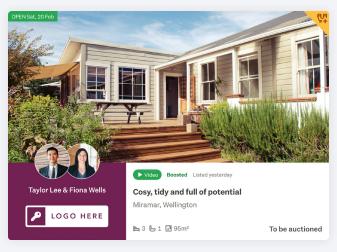
Silver Package

Good visibility in search results

Showcase your property in front of buyers with a large listing card.

The silver lining

- + New: Large listing card for high visibility in search results¹
- + Get more eyes on your listing than a Starter package
- + Increase your chances of high buyer engagement



Indicative mock up of large listing card desktop view



Latest listing email alerts

- + 195,000 members view property listings from saved search emails per month
- Increase your listing exposure across platforms

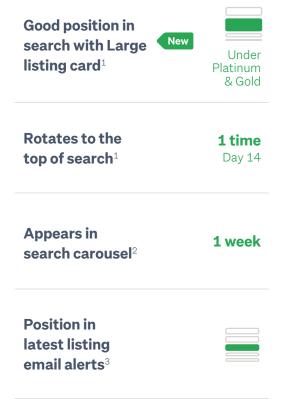


Good visibility in search

WITH SILVER

Showcase your property in front of potential buyers with the largest listing that sits above Starter Package listings in search.





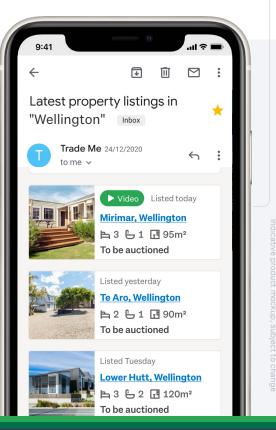
Why choose Silver?

Your property's position in the search results can make a huge difference. Silver listings are **seen in search more** than Starter and Base listings¹.

New - Appear on the standard homes.co.nz search results page for increased listing reach and access to a new audience.

Scan the **QR code** to find out if the Silver package is right for you.







Gold Package

Great exposure in search results

8 out of 10 Kiwis go to Trade Me Property as their first choice when searching for property¹. Is your listing showing up where buyers are looking?

Best position in search

on homes.co.nz

- + Listings will appear in the top search carousel
- + Large listing card for greater visibility
- + Extend your listing reach and be seen first by property seekers





Top of search, top of mind

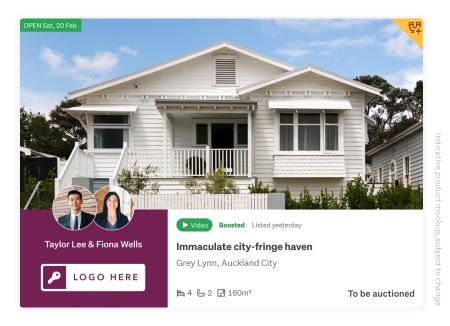
on Trade Me Property

- + Rotate to the top of search once every 7 days for 5 weeks (5 times)
- + Be seen **5x more than Silver**²
- + Build more listing views, watchlists, and enquiries

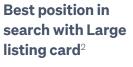


Get great exposure

Showcase your property with the largest listing elevated higher in relevant search results, as well as latest listings email alerts sent to potential buyers.



WITH GOLD





Rotates to the top of search²

5 times once every 7 days for 5 weeks

Appears in search carousel³

1 week

Top search position on homes.co.nz





Position in latest listing email alerts⁴



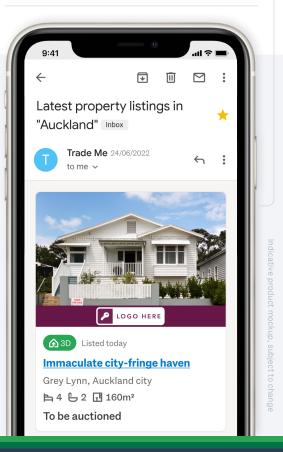
Why choose Gold?

Your property's position in the search results and email alerts can make a huge difference. Placing your property at the top of search can greatly increase your listing views, watchlist, and enquiries.

NEW - Your listing will be automatically extended onto the homes.co.nz listing page, giving you the best position in search and access to a new audience of curious homeowners looking to buy property.

Scan the **QR code** to see how our Gold Package can work for you.







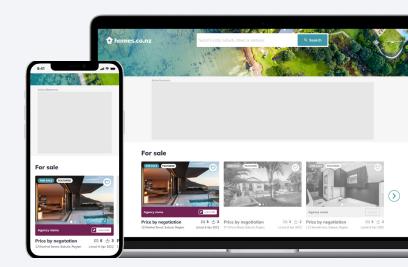
Platinum Package

Maximum exposure and reach

Trade Me Property gets your listing in front NZ's most active buyers¹. Now combined with homes.co.nz, extend your reach even further to a new audience.

