

Property Advertising Tips & Tricks

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 realestate.com.au



**Marketing properties
online attracts buyers and
potential sellers – are you
using every advantage to
appeal to both?**

Set Yourself Up for Success

On Market Opportunities

**Pre & Post-Market
Opportunities**

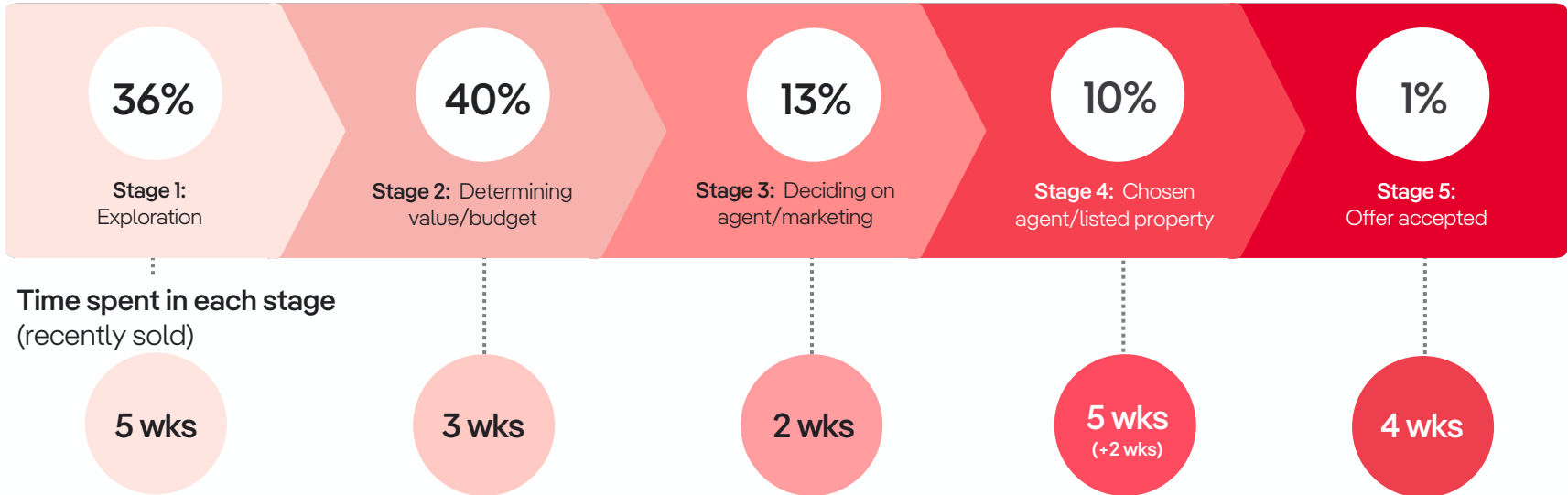


Stage & time in selling journey

% in each stage (looking to sell)



18 weeks was the average time in the selling journey



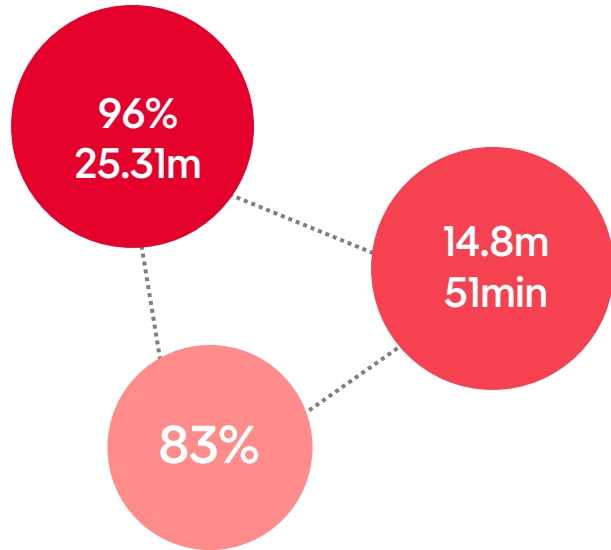
Q2a1. Which of the following best describes the stage you are at?. Base: Looking to sell.

Q2r. From the time you were prompted to consider selling, how many weeks did each of the following stages take? NUMERIC ENTRY Base: Sold in the last 12 months (n=119)
Weighted by age and gender. ■ indicates statistically higher / lower than previous wave at 95% CI



By the numbers

Audience numbers consistently rise for internet & social media use.



1. We Are Social/Meltwater Digital Global Report – Australia, 2023, <https://wearesocial.com/au/blog/2023/01/digital-2023/>
2. Nielsen Digital Content Planning, Nov 2021, Text, Digital (C/M), Person 18+, Real Estate/Apartments subcategory, UA, Times Spent per Person.
3. We Are Social/Meltwater Digital Global Report – Australia, 2023



Real estate listing portals are the most popular online sources used to find an agent

Online sources used (top 5)

- 67%** Real estate listing portals
- 54%** Google search
- 39%** Specific agency websites
- 34%** Dedicated agent finder websites
- 26%** Social media platforms

