

## Media release

### Mobile apps become essential marketing tool for property agents

#### Contacts to agents doubles in the past year

**Wednesday, 16 May 2012:** The Domain mobile apps have surpassed one million downloads, showing that now more than ever multi-channel platforms that include mobile are essential property marketing tools for agents.

In the past year, emails sent to agents by potential homebuyers and renters through Domain's mobile apps have increased significantly, with 36 per cent of all domain.com.au enquiries now coming from mobile, resulting in more leads for agents.

In addition, there have been more than 60 million individual page views through the apps in April, which is 100 per cent growth in the past six months.

With the Domain mobile apps, 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.

"One way we are using the Domain mobile apps is at our open homes to show prospective buyers other properties we may have of interest or to support our property's pricing. We are also finding that more and more buyers are using the apps to easily research properties and suburbs, and the benefits are massive for sellers looking to assess comparable homes in the area and market trends," said Matthew Hayson, Director of Cobden & Hayson.

"The Domain mobile apps are essential property-marketing tools in the 21st Century, and the real estate industry is leading in the take-up of mobile technology," said Tony Blamey, General Manager, Real Estate for Fairfax Marketplaces.

"As it becomes ever-more important to connect with clients in innovative ways, the Domain mobile apps allow agents to get their properties in front of more potential homebuyers and renters, as part of the multi-platform range of marketing tools from Domain," said Mr Blamey.

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 in 2012, Winner in the Mobile Innovations category for Best Audience Migration to Mobile Technology at the 2011 Australian Mobile Awards, and named one of Apple's top 25 free Australian iPad apps of all time in the Lifestyle section.

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

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#### About Domain

Domain is one of Australia's leading real estate destinations and offers an integrated multi-platform solution that spans online, print and mobile for the real estate industry, as well as homebuyers, sellers and renters. With the most suburb specific details, a world-leading 'radar' search functionality, convenient home alerts, sold property listings, sales histories and Australia's leading property search mobile apps, Domain offers the easiest and most informative search experience. Domain is available through more than 250 metropolitan, regional and community newspapers, domain.com.au and through an extensive suite of mobile apps.