



Bringing more buyers to your home

Online | Mobile | Print | Email

Do  **ain**
Just what you're looking for



Domain has everything you need

Reeling them in

When it comes to bringing more buyers to your home and building demand for your property, Domain has you covered in more ways than one.

While it only takes one person to fall in love with your property, it can take the interest of many to drive the price up to where you need it to be.

Domain's massive national advertising reach across online, mobile, print and email - and the sheer size of the Fairfax Media network, of which Domain belongs - means that your property has the potential to reach millions (and millions) of people.

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.

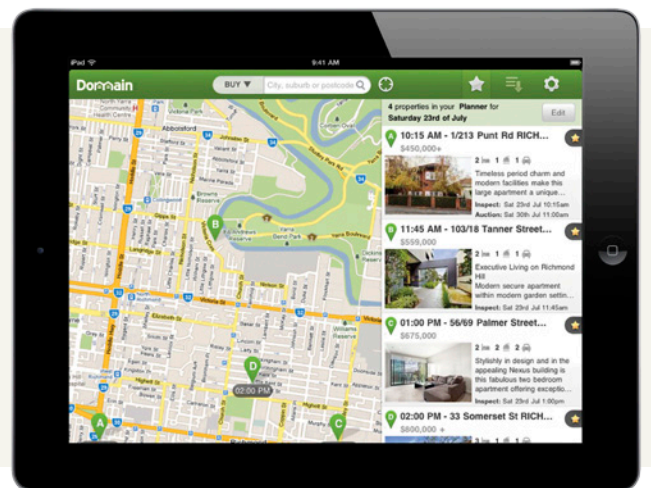
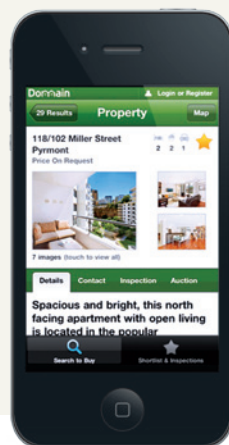
Online



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'

Smarter ways to get the word out

As a leading industry innovator, we're constantly looking for better ways to help people sell their homes. Domain mobile and video, for example, are proving to have an enormous impact on property enquiry numbers.

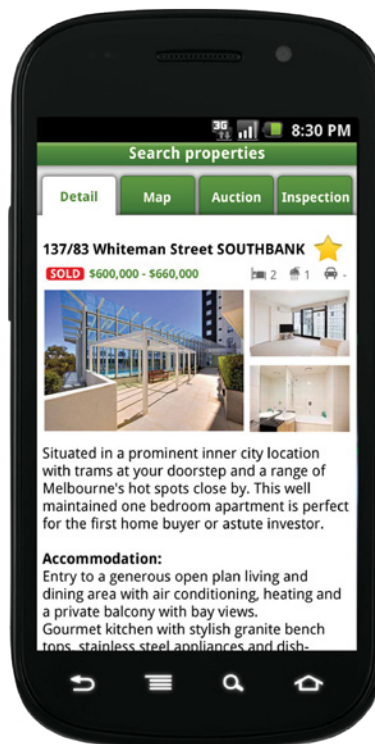
We do great mobile

- Winner 2011 Australian Mobile Awards
- The first Australian real estate portal to release iPhone and iPad apps
- Clocking in at around 1 million⁺ downloads (and counting)

Why Domain mobile?

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

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



iPhone / iPad



Android



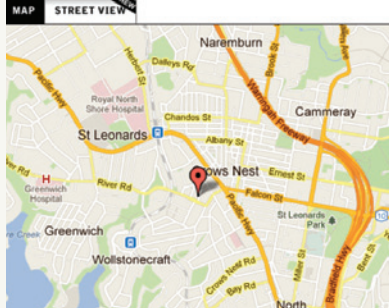
Samsung



Windows Phone 7

*Google Mobile Revolutions, 2011. **Morgan & Stanley Internet Report. ^Apple Apps Store Downloads. iPhone and iPad are registered trade marks of Apple Inc, registered in the U.S. 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.

Showcasing your best side



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

Interactive map

Video

- Large hero image
- Drives stronger buyer engagement
- Make buyers fall in love with your property

Comprehensive photos

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

19 Sample Street SUBURB
Price guide on request.

Elegant family home with spectacular water views - First time offered!

One of Suburb's most historical landmark estates positioned under the ever momentous Suburb Lighthouse atop the cliffs of Suburb. Featuring the original and timeless construction from 1981, this gleaming sandstone structure holds the secret modern features you would expect of a property occupying this distinguished suburb. The indoor entertaining and living spaces are vast and bright, but the flow onto the outdoor entertaining spaces, specifically the private decked courtyard make this property a once in a lifetime opportunity.

Offering the ultimate in city living for jetsetters and country residents alike with a 25m indoor lap pool, gymnasium, concierge and security, it is a short walk to world class shops, bars, cafes and theatres.