How they use listing portals



Sale
79%



Sold
75%



Search
31%

Use of ratings and reviews

76%




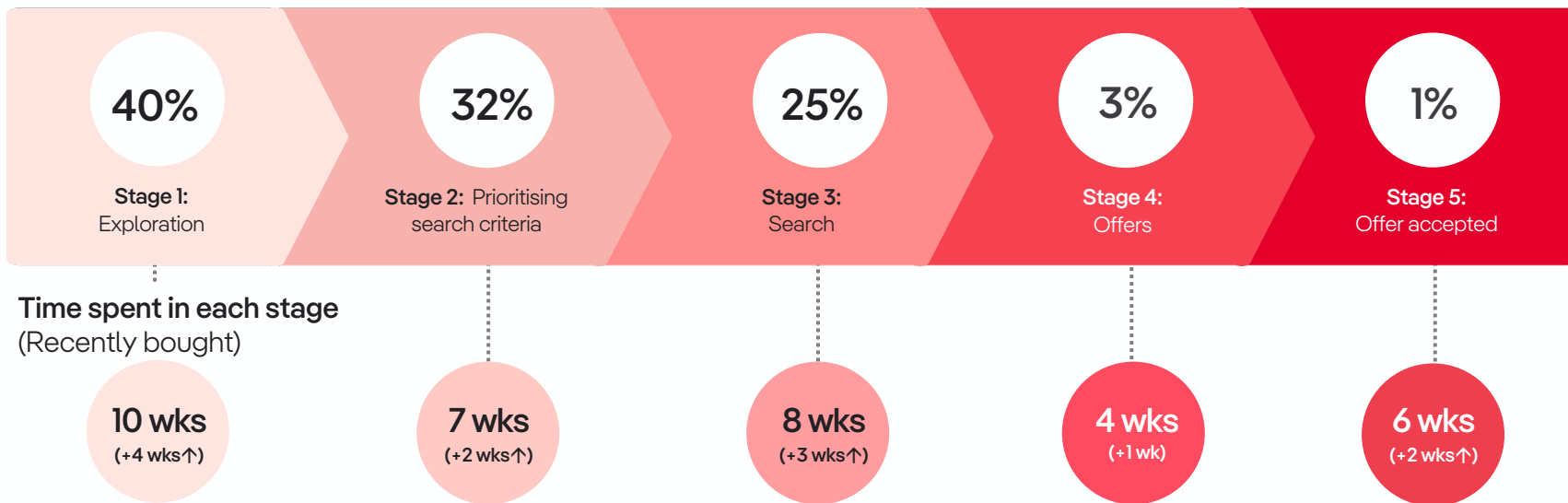
use ratings and reviews




Stage & time in selling journey

% in each stage (looking to buy)

 34 weeks (+11 wks↑) was the average time in the buying journey



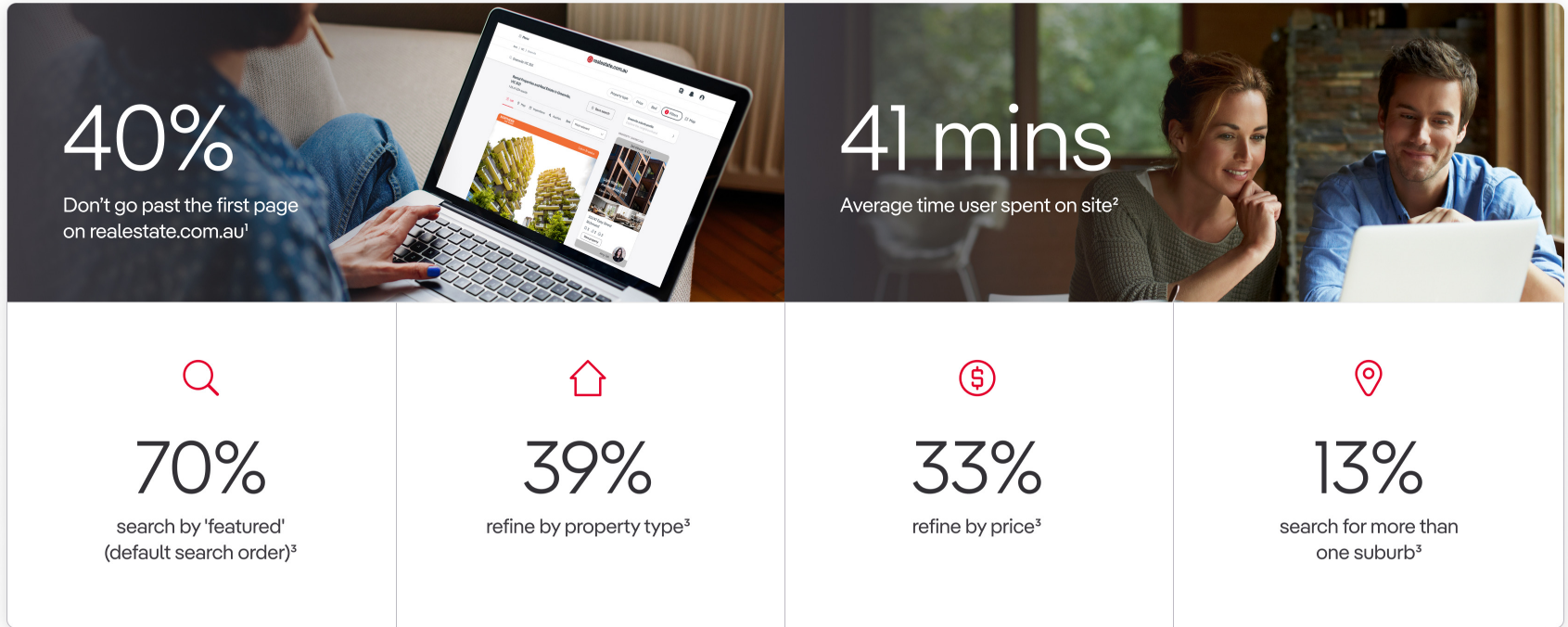
Q1a1. Which of the following best describes the stage you are at? Base: Looking to buy

Q1h. From the time you were prompted to consider buying, how many weeks did each of the following stages take? NUMERIC ENTRY Base: Allocated to recent buyers (n=332)
Weighted by age & gender.  Significantly higher / lower than previous wave at 95% CI



Buyers search in many ways

Once presented with properties, they refine their results further.



¹Adobe analytics, realestate.com.au, Aug 22 - Oct 22 monthly average, visits.

²Nielsen Digital Content Ratings (Monthly Tagged), Aug 22 - Oct 22 (average), P2+, Digital (C/M), text, realestate.com.au, Average Monthly Average Time Spent.

