

Domain

Silver Listing

The essential upgrade for those
looking to elevate their property



Take a big first step towards standing out in the search results.

A Domain Silver listing helps you towards greater exposure and engagement.

Improved search position

With about 3 in 5 Australians not going past the first page of search results, give your listing an opportunity to get on page one.¹

Greater exposure

78% more listing views for Silver compared to a Basic listing.²

Greater engagement

68% more enquiries for Silver compared with a Basic listing.²

What does this mean?

More eyes on your listing and more interest creates competition, helping you sell for a better price.



Third highest ranked product
in your suburb and region.³



Large listing card
to attract more attention.



Big images
to showcase your property's features.

Exclusives solutions only available with a Domain Platinum listing:⁴



Early Access

Get eyes on your property before you even list, with no upfront fee.



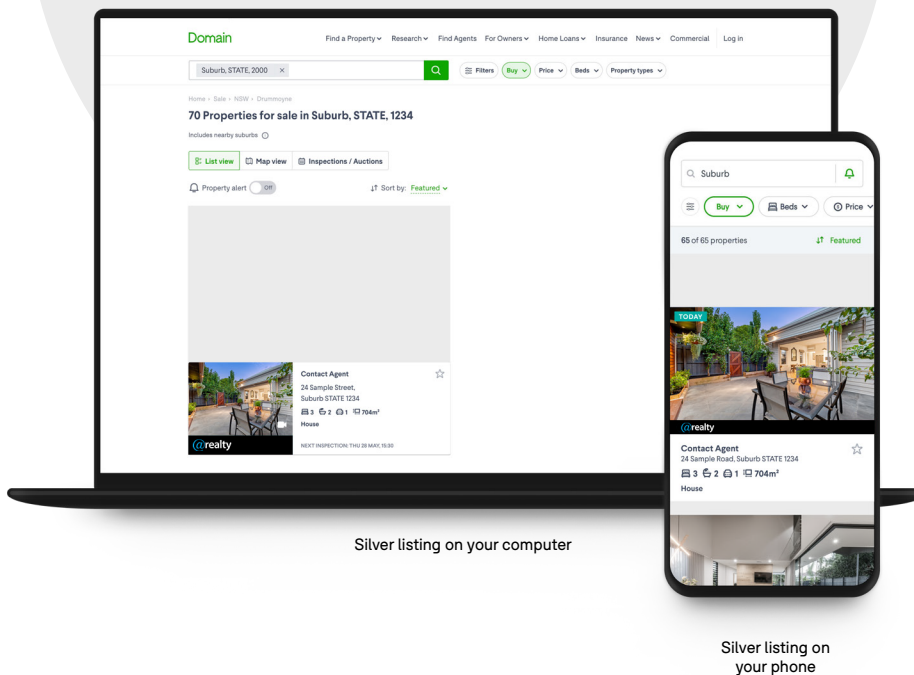
Dream Homes

Put your home in the spotlight across Domain and Nine Publishing which includes the Sydney Morning Herald, The Age, Brisbane Times and WAtoday.



Domain Extend

Drive property seekers to your listing by combining Domain's search insights with Google, YouTube and Nine's digital audience.



Silver listing on your computer

Silver listing on your phone

Get your property
in front of the

9.4 million

Australians on Domain
each month.⁵

Give your property a better opportunity to be seen by the right people at the right time.
Speak with your agent about a Domain Silver listing to help sell your property today.

Domain.com.au

Source: 1. Domain internal data, interactions with search results in 3-month period as of 29 Jun21 for sale listings across Australia, 59% share of all searches when people don't go past page 1 of the search results; 2. Domain internal data, Apr20-Mar21, National; 3. Third highest position when compared to a Branded or Basic Subscription listing. Excludes Top Spot; 4. Additional fees may apply; 5. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending March 2021, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings March 2021, Domain audience based on Domain Digital & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review). Data for National