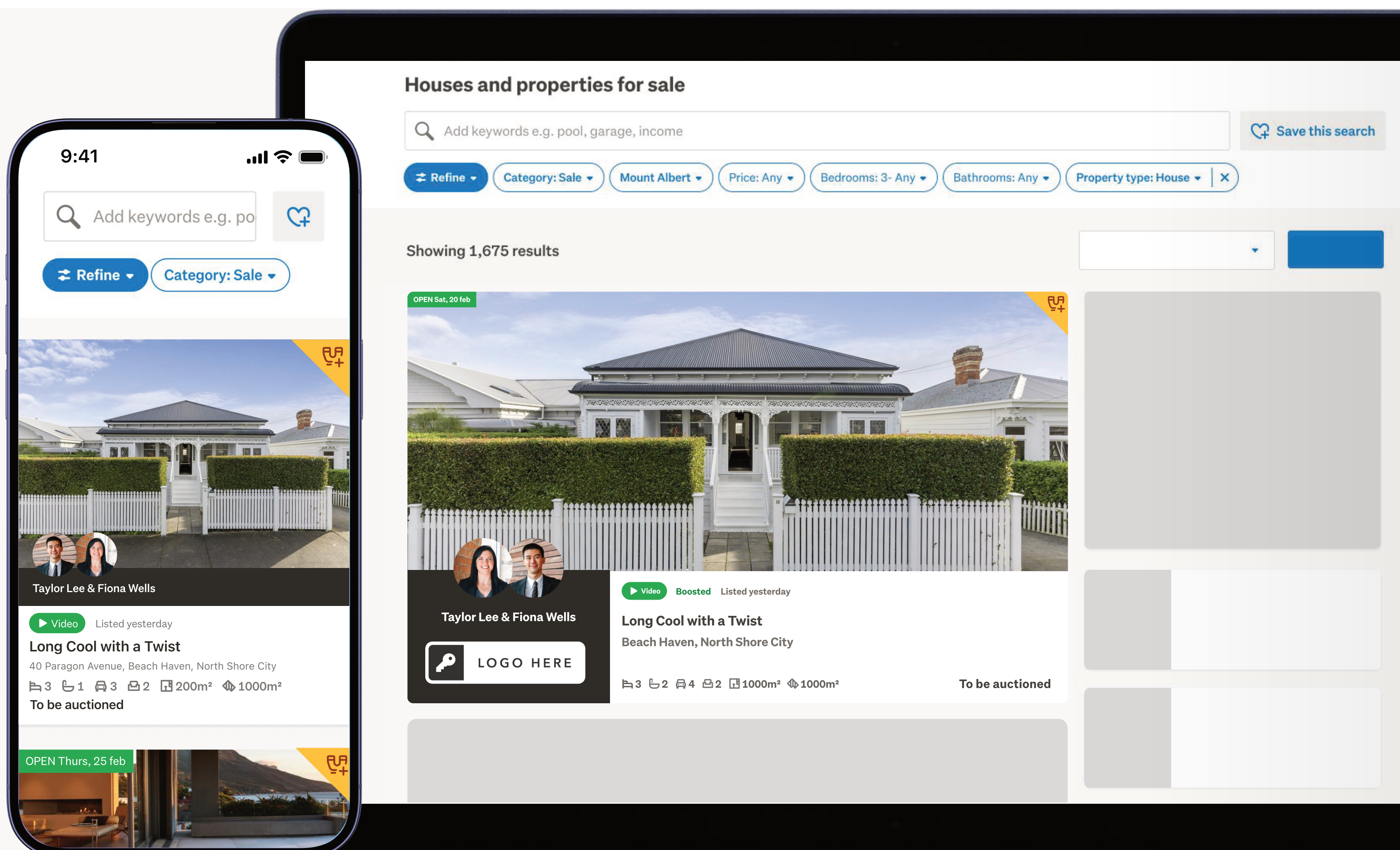


# GOLD PACKAGE

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**

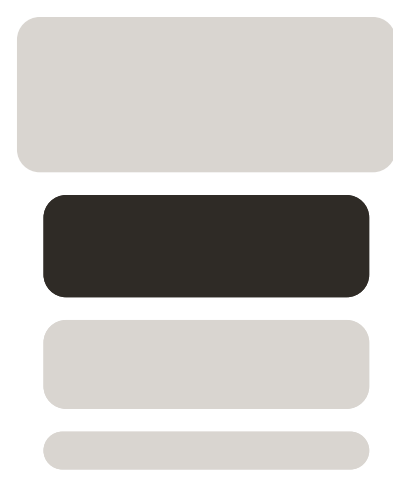
more listing views on average