³Source, realestate.com.au, internal data, Aug 22 - Oct 22



The largest and most engaged audience of property seekers in the country.

A summary of our January 2024 across key metrics.



Monthly Unique Audience

11.1m¹

74% more people than our nearest competitor



Monthly Visits

130m²

4.2x more visits than our nearest competitor



Total Time Spent

494m³

5.2x more time spent on our site than our nearest competitor



Avg Time Spent Per Person

45min⁴

3.0x more time spent per person than our nearest competitor

1. Ipsos iris Online Audience Measurement Service, January-24, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Audience (000s)
2. Ipsos iris Online Audience Measurement Service, January-24, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Visits (000s)
3. Ipsos iris Online Audience Measurement Service, January-24, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Total Minutes
4. Ipsos iris Online Audience Measurement Service, January-24, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Average minutes per person



The Agency Marketplace is the place to build your brand and connect with Australia's largest pool of property seekers¹



Almost 22 million visits
in the last year alone²



1.27 million prospective sellers
visit realestate.com.au each month³



41% growth in Seller Leads
over the past 3 years⁴

1. Nielsen Digital Content Ratings, Monthly Tagged, Jan 2023 - Jun 2023 (average), P2+, Digital C/M, Text, realestate.com.au vs Domain, Unique Audience

2. REA Internal Data, visits, July 2022 - June 2023

3. Nielsen Consumer and Media View, 2023 Survey 05 National Online database. Time period Jul 22 - Jun 23, Fused Nielsen Digital Content Planning (Text): May 2023, realestate.com.au.

Base: Australian population 14+. "Sellers" are those likely or very likely to sell a residential property within 12 months.

4. REA Internal Data, FY21 compared to FY23

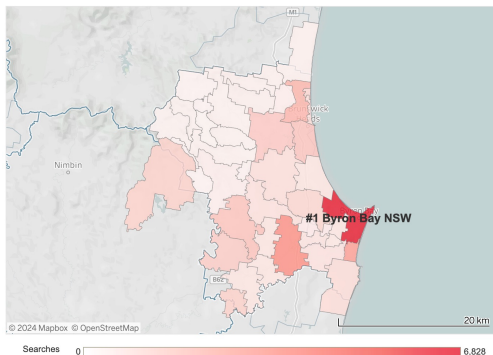


Why 2024 will usher in the next era of marketing



Feb
2024

REA sold top searched suburb in
LGA - NSW - Byron
for all property type group and all property type



Rank	LGA	Suburb	Searches
1	NSW - Byron	Byron Bay, NSW	6,828
2	NSW - Byron	Bangalow, NSW	3,753
3	NSW - Byron	Suffolk Park, NSW	3,241
4	NSW - Byron	Ocean Shores, NSW	2,458
5	NSW - Byron	Federal, NSW	1,999
6	NSW - Byron	Brunswick Heads, NSW	1,938
7	NSW - Byron	Mullumbimby, NSW	1,770
8	NSW - Byron	Eureka, NSW	1,720
9	NSW - Byron	Booyong, NSW	1,584
10	NSW - Byron	Whian Whian, NSW	1,545

PropTrack Home Price Index – February 2024



Eleanor Creagh, Senior Economist
Senior Economist
Updated 29 Feb 2024, 5:12pm
First published 1 Mar 2024, 12:01am



National home price growth slowed at the end of 2023, however growth has accelerated with summer drawing to a close.

The PropTrack Home Price Index shows national home prices hit a new record high in February, lifting 0.45%, the largest monthly rise since October 2023. That brings prices up 0.82% so far this year and up 6.15% compared to a year ago, the fastest annual rise since July 2022.

2024 has kicked off busily and more homes have hit the market this year, giving buyers more choice. Demand has kept up with that increase, with many anticipating that interest rates will fall in the second half of 2024, likely providing a positive tailwind for activity.

Auction volumes have also been consistently higher in the first two months of 2024 compared to the same period in 2023. Despite the uplift in auction volumes, auction clearance rates are higher reflecting the improvement in conditions amidst the stable interest rate environment.

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Latest Property News

Read the latest real estate & finance news, property market trends and housing information and insights.



We've future-proofed Audience Maximiser

Privacy and security is changing the digital advertising landscape and challenging the industry to evolve.

Advertisers will need to find a new way to reach their audience, with cookies phasing out by late 2024.

realestate.com.au has the largest audience of logged in property seekers in Australia. This gives us the ability to target property seekers better than anyone else.

To continue targeting those high value audiences, **we're investing in conversion performance** so you can find the right buyer, faster.

Source: Ipsos iris Audience Measurement Service, Apr 23-Nov 23 (average), P14+, PC/laptop/smartphone/tablets/text only, Brand Group, Audience (000s), Audience Share (%)



Set Yourself Up for Success



Profiles

Ratings & Reviews

Online Targeting



Agency Profiles

Showcase your agency to Australia's largest audience of seller and landlords¹

Your Agency Profiles is at the heart of your success in the Agency Marketplace, helping you build your brand, showcase your expertise and convert leads*

- Update profile details
- Provide timely and accurate sold & leased data
- Agency description



9.7 million views

To Agency Profiles in FY22²

1. Nielsen Consumer & Media View, 2021 Survey 2 National Online database. Fused Nielsen Digital Panel monthly data, calibrated to Digital Media Ratings (DMR) [Text]: March 2021
2. Adobe Analytics, realestate.com.au, Find Agent FY22

The screenshot displays the agency profile for Pippin & Hall Real Estate - Wycliffe Well on the realestate.com.au website. The profile includes a header with the agency name, address (811 Church Street, Wycliffe Well, NT 0862), and a 4.3 star rating from 55 reviews. Below this is a 'Market performance snapshot' section with the following data:

