



Premium Plus
High impact exposure

Dominate with
Do  **ain**

Premium Plus delivers results

Search results page

In the search results page, Premium Plus is positioned prominently just below Top Spot.

High exposure online and on mobile

Premium Plus is a high exposure listing that heavily promotes your properties and brand online and on the Domain mobile apps. ^

With Premium Plus you can drive more property views and enquiries, helping you sell vendor properties faster.

Premium Plus is sold on a per listing basis, casually in weekly blocks.

Why Premium Plus?

Larger details listing and strong branding

Premium position in search results and email alerts

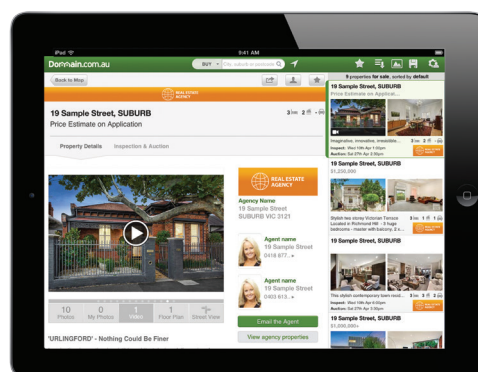
Standout property display with 2 large photos

18x more property views than a Standard listing

Premium Plus branding also appears on mobile apps ^

Branded eBrochure (when purchased)

The screenshot shows the Domain Real Estate Agency search results page. At the top, there's a navigation bar with 'NEWS | JOBS | REAL ESTATE | CARS | FINANCE | MOBILE | DATING | TRAVEL | WEATHER' and a user profile for 'Welcome Craig | member centre | logout'. Below that, the 'Domain REAL ESTATE AGENCY' logo is prominent. A search bar contains '19 Sample Street, SUBURB' and shows '303 properties found in: SUBURB 2015 (including 220 in surrounding suburbs)'. There are buttons for 'Save Search', 'Create home alert', and 'RSS feed'. A 'Refine Search' sidebar on the left lists filters like 'New Developments', 'Surrounding Suburbs', 'Price', 'Property Type', 'Bedrooms', 'Parking', and 'Bathrooms'. The main content area displays two property listings for '19 Sample Street, SUBURB'. Each listing features a large photo, a video player, and text describing the property, such as 'Offers over \$1,205,000 Penthouse style residence embraced by harbour water views' and 'Above \$4,000,000 Popular "through apartment" with views of the harbour'. A green circle overlay with the text '18x more views*' is positioned over the listings. The bottom of the page shows a map and a 'View agency properties' button.



* National average of online property views compared to a Standard listing

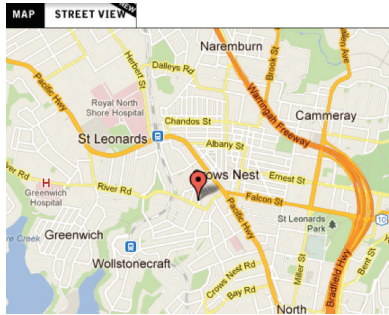
^ Branded listings appear on iPad, iPhone and Android apps

Showcase your best side

Property details page

With Premium Plus you can showcase the very best of what your property has to offer in a crisp, clean online and mobile format that's easy to view and use.

Consider further boosting your agency profile and property's marketing campaign with a branded eBrochure - and reach more of the right kind of buyers.



- See precise location
- Directions to properties 'on the go'
- View local landmarks

Interactive map

Video

- Large hero image with video link
- Video generates 410% more views than listings without
- Make buyers fall in love with the property

Comprehensive photos

- High impact exposure
- Multiple property vistas
- Showcase property features

Other properties

- Display up to 14 of your agency's other properties

19 Sample Street SUBURB
Price guide on request

Photos (14) Videos (2) Floor Plans (1) Location Map Street View

Innovative redesign of classic cottage
Lifestyle - Beyond its picturesque facade lies a residence of considerable 'wow' factor showcasing cutting edge design, the latest designer finishes and an intuitive split level floor plan with immense personality. Newly created for spectacular family living and entertaining, sweeping open plan living areas extend to a choice of private alfresco entertaining, a heated plunge pool and level lawn for the kids to play. Placed in a tranquil, family friendly cul-de-sac it's an easy stroll to all Balmain's delights and sits within the Balmain Public School catchment.

Inspections and Auction details

Inspection dates and times	Auction date and time
<ul style="list-style-type: none"> Tue 07 May 2013 5:45 PM to 6:15 PM Sat 11 May 2013 1:45 PM to 2:15 PM Tue 14 May 2013 5:45 PM to 6:15 PM Sat 18 May 2013 2:30 PM to 3:00 PM 	<ul style="list-style-type: none"> Location: On Site Date: 18/05/2013 3:00 PM Add all dates to my inspection planner Make an appointment

Property details

Property Research (Sponsored by RAMS)

Local Sales Past Sale Activity Suburb Performance

Houses sales in the last 12 Months within 750m of **19 Sample Street SUBURB**

With property features: 4

Price Range	No. of properties
1.52 M - 1.63 M	2
1.74 M - 1.85 M	2
1.95 M - 2.06 M	2

Find out sales results for all properties in this postcode over the past 24 months with our postcode report **Get report**

Mortgage calculator (Sponsored by Commonwealth Bank)

Other properties

- 2-4 James Street, Balmain \$2,300,000+
- 38 Wharf Road, Birchgrove
- 48 Roseberry Street, Balmain For Sale
- 22 Fitzroy Avenue, Balmain
- 3/2 Middleton Street, Petersham \$450,000+
- 23 Mary Street, Lilyfield \$1,675,000

Dedicated display

- Dominate the page with your agency brand and banner ad
- No other advertising on the page for viewers' undivided attention
- Links are coloured to your brand

Agent details

- Easy to contact agent
- Arrange an appointment to inspect
- Headshot of one or more agents
- Link to agent video

Handy buyer tools

- Shortlist and email a friend
- Add to Inspection Planner
- Inspection and auction details



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