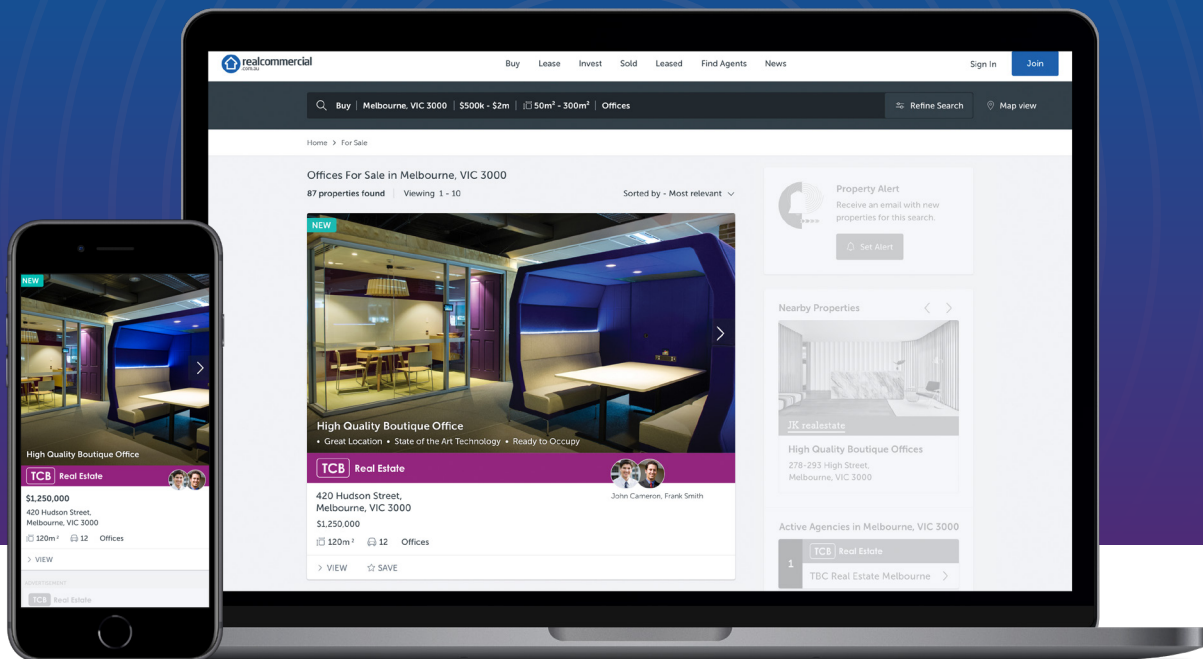


Introducing Elite Plus All

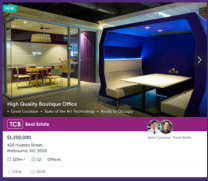
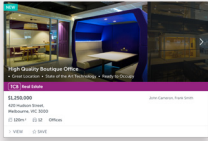





























Increase the chances of your listing
being seen on the first page



- ✓ Receive on average 14.1 x more enquiries and 9.4 x more listing views than a Basic listing¹
- ✓ Access to the best rate in market for all listings
- ✓ Take advantage of flexibility in your contract with the ability to downgrade up to 1 in 4 listings²
- ✓ Providing additional listing options for lower valued assets²
- ✓ Additional agency branding through Similar Properties
- ✓ Elite Plus for Life³
- ✓ Priority on targeted e-alerts
- ✓ Access to Audience Maximiser Gold
- ✓ Access to exclusive Native Ad discount⁴

1. Data is trended nationally; sourced from REA Internal data for the period of 1 Aug 19 – 31 July 20
2. Benefit also available to Elite All
3. Listing will appear in the sold/leased section at the same depth tier that was last applicable on the listing
4. Native Ad discount applicable in your Elite Plus contracted channel until 31 Jan 2022.

Compare our listing options

	Elite Plus	Elite	Enhanced	Basic
				
Average enquiry per listing ¹	14.1 x more than Basic (highest number of enquiries on site)	8.9 x more than Basic	6.1 x more than Basic	Lowest number of enquiries per listing
Average views per listing ¹	9.4 x more than Basic (highest number of views)	5.5 x more than Basic	4 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		\$880 inc GST		
Lower Valued Asset option				
Unlock ability to purchase retargeting products				
Basic Cap ²				

1. Data is trended nationally; sourced from REA Internal data for the period 1 Aug 19 – 31 July 20
 2. Basic cap is applicable from 1 February 2021. 10 free Basic Listings per month across Sale and Lease.
 If you exceed 10 Basic Listings you will be charged per listing in accordance with your contract.