Inspection dates and times	Auction date and time
<ul style="list-style-type: none"> Thu 06 Oct 2011 - 7:00 PM to 7:45 PM Sat 08 Oct 2011 - 2:00 PM to 2:45 PM Thu 13 Oct 2011 - 7:00 PM to 7:45 PM Sat 15 Oct 2011 - 2:00 PM to 2:45 PM 	<ul style="list-style-type: none"> Location: On site, registrations from 2:30pm Date: Sat 15 Oct 2011 03:00 PM

Property details

- Property ID: 20009136194
- Property Type: House
- Suburb: SUBURB (profile)
- Region: Sample Region
- Building Size: 1900sqm
- Land Area: 2600 sqm
- Date Listed: 5th October 2011

Matches my preferences ★★★★★

- ✓ Has: Air conditioning, Floorboards
- ✓ Near to: Parks (PUNCH PARK - within 2km), Restaurants (Rosso Pomodoro - within 2km)
- ✓ Away from: Rubbish Dumps (WASTE TRANSFER STN - at least 2km from)

Gallery:

- 205/45 Bowman Street, PYRMONT Over \$995,000
- 156 Pyrmont Street, PYRMONT Over \$899,000
- 1704/45 Bowman Street, PYRMONT Over \$990,000
- 132/110 Saunders Street, PYRMONT EXPRESSIONS OF INTEREST
- 102/2 Point Street, PYRMONT Over \$605,000
- 205/45 Bowman Street, PYRMONT Over \$895,000

Handy tools

Domain advertising tools are designed to showcase the very best of what your property has to offer in a crisp, clean format that's both easy to view and use.

Think about high-impact advertising tools like an eBrochure and micro-site to further boost your property's marketing campaign and reach more of the right kind of buyers.

Agent details

- Easy to contact agent
- Arrange an appointment to inspect

Handy buyer tools

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

Getting the word out



fairfax Media NEWS | JOBS | REAL ESTATE | CARS | FINANCE | MOBILE | DATING | TRAVEL | WEATHER
 Welcome Craig | member centre | logout

Domain Just what you're looking for REAL ESTATE AGENT

BUY RENT SHARE SOLD NEW DEVELOPMENTS FIND AN AGENT DIRECTORY NEWS & FINANCE INVEST REPORTS MY DOMAIN PLACE AN AD

Refine Search [new search](#)
 Enter suburb, postcode or property ID
 [Update](#)

New Developments Included (6 results)
 Surrounding Suburbs Included (174 results)
 Price Any
 Property Type Any
 Bedrooms Any
 Parking Any
 Bathrooms Any
 More refine criteria...
 Features, Inspections, Land Size, etc

303 properties found in: Camperdown 2050 (including 220 in surrounding suburbs)

[Save Search](#) Create home alert [RSS feed](#)
[Show properties on map](#) [Sort Results...](#)

ESTATE AGENT TV

Featured Properties 1 / 3

23/6 Potts Ave GARDEN PARK
 Offers over \$1,205,000
 Penthouse style residence embraced by harbour water views. Located on Darling Island's exclusive harbourside peninsula this open plan three bedroom apartm...
 Agent Name [More Details](#)

E704/26 Queen St PRINCESS CROSSING
 Above \$400,000.00 [UPDATED](#)
 Popular "Through Apartment" with views of the harbour. Defined by breathtaking point blank views of the world famous Sydney Harbour Bridge and Opera House, this blue ribbon apartment on...
 Agent Name [More Details](#)

Bakersville For sale [1](#) [1](#) [1](#) [1](#)

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...
Next Open for Inspection
 Wed 21 Dec 2011 5:45PM
[Add to Inspection Planner](#)
 Advertiser Real Estate Agent Stove
 Contact Stephen Breadman
[More Details](#)

Henderson \$42,000

26/299 Harry Street HENDERSON
"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...
[More Details](#)

Property Gallery

- Poll position beneath the highly used search panel

Advertising on search results page

Domain's online advertising tools cater to all budgets and marketing campaigns.

Top Spot

- Most prominent position on the search results page
- Enhanced property display
- Quality design
- Large hero images

Premium Plus

- High impact exposure
- 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
- Bold design

Enhanced Listing

- A clean and crisp layout that draws the buyers in
- Enjoy all the advertising benefits on domain.com.au

BUY RENT NEW DEVELOPMENTS SHARE SOLD FIND AN AGENT DIRECTORY NEWS & FINANCE INVEST REPORTS MY DOMAIN PLACE AN AD

Search to buy Advanced Search **OR browse by state**

Suburb

Include surrounding suburbs

Price Range: Min: Max:

Bedrooms: Any

Bathrooms: Any

Car Spaces: Any

Property Type: Property Type


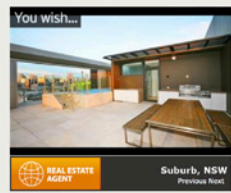
Search with **FOODV** (Find out more)

Close to... Rail Stations Childcare Shopping Centres Parks Restaurants

Stay away from... Railway lines Power Stations Rubbish Dumps Airports

More options...

Search **Less options**

You wish...
Suburb, NSW
Previous Next

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

- Make buyers fall in love with your property before inspection
- 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



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

eBrochure

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

Wednesday, 27 July 2011

Feature HomeAlert

This 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

[More details](#)

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 eateries, handy to transport and only minutes into the city.

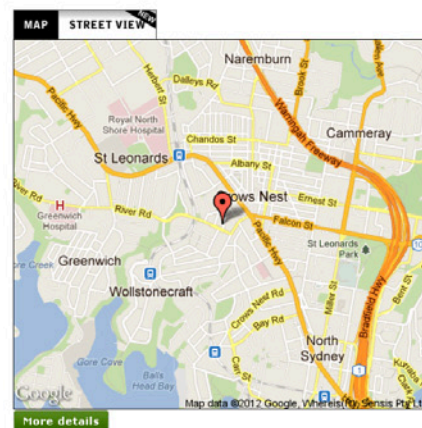
L-shaped living/dining opens to a huge terrace sized balcony. Balcony is undercover and runs the length of the apartment. Both bedrooms have balcony access, one with built-in robes.

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



[More details](#)

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

To advertise or find out more contact us today

1300 799 109 | domain.com.au

Domain
Just what you're looking for