SALES PERFORMANCE			
Median sold price	22	45	159
Median days advertised	Properties sold	Properties for sale	






RENT PERFORMANCE			
Median leased price	120+	7	40
Median days advertised	Properties leased	Properties for rent	

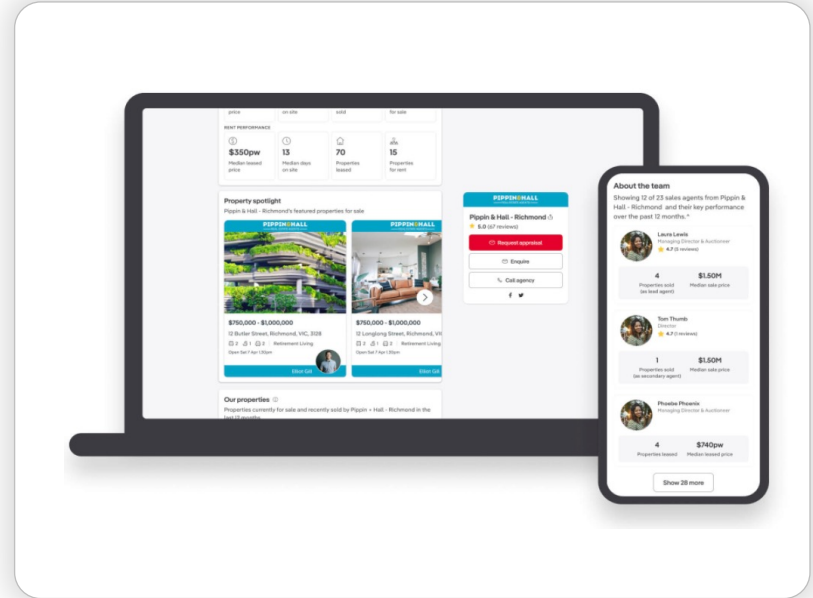
The profile also features a 'Our properties' section with a map of Australia and a list of properties, including one for sale at \$3,000,000 in Wycliffe Well, NT.



Agency Elevate

Amplify your agency's brand and stand out where it matters most.

-  **Spotlight active Premiere listings** with an exclusive 'Property Spotlight' section.
-  **Drive connection** with additional team member performance data.
-  **Boost your reputation** as local area experts with a suburb performance breakdown across top markets.
-  **Share your agency's personality** with exclusive video content & compliments.
-  **Build your agency brand** with agency details appearing in photo carousel of rental listings.



Elevated agencies have a larger presence in Agency Search results.



Agent Profiles

Our Agent Profiles allow your team to present their best self and stand out from the competition.

Promote your sale track record, hero your recent reviews and encourage more sellers to connect with your team.

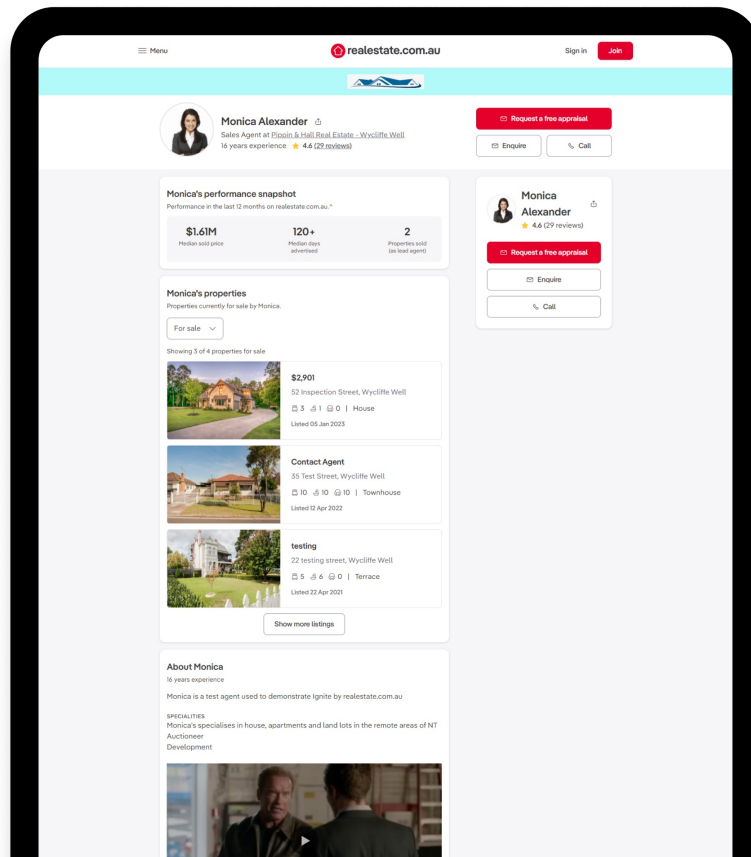
- Rating & Reviews
- Provide timely and accurate sold & leased data
- Awards



14+ million views

To Agent Profiles in FY22¹

1. Adobe Analytics, realestate.com.au, Find Agent FY22

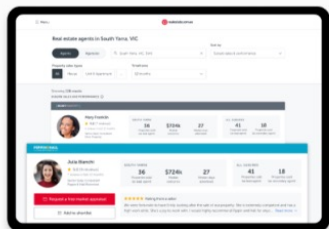


Agent Elevate

Receive 2x more seller leads with Agent Elevate¹

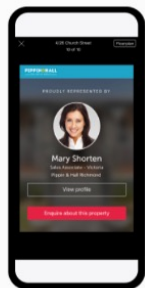
With Agent Elevate you're 44% more visible across realestate.com.au.²

Agent Search



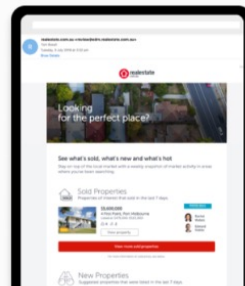
Stand out in Agent Search with a larger presence, showcasing video content and recently sold properties

