

PLATINUM PACKAGE

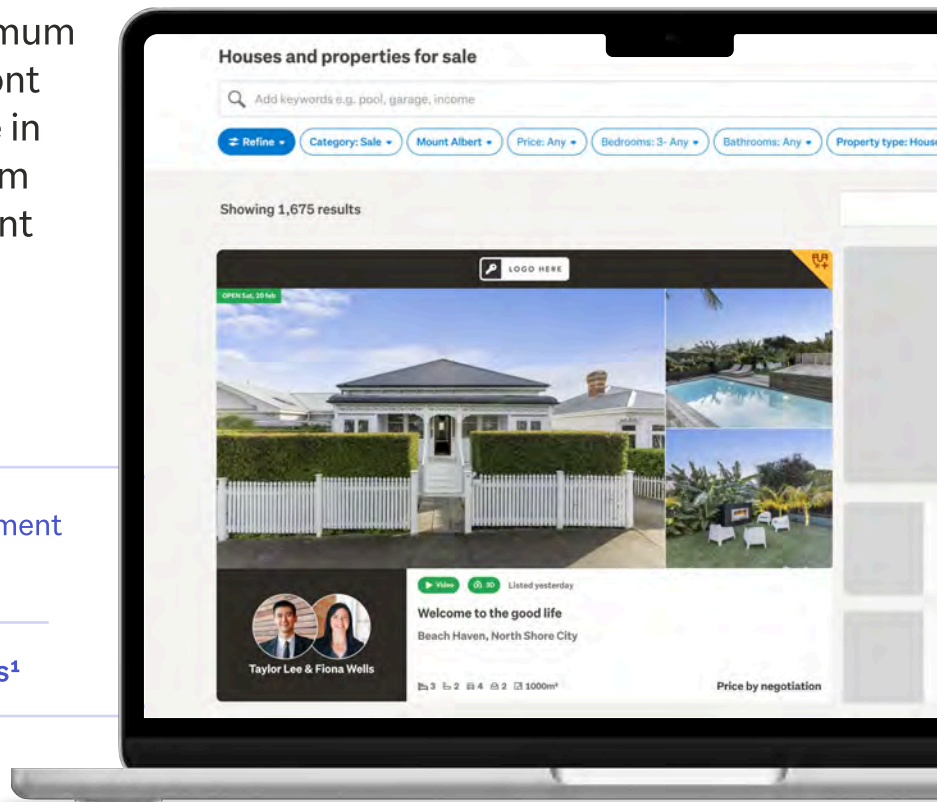
Unrivalled marketing for maximum results

Build competition and get maximum exposure for your property in front of the largest property audience in Aotearoa, with the most premium advertising in the most prominent positions.

Why Choose Platinum?

 **3.5X** more engagement on average

When compared to Base listings¹



Indicative product mockup, subject to change.

New and exclusive, only to Platinum:



Watchlist
Connect

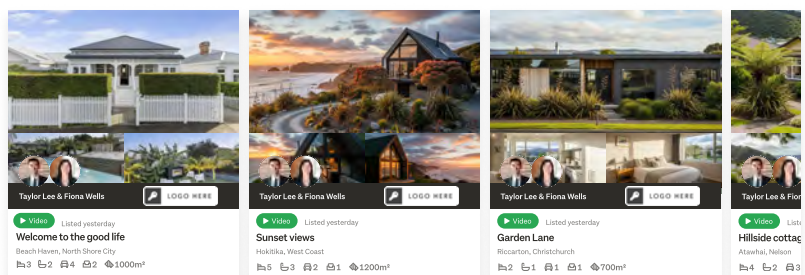
Step 1: Create an
update on your listing

Step 2: Update
watchlisters on the go

Step 3: Drive listing
engagement

Stuff

Showcase your listing in front of 2 million Kiwi with Stuff's property carousels.



Indicative product mockup, subject to change.

PACKAGES

Compare listing packages

	PLATINUM	GOLD	SILVER	BASE
Exposure & Buyer Engagement				
Position and size in search results				
Search rank rotation ² <small>Until Sold</small>	Weekly	Weekly	Fortnightly	×
Property files <small>NEW</small>	✓	✓	✓	✓
Search carousel (desktop)	1 Week	1 Week	1 Week	×
Watchlist Connect <small>NEW</small>	✓	×	×	×
Reach				
Appear on Stuff <small>NEW</small>	✓	×	×	×
Target buyers in nearby suburbs <small>Until Sold</small>	✓	✓	×	×
Targeted reach to the property homepage <small>Until Sold</small>	✓	×	×	×
Social boost on Facebook & Instagram	✓	✓	×	×
Target international buyers on the Global Property Network	✓	✓	×	×
Inclusion across sold/offmarket carousels <small>NEW</small>	✓	×	×	×
Position in search results	Above basic	Above basic	Above basic	×
Appear on homepage for buyers nearby	✓	×	×	×
Brand				
Premium branded listing	✓	✓	✓	×

¹ Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 1 April 2025 - 30 June 2025. ² Only applicable when a search is sorted by 'Featured first' above Gold & Silver listings until sold.



SCAN TO VIEW
OUR E-BOOK

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property