

Elite or Enhanced The choice is yours





# **Subscription options at cost-effective rates**

Domain now offers two levels of cost-effective online listing subscriptions to provide you with more choice around how you present your brand and properties.

Unique to Domain, our Elite and Enhanced Subscriptions cater for all types of listing budgets while generating visibility and enquiry for all your properties for sale or rent.

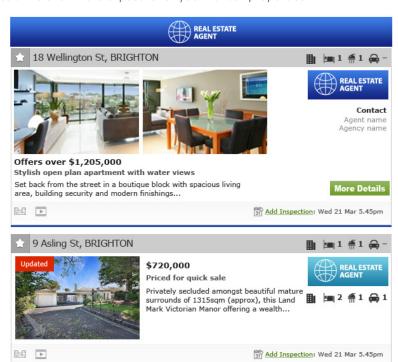
Enjoy the great value for money that an unlimited number of listings with Elite and Enhanced Subscriptions deliver, including all the benefits domain.com.au has to offer.

Both levels of subscription listings, which appear after Priority Placement listings in the search results page, are displayed in order of recency.

### Stand out more with Elite Subscription

If you're looking for greater brand exposure, a competitive edge for your agency, plus an improved viewer experience for all your vendors' properties, then your subscription of choice should be Elite.

With an Elite Subscription you are guaranteed more visibility than with Enhanced, plus you have the option to upgrade any or all your listings to an Elite Priority Placement to drive even more exposure for your vendor properties.



### Why Elite Subscription?

	Elite	Enhanced	
Property images	2 small	1 small	
Agency branded banner	✓	X	
Agency logo	1	✓	
Agent and agency name	1	X	

### **Elite Subscription**

- Higher impact than Enhanced Subscription
- Improved exposure with agent branded banner at the top
- 50% larger than Enhanced Subscription
- Greater visibility with 2 property images

### **Enhanced Subscription**

- Entry level subscription
- A clean listing focusing on the property
- 1 property image
- Agency logo

## **Priority Placement**

# for more visibility and enquiry

Priority Placement listings attract significantly more interest from property seekers by securing a position ahead of all subscription listings.

At a minimal one-off cost to your vendors, on top of your existing Domain subscription, you can upgrade to a Priority Placement listing to rank higher in the property search results and generate increased enquiries.

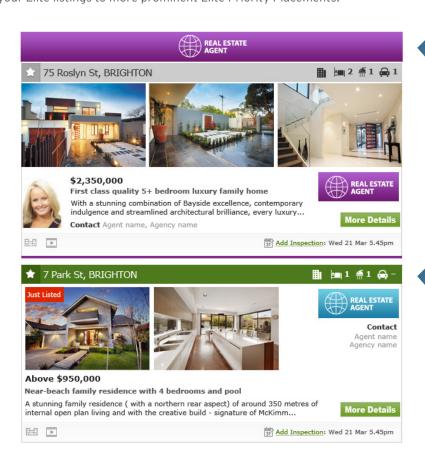
As part of our Elite and Enhanced Subscriptions, Domain now offers two levels of Priority Placement listings - giving you more options around the level of visibility and enquiry you generate for your brand and vendor properties.

If you have an Elite Subscription then you can upgrade your listings to Elite Priority Placement. With an Enhanced Subscription, you can upgrade to Enhanced Priority Placement.

Elite and Enhanced Priority Placements, which appear above Elite and Enhanced Subscription listings in the search results page, are displayed in order of recency.

### Stand out more with Elite Priority Placement

If your goal is to better profile your properties and agency to attract greater brand recognition in your area, plus to generate increased enquiries, ensure you upgrade your Elite listings to more prominent Elite Priority Placements.



### Why Elite Priority Placement?

	Elite	Enhanced
Property images	3 large	2 large
Agency branded banner	1	X
Agency logo	/	✓
Agent and agency name	1	✓
Agent headshot photo	1	X

#### **Elite Priority Placement**

- Greater impact than Enhanced Priority Placement
- Positioned higher than Subscriptions in search results
- 20% larger than Enhanced priority placement
- Stronger agency branding including agent photo
- 3 prominent property images

#### **Enhanced Priority Placement**

- Ranked ahead of Subscription listings on search results page
- Includes your Agency's logo
- Easy to view Agent contact details
- 2 property images

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To advertise or find out more contact us today

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