

## Media release

### **28 per cent of property searches on Domain exclusively on mobile apps**

#### **Mobile apps the future of property buying and selling**

**Wednesday, 16 May 2012:** With 28 per cent of Domain property searches conducted exclusively on its mobile apps and surpassing one million downloads, mobile apps have become an essential tool for those looking to buy, rent or sell a property.

There have been more than 60 million individual page views through the app in April, which is 130 per cent growth on the same month last year.

There are approximately 40,000 visits and 17,000 unique visitors recorded to the iPad app every Saturday, showing that property seekers are serious about finding the best property.

54 per cent of users visit the app 50 times or more in a month, and 35 per cent visit the app 100 times or more in a month.

With the Domain mobile apps, which includes apps for iPad, iPhone, Android and Windows, property seekers can search thousands of properties Australia-wide while being able to view photo galleries, maps, inspection times, auction details, plus phone or email agents directly.

The apps also have features such as the inspection planner, and the ability to sync their account with the Domain website, search for sold listings and save recent searches.

“Reaching the important milestone of one million downloads is testament to the popularity of our suite of apps, and shows that mobile has already matured into a major platform for the buying and selling of property,” said Matt Siddons, Marketing Director, real estate for Fairfax Marketplaces.

“The mobile apps offer homebuyers and renters the easiest way to search for property and organise their inspection lists, and gives sellers a way to get their property viewed by more potential buyers,” said Mr Siddons.

Domain's mobile apps have received a number of awards including the Best Classified award for the iPad app at the Australian Interactive Media Industry Association Awards, and named one of the 25 best free Australian iPad apps in the Lifestyle section of all time by Apple.

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#### **For further information or to arrange an interview contact:**

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#### **About Domain**

Domain.com.au was established in 1999 and is now one of Australia's leading real estate destinations for property searching and information for homebuyers, sellers, renters and agents. With suburb specific details, convenient home alerts, sold property listings, sales histories and Australia's leading property search mobile apps, Domain offers the most informative and easiest search experience. Domain.com.au is available through its award-winning apps for mobile devices and via 250 metropolitan, regional and community newspapers.