Photo carousel on listings



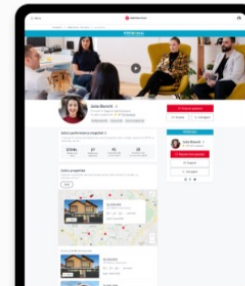
Agent branding in the photo carousel of listings – the most viewed section of listings on realestate.com.au

Weekly wrap on email



Your photo will appear alongside your listings in our Weekly Wrap emails, reaching 550,000 active property owners and buyers²

Agent Profile



Exclusive performance metrics and branding opportunities to help you win more listings

1. REA internal data (2022)

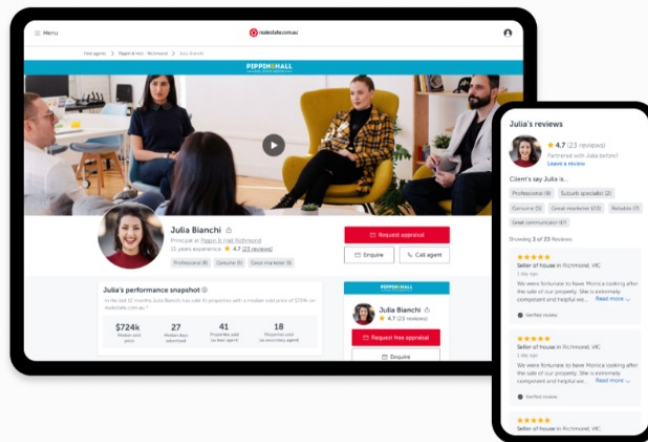
2. REA internal data, February 2021



Agent Ratings and Reviews

Build trust with most credible sources of reviews in the market!

Ratings and Reviews are a proven way to build your reputation and trust with sellers.



65% of vendors agree

A seller is most likely to rely on ratings and reviews in selecting an agent to sell their property.

Q2a1. How likely would you be to rely on ratings and reviews as part of your decision making when it comes to the following choices... GRID
Base: Allocated to looking to sell / sold in the last 12 months, excluding NA responses. Weighted by age & gender. ☐ Significantly higher / lower than previous wave at 95% CI



1 Pre-market



2 On market



3 Post-market



On Market Opportunities



Give buyers what they want

Online advertising (Audience Maximiser)

Premiere+ On Market solutions



Highlight the features your audience wants.



Number of bedrooms



Air conditioning



Garage



Natural light



Land size

Keyword search for
'garage' has increased by
31% over the past 2 years

(Jun 23 vs. Jun 21)¹

Source: Property Seeker Survey 2023

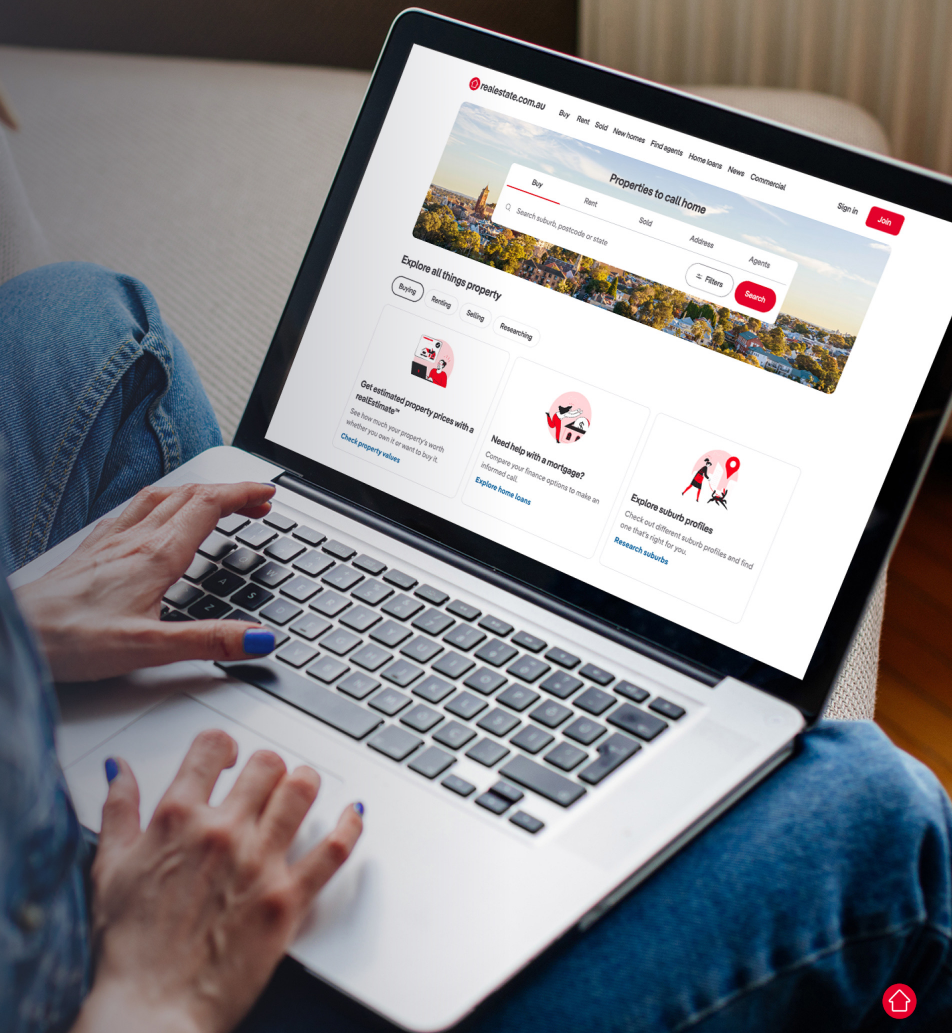
1. Source: REA internal data, Jun 23, Single Search Overview



Top 5 keyword searches in Feb 2024

- 1 Swimming pool
- 2 Garage
- 3 Air conditioning
- 4 Outdoor area
- 5 Ensuite

Source: Internal REA data



Highlight the features your audience wants.



