



**Be the
business**

Online | Mobile | Print

Do^hain
Just what you're looking for



Domain has everything you need

Where your property buyers and sellers are

We've got you covered in more ways than one when it comes to bringing in the buyers, selling real estate and promoting your brand.

- Massive national advertising reach across online, mobile and print
- A cost effective way to generate high quality leads via the Fairfax online network
- Award-winning mobile apps for property buyers 'on the go'
- Stronger, more collaborative relationships with agents and real estate partners

All bases covered with Domain

1. Early investigation

- Buyers are looking for inspiration and potential. They are motivated by ideas seen in newspapers and take the next step in pursuing their dream.

Print

Only with Domain can you market across platforms and reach buyers at any point on the path to purchase.



The Sydney Morning Herald THE AGE

The Canberra Times

brisbanetimes.com.au WAtoday.com.au

2. Research

- Property seekers can search and compare property prices online once a region and price range has been decided.

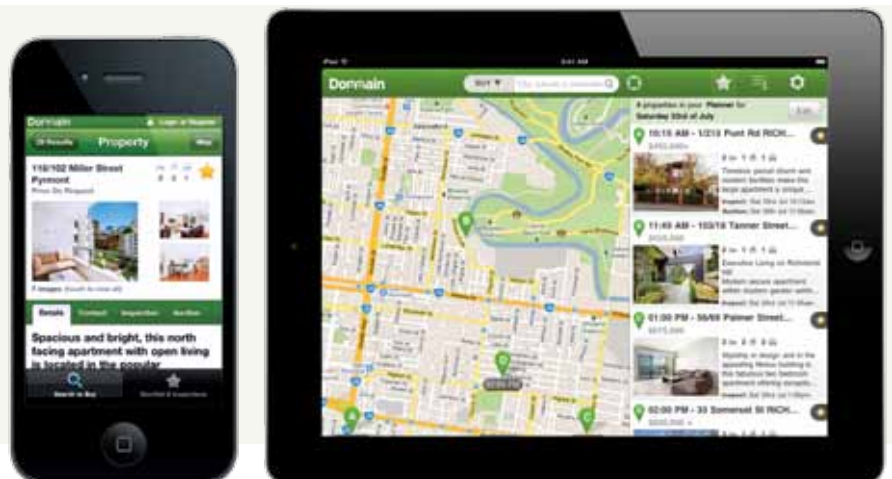
Online



3. Inspections

- Domain's mobile apps provides buyers with 'on the go' accessibility. They can shortlist properties and prepare their weekend for 'open for inspections' and auctions with Domain's Inspection Planner.

Mobile



Industry leader in mobile solutions

**'WINNER 2011 AUSTRALIAN
MOBILE AWARDS'**

**'TOP REAL ESTATE APP
IN THE APPLE STORE
REWIND 2011 AWARDS'**

Where the buyers are

Australia has the 2nd highest smartphone penetration in the world.* Mobile will be, without question, the leading means of accessing online content worldwide by 2014.**

With more people accessing mobile content, can you afford not to be in business with Domain, an acknowledged industry leader in mobile real estate solutions?

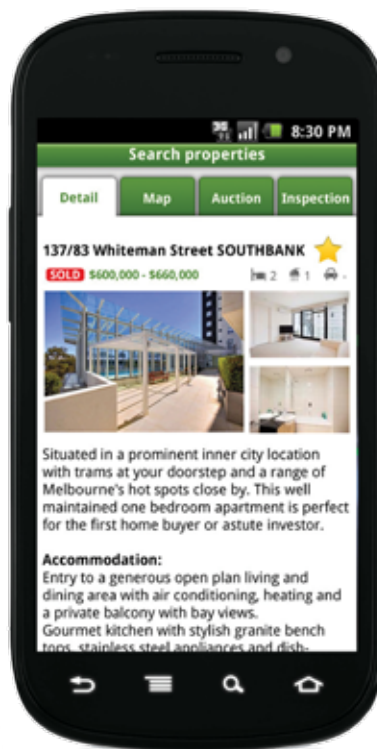
We do great mobile

- The first Australian real estate portal to release iPhone and iPad apps
- Clocking in at around 1 million⁺ downloads (and counting)
- Constant process of innovation to ensure we're delivering the very latest in mobile content solutions

More enquiries than ever from mobile content users

Domain mobile gives buyers all the handy tools they need to find your properties anywhere, anytime.