 **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

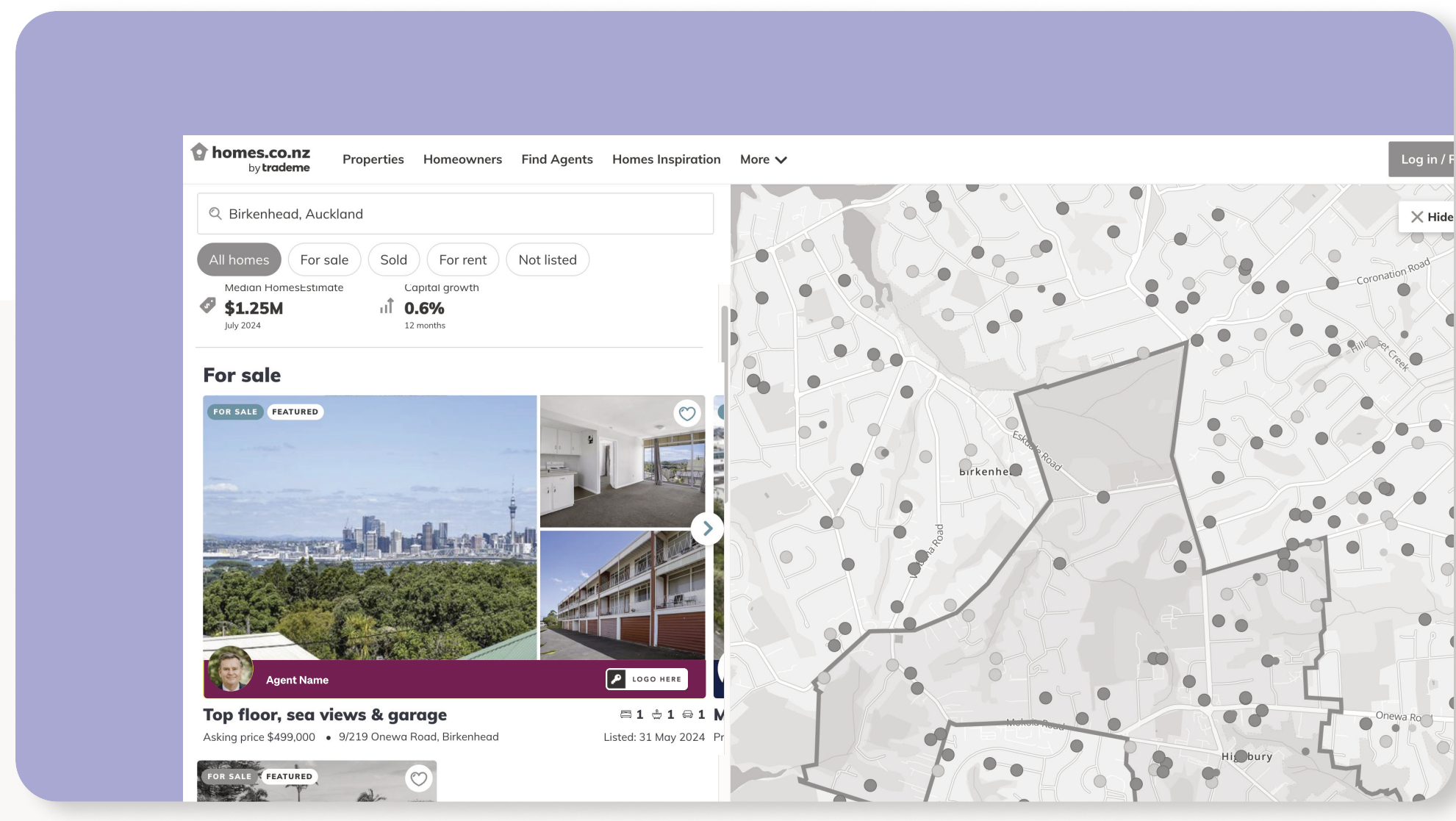
**TO GET HIGH EXPOSURE,  
CHOOSE GOLD** [GET MORE BUYERS](#)