4 in 5 buyers highlighted sustainable property features as either critical or important (18% critical vs. 61% important).



85% of buyers would be willing to pay more for these features (up to 12% more)

- ✓ Solar energy/solar panels
- ✓ Good insulation
- ✓ Energy efficient appliances
- ✓ Rainwater tanks

Source: Property Seeker Survey 2023 : Q1b4. When looking to buy, which property features are important to you?
Base: Looking to buy / recent buyers (n=1,169)
Weighted by age & gender



Provide digital inspections for ALL properties

47% of buyers and over 55% of renters wished more listings had digital inspections.

58% of buyers said digital inspections improve their confidence to request an in-person inspection.

50% of buyers said it improved their confidence to evaluate the price.

50% of buyers said it improved their confidence in shortlisting properties.

58% of renters felt digital inspections gave them a better feel for a space than photos.

Buyers and renters under the age of 45 were **most likely to prefer digital inspections.**



Give them a 3D tour AND video



63%

of future buyers engage with their future homes' 3D tour (if the listing has it).



2nd most

used listing feature used by future buyers is 3D tours, after photos.



60%

of future buyers engage with the video of their future home (if video is available).

Source: Internal REA data. Based on sold properties in FY23, H2 tracked by a member as an owner/investor up to 3 months after sold date – the interactions members made with the listing they “bought” 3 months prior to sold date



The 3 biggest frustrations for **buyers**



71%

No price being provided



54%

No floorplan being provided



50%

Price range being
inaccurate/too broad

Our consumers

Buyers



TOP BUYER PAIN POINT

No prices on listings



INSIGHT

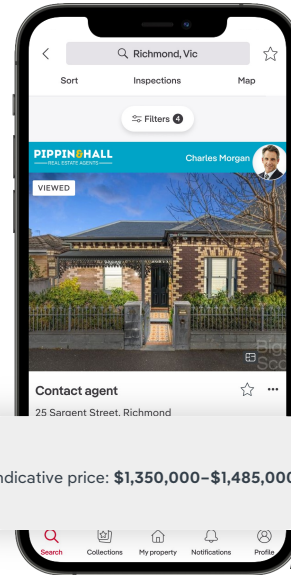
82% of Buyers skip over properties that don't include a price.



OUR SOLVE

Our research has led us to three key recommendations for helping with price transparency:

1. Surfacing a price on listings
2. Matching search ranges to listed prices
3. Using price fields for prices on search



What you can do

Displaying a price on your listing is the number 1 thing you can do to gain buyer trust and drive enquiry to your properties

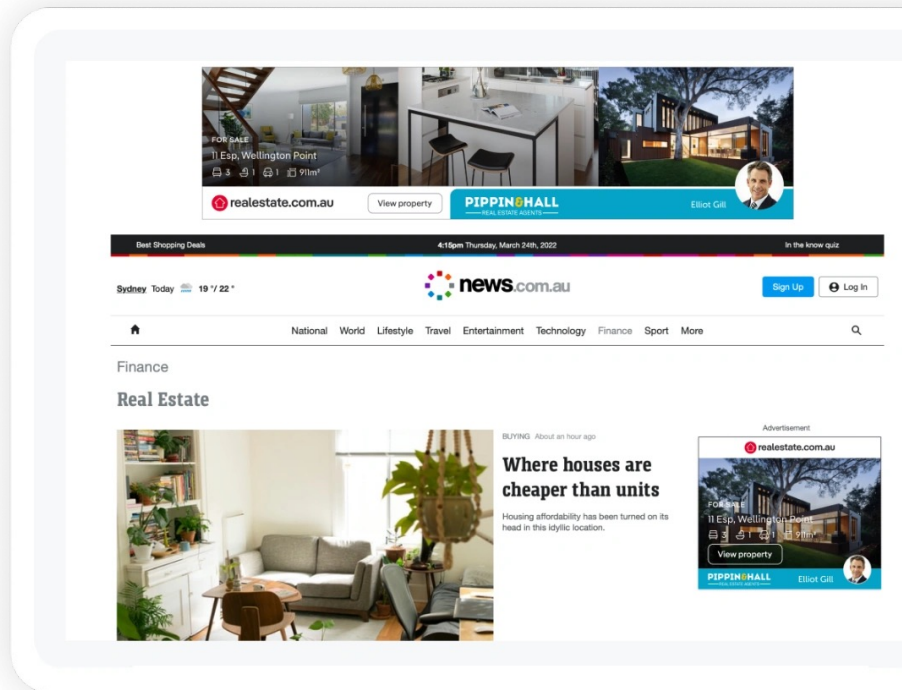


Audience Maximiser

- ✓ Find the right buyer faster.
- ✓ Share your success and win new business.
- ✓ Helping you and your agency get the right result.

Our highly engaged audience provides us with the ability to target property seekers better than anyone else.

Audience Maximiser reaches our highly engaged audience beyond realestate.com.au, while they visit their favourite websites, social media and apps.