- Search
- View and update shortlist
- Inspection Planner
- Agent contact
- Interactive map
- And more...



iPhone / iPad



Android



Samsung



Windows Phone 7

*Google Mobile Revolutions, 2011. **Morgan & Stanley Internet Report. ⁺Apple App Store Downloads. iPhone and iPad are registered trade marks of Apple Inc, registered in the US and other countries. App Store is a service mark of Apple Inc. Please note that while the domain.com.au app for iPad is free to download, users may incur fees as per their standard mobile or internet network charges for data retrieval.

Getting the word out

The screenshot shows the Domain Real Estate website interface. At the top, there's a navigation bar with links for NEWS, JOBS, REAL ESTATE, CARS, FINANCE, MOBILE, DATING, TRAVEL, and WEATHER. Below this is the Domain logo and a 'REAL ESTATE AGENT' banner. A search bar is visible with the text '303 properties found in Campbelltown 2050 (including 220 in surrounding suburbs)'. On the left, there's a 'Refine Search' panel with filters for New Developments, Surrounding Suburbs, Price, Property Type, Bedrooms, Parking, and Bathrooms. Below the search panel is an 'ESTATE AGENT TV' section with a video thumbnail. A 'Featured Properties' section shows a large apartment building. The main content area displays several property listings, each with an agent photo, a video thumbnail, and a 'More Details' button. The listings include:

- 23/6 Potts Ave GARDEN PARK**: Offers over \$1,205,000. Peethouse style residence embraced by harbour water views.
- E204/26 Queen St PRINCESS CROSSING**: Above \$400,000.00. Popular 'Through Apartment' with views of the harbour.
- 843/243 Roll Street BAKERSVILLE**: Easy inner-west living. Lifestyle - Showcasing spacious floodlit interiors this pristine contemporary second floor apartment is located within Balmain Terraces in a small block of 9, a luxury development with resort-style facilities includin...
- 26/299 Merry Street HENDERSON**: \$42,000. 'PRICED FOR QUICK SALE' Perfect location, situated in the SECURE carpark right behind Darling Harbour. Great investment, currently leased for 5 years. easy lift access. Approx. annual income: \$4300 Approx. council rates: \$590 p.a. App...

Property Gallery

- Poll position beneath the highly used search panel
- Showcase up to five listings
- Promote your agency's brand

Advertising on search results page

As a leading Australian producer of quality digital content, we've got all the advertising tools you need to convert leads to sales, fast.

Agent branding

- Capture audience attention with additional banner exposure
- Includes agent leaderboard, skyscrapers and galleries

Top Spot

- Most prominent position on the search results page
- Enhanced agent branding
- Quality design
- Large property details display
- Carousel for multiple listings

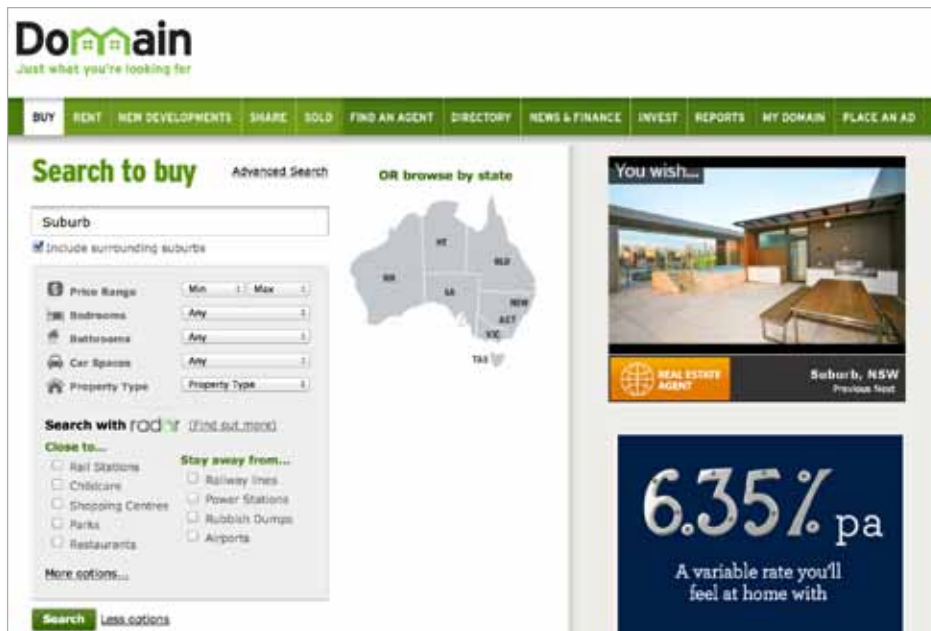
Premium Plus

- High impact exposure
- Enhanced agency branding, including agent photo
- Prominent positioning above Priority Placement and under Top Spot
- Respects all user search criteria
- Larger and wider property details listing

