

The key to selling or leasing your property on Domain.com.au

Domain.com.au is the easiest way to sell and lease property with a range of online marketing solutions available.

TOP SPOT

Top Spot is an intelligent advertising product that targets your most suitable listings to the right people by suburb and price. Enjoy all the benefits of an enhanced subscription plus:

- The most prominent spot in the search results page
- More views and enquiries
- Premium design - bold colour and larger "Hero Shot" photo
- Market the most relevant listing
- Don't waste dollars or opportunities advertising the wrong listings to the wrong people
- Be in control of which listings you promote

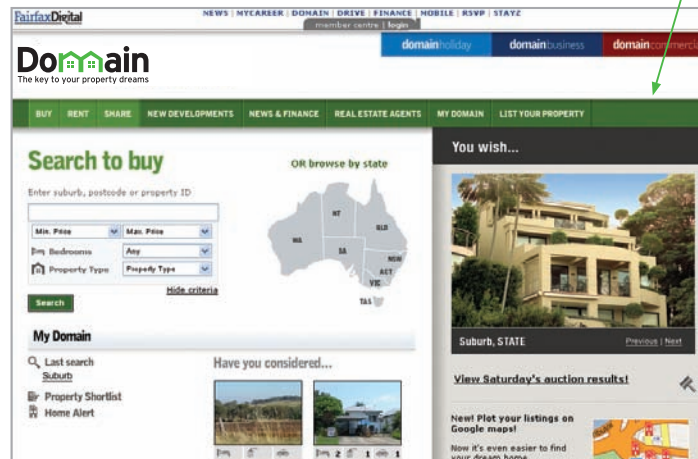
PRIORITY PLACEMENT

All the benefits of an enhanced listing plus:

- Prime position ahead of other listings
- Two photographs and agency logo
- Background shading to stand out
- Proven effectiveness in increasing enquiries

ENHANCED LISTING

- Properties are available for viewing by buyers and renters 24/7
- Include multiple photos and property video on each listing
- Listings are automatically emailed to Home Alert subscribers
- Your full contact details and agency logo are included on each listing
- Easy 'Send an email' functionality to increase enquiries
- Includes increased exposure for your listings through our partner sites including: Yahoo!7, smh.com.au and theage.com.au
- Your agency will be found in eleven suburbs when Domain.com.au users conduct a 'Find an Agent' search
- Printable property lists are available to distribute to buyers and renters
- Includes a link to all your listings on the property details page
- Measure traffic to your listings and monitor enquiries through our Agent reporting



YOU WISH

You Wish provides outstanding exposure for vendors looking for the ultimate placement for their properties:

- Ultimate position on the highly trafficked Domain.com.au home page
- Proven to increase page views dramatically
- Only a limited number of properties will be featured in each state at any time
- Targeted by state to the users' last search
- Eye-catching imagery - slide show format engages site visitors
- Each image links through to the full property details page

PRODUCT	PRICE
You Wish	\$
Top Spot	\$
Priority Placement	\$
Enhanced Listing	\$
TOTAL	\$

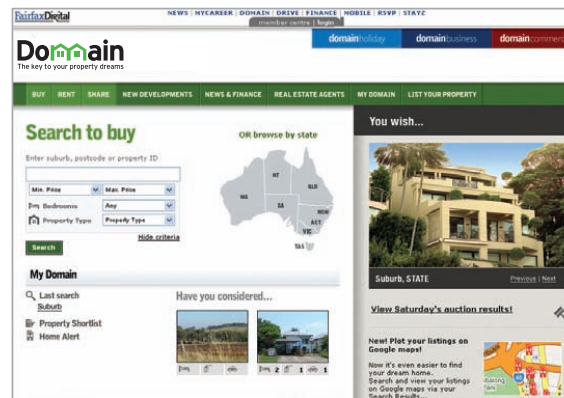
Gain maximum exposure for your property

By listing with us your property will appear on Domain.com.au and reach hundreds of thousands of active property-seekers.

GAIN MAXIMUM EXPOSURE WITH DOMAIN

How?

- Access Domain online at Domain.com.au, in 200 newspaper titles nationally
- Domain can be accessed when your're on the move via your mobile phone
- Domain branded real estate sections in all Fairfax Community Newspapers and Rural Press publications nationally
- All property listings from propertyguide.com.au and justlisted.com are now on Domain.com.au
- More than half of our online audiences does not visit our closet competitor website
- Domain dominates the AB demographic - we get your agency and listings in the front people with money to spend on property
- Domain is the exclusive provider of real estate content to the Yahoo!7 network via the Yahoo!7Domain site
- Domain is the exclusive provider of real estate content to the OptusZoo mobile network



KEY SITE STATISTICS

- Domain.com.au records 1,970,724* unique browsers on a monthly basis
- Over 132 million* pages of property information is viewed each month
- More than 6,500^agents advertise property
- Monthly, visitors generate over 230,000^ email enquiries
- More than 16 million* property searches are conducted each month