**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



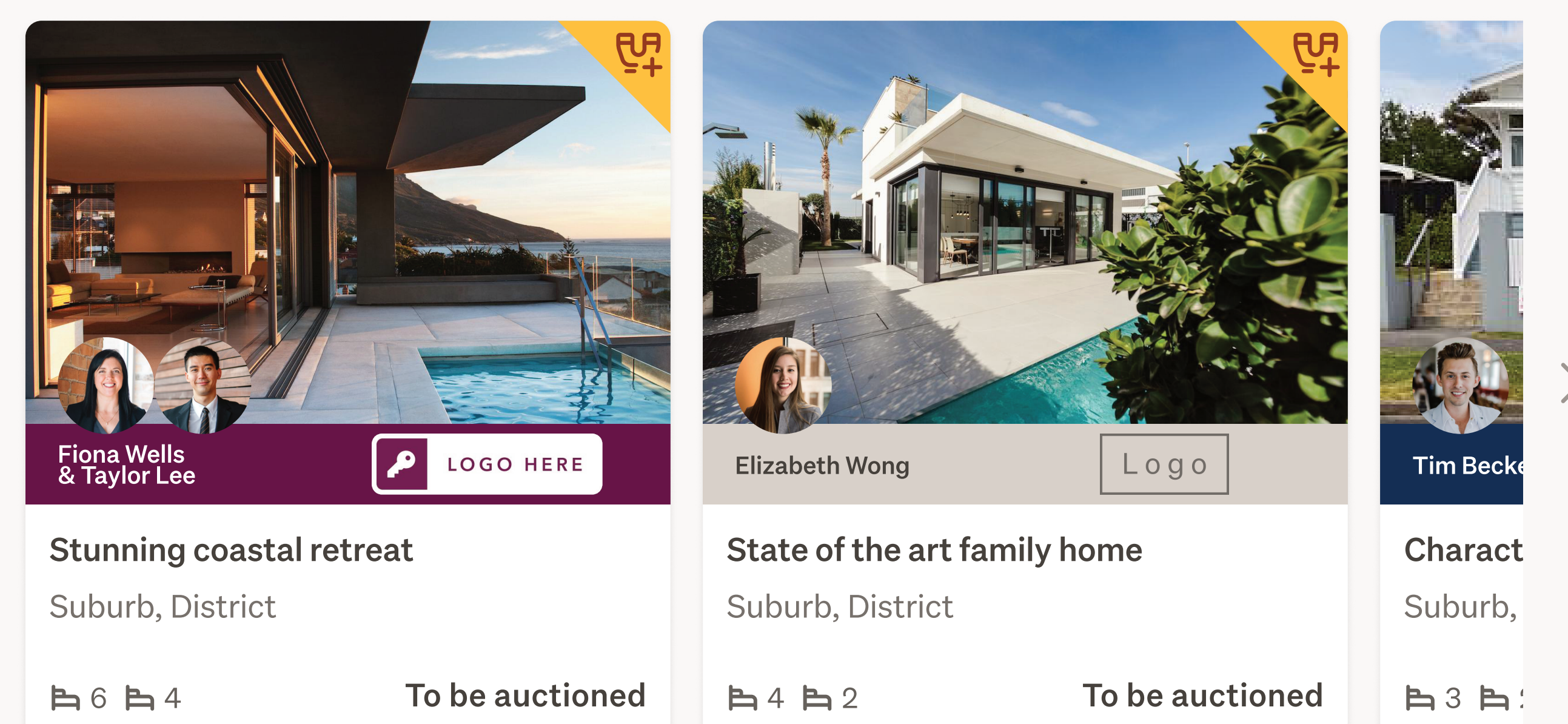
Thailand



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 Maximum of six months. 2 Desktop only. 3. Similarweb June 2024

**TO GET HIGH EXPOSURE,  
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