Priority Placement

- Prime position ahead of Enhanced Listings
- Agent logo
- Bold design

Getting the word out



You Wish (sales)

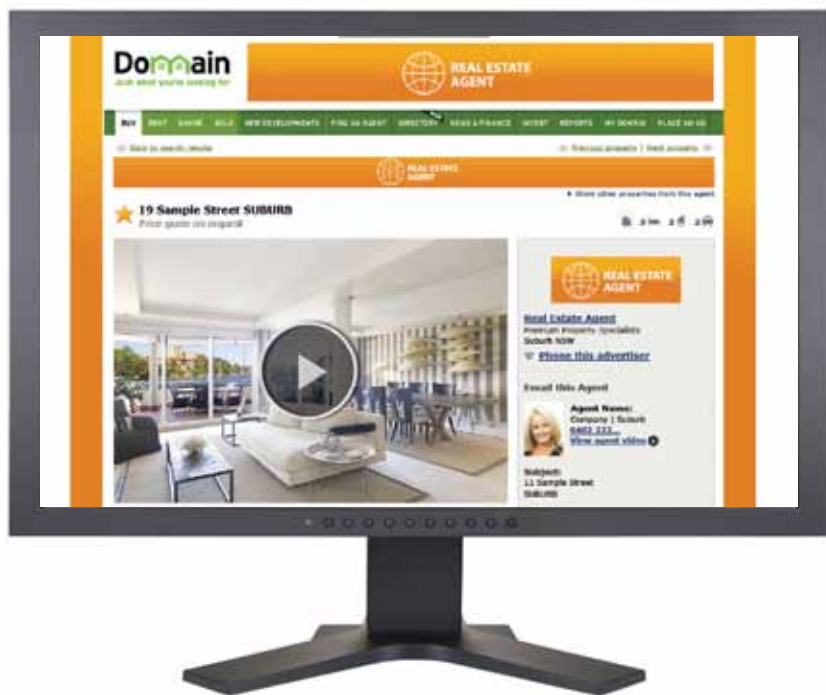
- Unmissable advertising on the Domain home page

You Should (rentals)

- Prominent position on the rental home page of domain.com.au
- Ideal for executive properties, holiday rentals and luxury leasing

Video content ticks all the right boxes

'LISTINGS WITH VIDEO DRIVE AROUND 400%[^] MORE ENQUIRIES'



Video

- Video content drives stronger buyer engagement with agents and properties alike
- Give buyers a better feel for the space
- Showcase your home to maximum effect
- It takes just one hour to film a 3 minute video

Video types

- Make buyers fall in love with the property > Property Profile Video
- Get off on the right foot > Agent Profile Video
- Share knowledge and industry smarts > Market Reports
- Tell the whole story > Suburb TV

[^]Domain internal figures



Giving them what they want

eBrochure

- Reach highly targeted property seekers via email
- Automated delivery
- Cost effective and convenient

Wednesday, 27 July 2011

Domain
Just what you're looking for

Feature HomeAlert
The Feature HomeAlert has been sent to you based on your New Property Guide HomeAlert

FOR SALE Crows Nest for Sale
11 Sample Street

Contact: Agent Name, Company, suburb

Property details
Spacious apartment with huge entertainers' terrace
Set back from the street towards the rear of a quiet security complex, this very spacious apartment presents as an easy home/investment in a great location. Moments to Suburb cafes, handy to transport and only minutes into the city.
L-shaped living/dining opens to a huge terrace sized balcony. Balcony is undercover and runs the length of the apartment. Both bedrooms have balcony access, one with built-in robes.

Open for inspection

- 03 Dec 2011 1:30 PM - 2:15 PM
- 08 Dec 2011 1:30 PM - 2:15 PM

Area map
11 Sample Street

Agent details
Real Estate Agent
11 Sample Street
Suburb 2222
Agent Name
Contact Agent
Phone: 2222 2222

Property overview
Price: price guide over \$600,000
Property type: Apartment / Unit / Flat
Suburb: SUBURB
Region: REGION

Handy tools for busy property hunters

Domain is home to a great range of online tools designed to answer the big questions in buyers' minds about properties, neighbourhoods, agents and more.

- Inspection Planners - taking the pain away on inspection day
- Home Alerts - tailored search delivered straight to their inbox
- Mobile - for busy buyers 'on the go'
- Property video - connects potential buyers instantly with sellers
- Australian Property Monitors - insights into property prices and market trends

If you're not listing with Domain, you're simply not giving people what they want - an easy-to-use means of finding, falling in love with and purchasing properties for sale, right around Australia.

To advertise or find out more contact us today

1300 799 109 | domain.com.au/agentcentre

