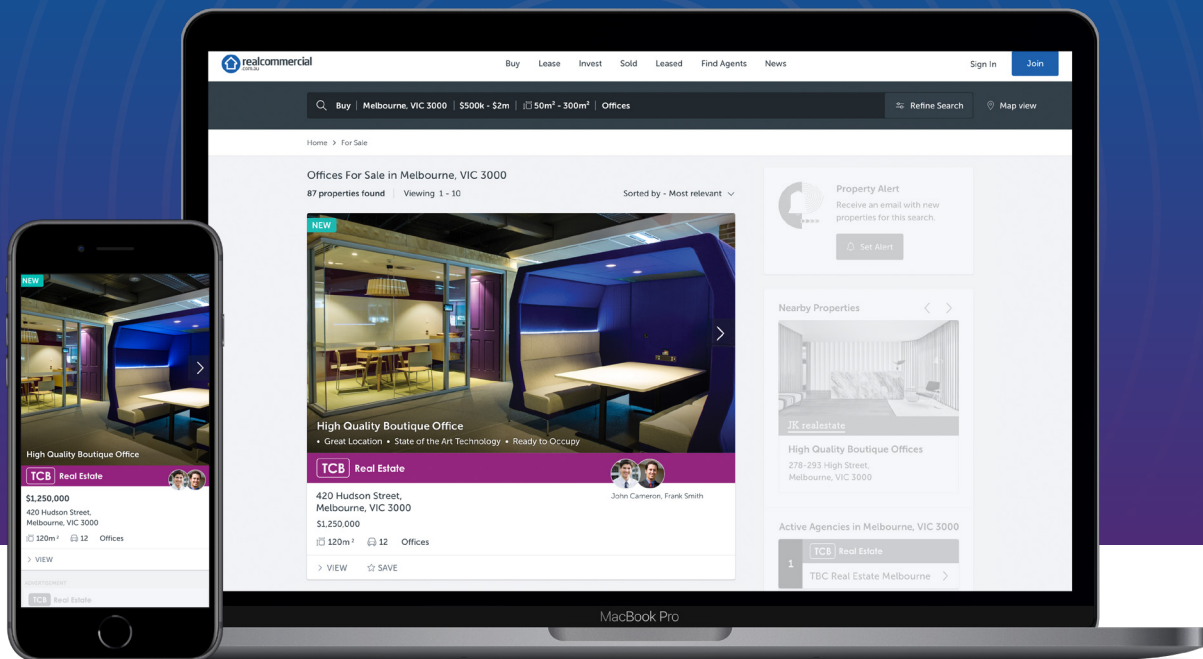


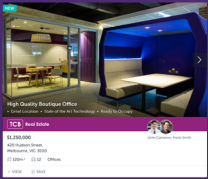
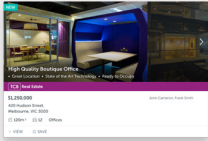

























Maximise your impact with Elite PLUS

Increase the chances of your listing
being seen on the first page



- ✓ Appears above Elite, Enhanced or Basic listings
- ✓ Larger than Elite, Enhanced and Basic listings
- ✓ Rotates to the top of search results every 7 days to keep your listing top of mind
- ✓ Image gallery, links to video (on desktop and app) and a virtual tour (on desktop) within search results
- ✓ Extra location included at no extra cost so you can be seen in more suburb searches
- ✓ Flexibility of a 90, 180 or 365-day campaign
- ✓ Unlocks ability to reach more property seekers via our retargeting products
- ✓ More prominent features on property details page

Elite PLUS compared

	Elite PLUS	Elite	Enhanced	Basic
				
Average enquiry per listing ¹	14.6 x more than Basic (highest number of enquiries on site)	8.9 x more than Basic	5.8 x more than Basic	Lowest number of enquiries per listing
Average views per listing ¹	9.6 x more than Basic (highest number of views)	5.4 x more than Basic	4.1 x more than Basic	Lowest number of views per listing
Priority in search results				
Rotation frequency (days until listing moves back to top position)				 Does not rotate
Listing size				
Extra location		Extra location available at \$800 excl GST		
Third party advertising				
Unlock ability to purchase retargeting products				

1. Data is trended nationally; sourced from REA internal data for the period 1 July 2019 – 31 December 2019