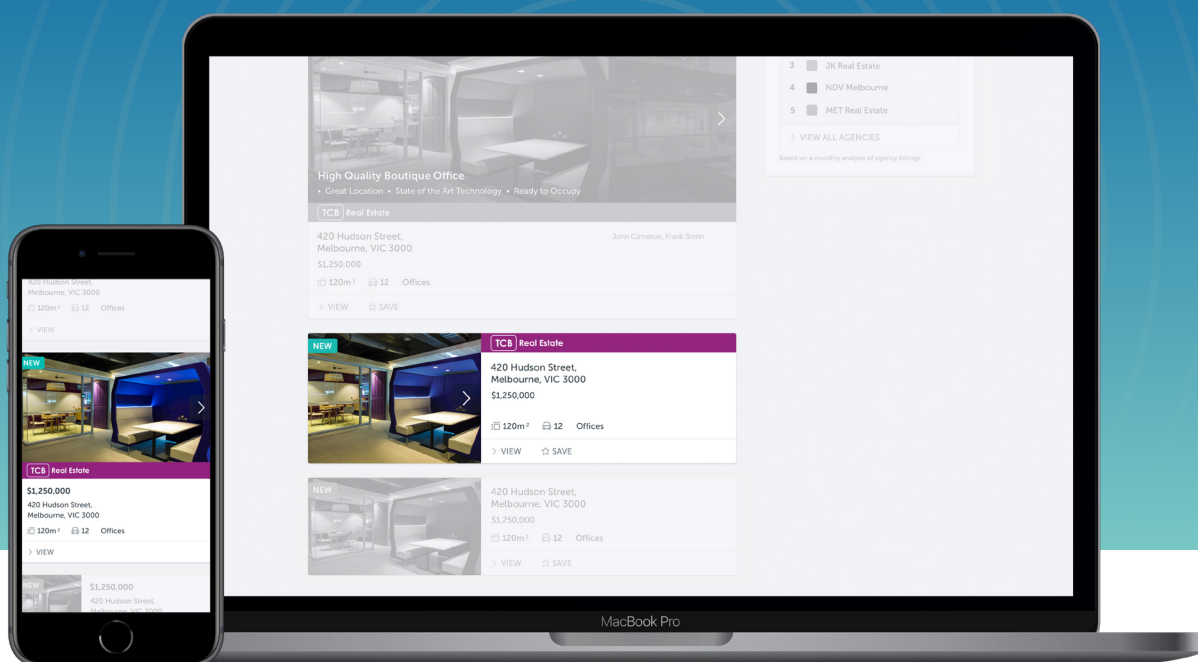


Give your listing a strong headstart with Enhanced

It's smart to stand out with a cost-effective Enhanced property listing



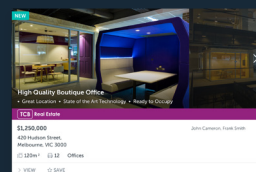
✔ Appears above all Basic listings on search results page

✔ Image gallery in search results

✔ Flexibility of a 30, 90, 180 or 365-day campaign

UPGRADE TO ELITE

To maximise your listing's performance, upgrade your Basic listing to an Elite to improve your chance of being seen and get that enquiry you're waiting for



Enhanced 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