

You'll be
SOLD
on realestate.com.au

If your property is listed on realestate.com.au, it's also seen on the following websites:



Plus, over 120 News Ltd websites including:



Agents: To order this free brochure visit www.realestate.com.au/orderform
All statistics and information correct at time of publication.



List with this agent and your property will be listed on
Australia's most popular real estate website.

To get the highest enquiry and price for your property
– make sure you are listed on Australia's No. 1*
real estate website.

When selling your property, advertising on the internet is an essential part of your advertising campaign with 9 out of 10 people using the internet to search for property.*

Why advertise your property on realestate.com.au?

Your property will be seen by **MORE** property seekers:

✓ The No. 1 real estate site

realestate.com.au is ranked the Number 1 real estate site in every state of Australia. ^

✓ Over 3.7 million property seekers

Over 3.7 million property seekers visit realestate.com.au every month.*

✓ Find property seekers that other sites don't reach

75% of buyers, tenants and property seekers visit realestate.com.au and not our closest competitor.*

✓ Cost-effective

Internet advertising on realestate.com.au is cost-effective when compared to other advertising media.

✓ Measurable results

You and your agent can measure the results of your internet campaign through the realestate.com.au reporting system.



“It's got more properties, so where else would you go?”

Caroline Morgan • North Fitzroy VIC

“The eBrochure automatically sends your property to people looking for a similar place”

Karsten Simpson • Rose Bay NSW

“We got more enquiry from realestate.com.au than any of our other advertising”

David Fergusson • Spring Hill QLD

“realestate.com.au is massive!”

Rebecca Lewis • Port Augusta SA

Ways to make your property stand out to gain even more exposure and higher enquiry.

realestate.com.au offers you cost-efficient ways to expose your property to more buyers.

Innovative products

Guaranteed Top Spot

- Guaranteed Top Spot guarantees position of your property at the TOP of the suburb search results page
- It allows you to stand out as the Number 1 property in your suburb
- Greater exposure for your property with more images and a distinctive style
- Attracts approximately 5 times more views than a standard property listing**

Feature Property

Receive all the benefits of a standard listing PLUS:

- Your property appears above the standard listings in the search results for greater exposure
- Attracts approximately 4 times more views than a standard listing**
- Includes a larger photo and border for more prominence and greater exposure

eBrochure

- Sends an email brochure of your property to all registered property seekers whose 'search' criteria match your property listing
- Access our database of over 1 million property seekers looking for a property like yours**
- Feature your property to a targeted market of buyers who are looking for a property similar to yours!

Standard Listing

- Listing includes photos, description and agent contact details
- Your listing is automatically emailed to all registered property seekers via our Email Alert database

The image shows several screenshots of the realestate.com.au website. At the top, there's a navigation bar with 'Australia', 'New Zealand', 'United Kingdom', 'Italy', and 'International'. Below that, there are tabs for 'Real Estate For Sale', 'Rental Properties', 'Share Accommodation', 'New Homes and Designs', 'New Apartments', 'New Land Estates', 'Home Loans', and 'Commercial Real Estate'. A search bar is visible with 'SOUTHVIEW \$800,000+' and 'SMITH & JONES' as the agent. Below the search bar, there are several property listings with photos and descriptions. A yellow arrow points to the 'Guaranteed Top Spot' section, highlighting a listing at the top. Another yellow arrow points to the 'Feature Property' section, highlighting a listing with a larger photo and border. A third yellow arrow points to the 'eBrochure' section, showing an email brochure for a property. A fourth yellow arrow points to the 'Standard Listing' section, showing a standard listing with photos and agent contact details.

* Nielsen/NetRatings - Independent Internet Audit (May 2007)
** realestate.com.au Internal Statistics (May 2007)
^ Site Ranking by Hitwise (May 2007)
• Nielsen/NetRatings, The Australian Property Report (July 2006)