All eyes on your listing

- + Be seen first on the Trade Me Property homepage
- + New: homes.co.nz homepage placement optimised to reach locally targeted audience
- + Maximise the number of potential buyers seeing your listing



Indicative product mockup, subject to change



Top of search, top of mind

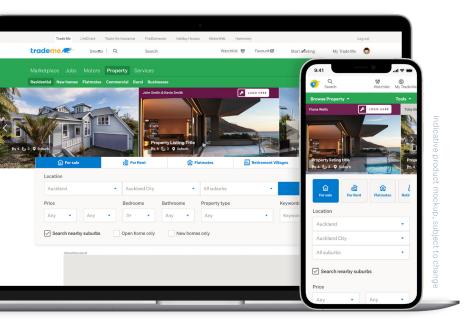
- + Rotate to the top of search once every 3 days for 5 weeks (11 times)
- + Be seen 2.2x more than Gold and 11x more than Silver²
- + Increase your listing views, watchlists, and enquiries

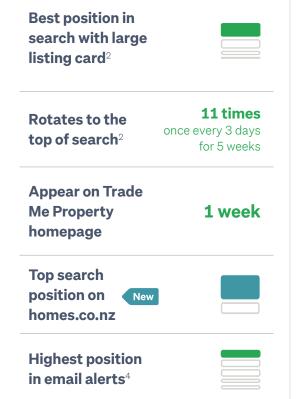


Maximum exposure

WITH PLATINUM

Your property is exposed to the highest number of buyers with the most prominent placements across both Trade Me Property and homes.co.nz.





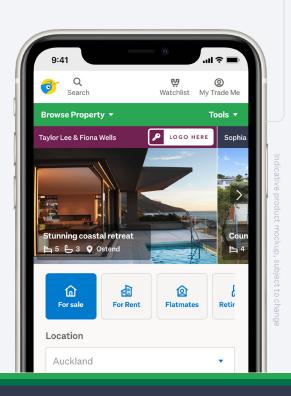
Why choose Platinum?

263,000 people visit the Trade Me Property homepage daily⁶. With Platinum, your property is promoted on the Trade Me Property homepage targeted at active buyers, and placed on top of relevant search results to generate maximum buyer interest and enquiries.

NEW - Your listing will automatically extend on to homes.co.nz, giving you a prominent homepage placement³ and the best position in search results on the platform. This gives you access to a new audience of curious homeowners looking to buy property.

Scan the **QR code** and visit the info page to see how Platinum can work for you.



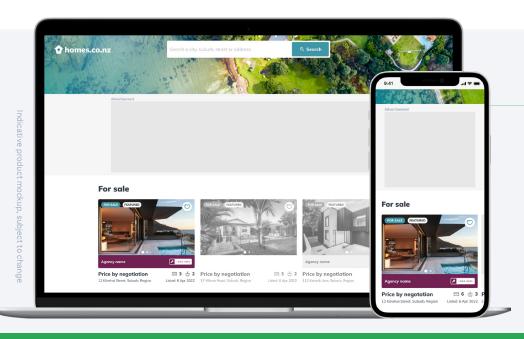


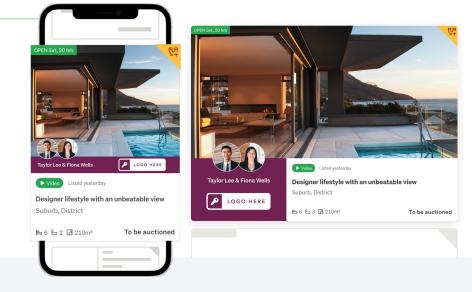


Choosing the right marketing package

Elevate your listings to the top of search

- + Large listing card¹
- + Showcase your listing's best features
- + Be seen by more buyers
- + Available on Platinum and Gold





Reach a new audience on homes.co.nz

- + Homepage placement with access to **1.1 million**page views per month⁴ optimised to reach a locally targeted audience (Platinum)
- + Best position in homes.co.nz search results for maximum listing reach (Platinum and Gold)



Benefits	Platinum	Gold	Silver	Starter	Base
Position and size in search results ¹					
	Large card ¹	Large card ¹	Large card ¹	Medium card	Small card
Rotates to the top of search position ¹	11 times every 3 days for 5 weeks (above Silver)	5 times every 7 days for 5 weeks (above Silver)	1 time day 14 (above Starter)	1 time day 14 (above Base)	×
Appear in the search carousel ²	1 week	1 week	1 week	×	×
Position in latest listings email alerts ³	Above Gold	Above Silver	Above Starter	Above Base	Appears at bottom
Appear on the homepage	1 week	×	×	×	×
Target buyers looking in nearby suburbs in search	2 weeks	×	×	×	×
Social and Google reach with Audience Extension	~	~	~	×	×
homes.co.nz New					
Position in search					
Appear on homepage for buyers nearby	~	×	×	×	×

¹ Position and size until listing sold or withdrawn for a maximum of 6 months, then drops to a medium card. Only applicable when a search is sorted by "Featured first", appears above Starter. 2 Desktop only. 3 Listings displayed in email are limited to 50. 4 homes.co.nz Google Analytics (Mar 2022, excluding App). 5 Trade Me Property property buyer and seller survey, April 2022.