Premiere+

On Market Solutions



Unlimited Premiere Listing



Campaign Overview



Branding boost in Property Profiles



Exposure on property.com.au



Enhanced Listing Insights



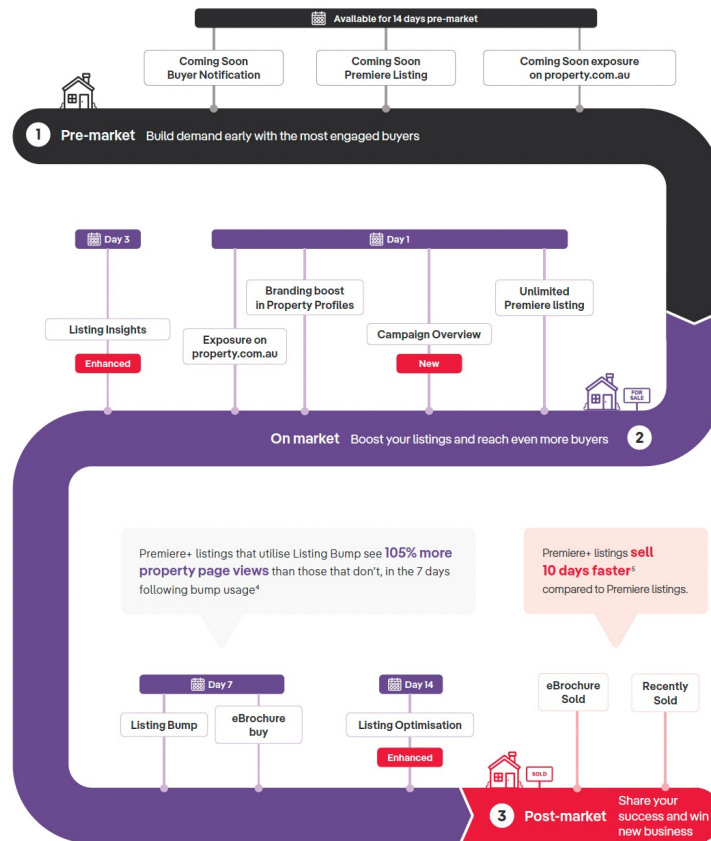
Listing Bump



eBrochure Buy



Enhanced Listing Optimisation



4. REA internal data, 1 January 2023 – 31 December 2023. Calculated on listings that used a Listing Bump within the first 60 days of listing.

5. REA internal data, 1 January 2023 - 31 December 2023. Calculated by taking the difference in median days on market of Premiere+ and Premiere listings.



1 Pre-market



2 On market



3 Post-market



Pre- and Post-Market Opportunities



Coming Soon & Sold Opportunities with Premiere+

Sold Boost (new AMAX feature)



Premiere+

Pre- & Post-Market Solutions



Coming Soon Buyer Notification



Coming Soon Premiere Listing



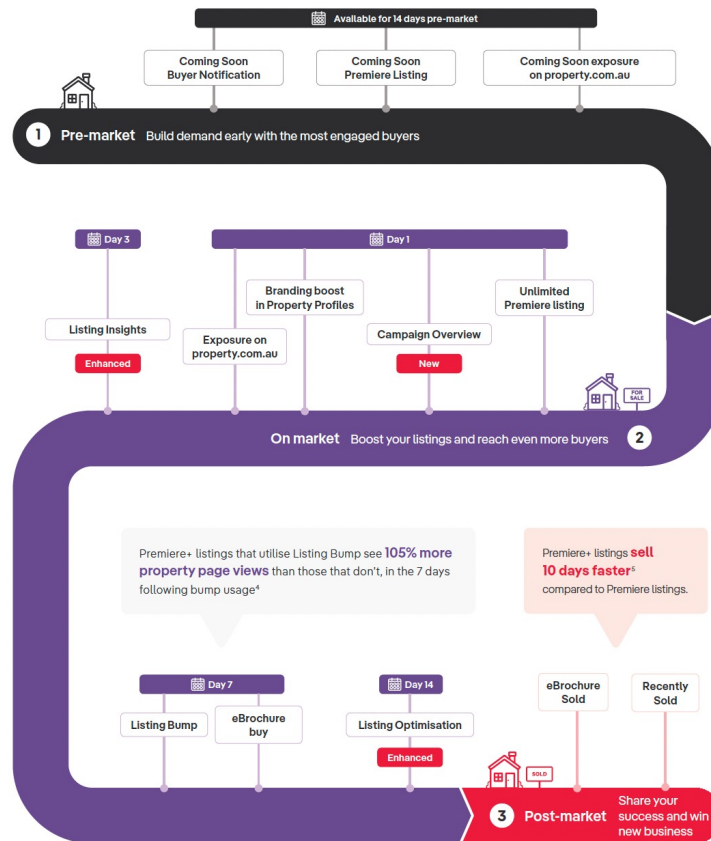
Coming Soon exposure on property.com.au



eBrochure Sold



Recently Sold



4. REA internal data, 1 January 2023 – 31 December 2023. Calculated on listings that used a Listing Bump within the first 60 days of listing.

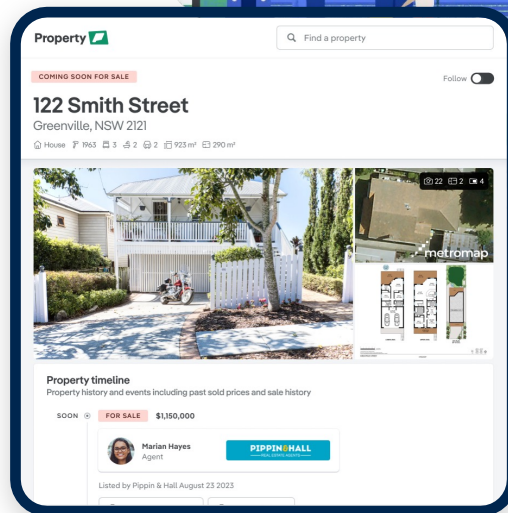
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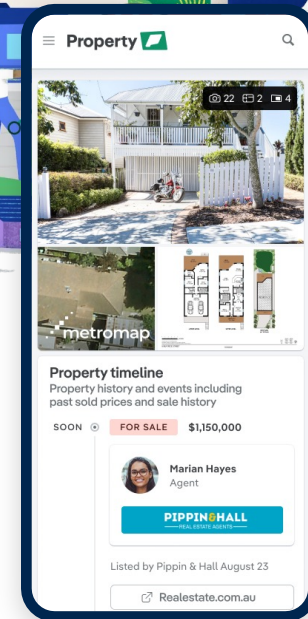
Property.com.au

Property.com.au is the third highest ranked website for Homes & Property.

