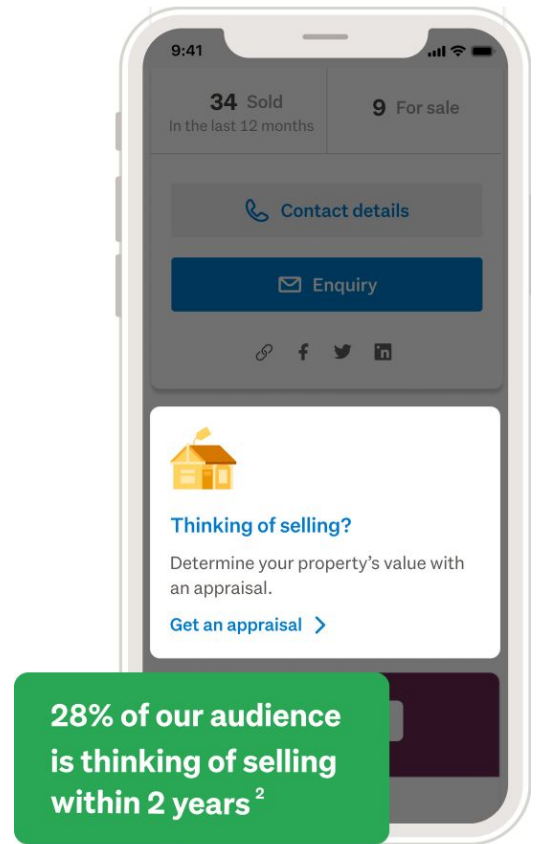
Trust is the top rated attribute for owners when selecting agents <sup>1</sup>

<sup>1</sup>Trade Me Seller Survey - May 2023



# Get more appraisal requests

As a Premium Agent you get access to receive appraisal requests from homeowners researching properties on homes.co.nz or browsing listings on Trade Me.



<sup>2</sup>Trade Me State Of The Nation Survey - July 2023



## Reach the largest property audience in NZ

With over 18 million combined monthly sessions across homes.co.nz and Trade Me Property, there is no better place to get in front of Kiwi homeowners looking to sell their property.

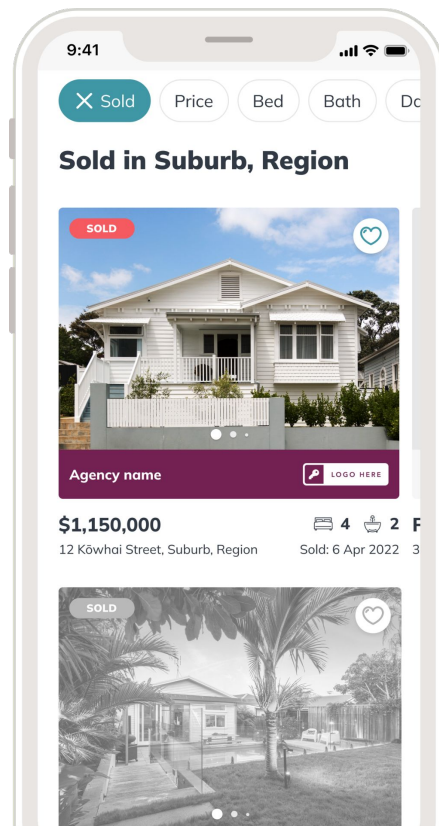
**18.8 Million  
monthly sessions**  
on average Jan - Jul 2023<sup>3</sup>





# Branded sold listings

Show off your market share on homes.co.nz with Branded sold listings.



PLATINUM EXCLUSIVE  
Branded sold listings

Available to:

Platinum PA

Gold PA

Silver PA



## ✔ Key benefits

- + Showcase your office's success with permanent branding on every property your branch has sold on homes.co.nz.
- + More impact and recognition for your branch with your logo on the Nearby Active Agents widget.





**Ready to make a booking, or want to chat through your options?**

Head to [trade.me/agents/contact-us](https://trade.me/agents/contact-us), or contact your account manager