Each month, there are more than 1.8m visits to Property.com.au by Australians researching property values, sales history, school zones and to find comparable properties, both on and off market.








Coming Soon (desktop)

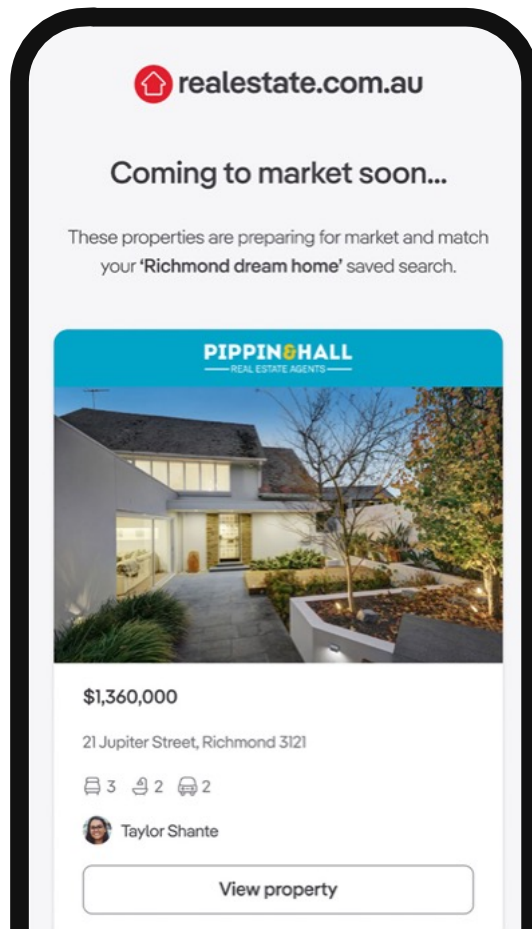


Coming Soon (mobile)



Make the most of your Coming Soon listing

-  Address and Property Information
-  Test your price point by displaying a price
-  Property description – words matter
-  Add photos & a floorplan
-  Selling agent details

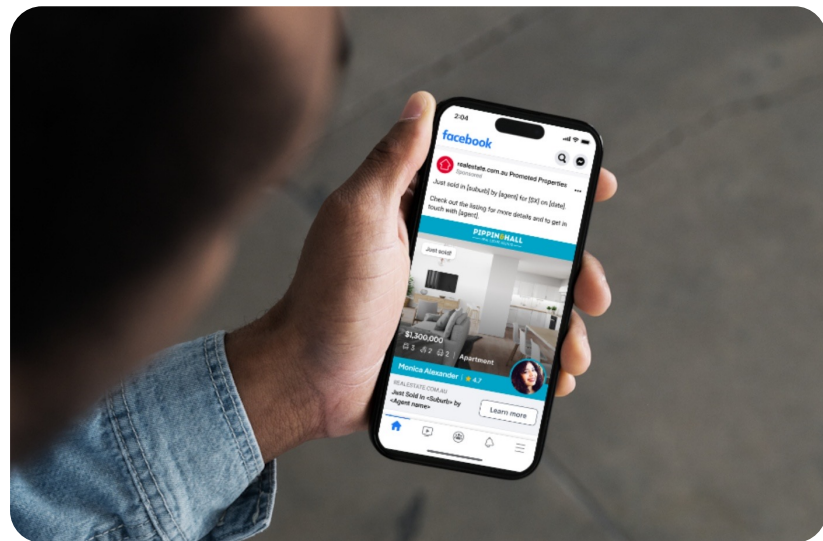


Introducing Sold Boost

Get an additional boost of social activity to promote your sold property.

- ✔ **Demonstrate your track record** beyond realestate.com.au across Instagram and Facebook.
- ✔ **Amplify your agency and agent branding** to target Australia's largest audience of potential sellers and property owners.
- ✔ **Understand your results** in Ignite via Campaign Reporting.

Source: Ipsos iris Audience Measurement Service, Apr 23-Nov 23 (average), P14+, PC/laptop/smartphone/tablets/text only, Brand Group, Audience (000s), Audience Share (%)



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online attracts buyers and
potential sellers –
use every advantage to
appeal to both.**

Set Yourself Up for Success

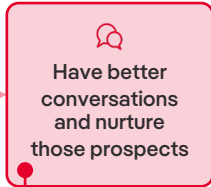
On Market Opportunities

**Pre & Post-Market
Opportunities**



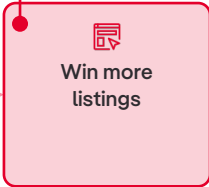
Set Your Agency Apart & Win listings with **Pro**

- ✓ Enriched Seller Leads
- ✓ Discounted Agent Elevate
- ✓ Agency Elevate



- ✓ CMA
- ✓ Enhanced Seller Lead Reporting

- ✓ Enhanced Seller Lead Reporting
- ✓ Enriched Seller Leads



Get a Better Result & Move listings with **Premiere+**

- ✓ Unlimited Premiere listing on realestate.com.au
- ✓ eBrochure Buy
- ✓ Listing Bump
- ✓ Campaign Overview (new)
- ✓ Exposure on property.com.au
- ✓ Listing Optimisation & Insights (enhanced)
- ✓ Branding Boost on Property Profiles
- ✓ Lower Valued Asset Flex (new)
- ✓ Audience Maximiser (optional add-on)



- ✓ Coming soon Premiere listing on realestate.com.au
- ✓ Coming soon exposure on property.com.au



- ✓ Unlimited Premiere listing on realestate.com.au
- ✓ eBrochure Sold
- ✓ Recently Sold feature on realestate.com.au



Thank you