



realestate.co.nz

the only place for your place

Record start to **2009**



A record month – January 2009

Total number of Unique Browsers

386,910

↑ 98,000 vs. Jan 08

Visitors from within NZ

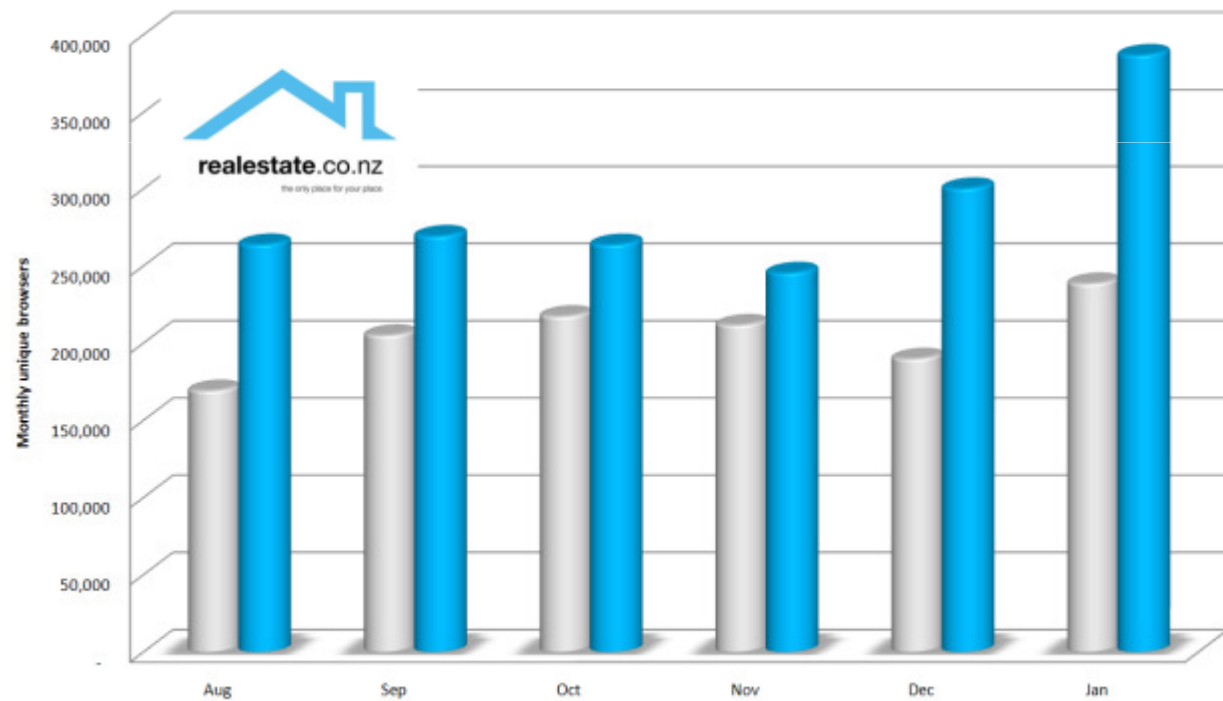
241,783

↑ 34,000 vs. Jan 08

Visitors from outside NZ

145,127

↑ 64,000 vs. Jan 08



Source: Nielsen Online - Total traffic

■ 2007/8 ■ 2008/9

More visitors spending longer each visit

Total duration of site usage in the month

8,436,000 minutes



8 mins / 25 secs

9 mins / 25 secs

10 mins / 43 secs

Nov 08

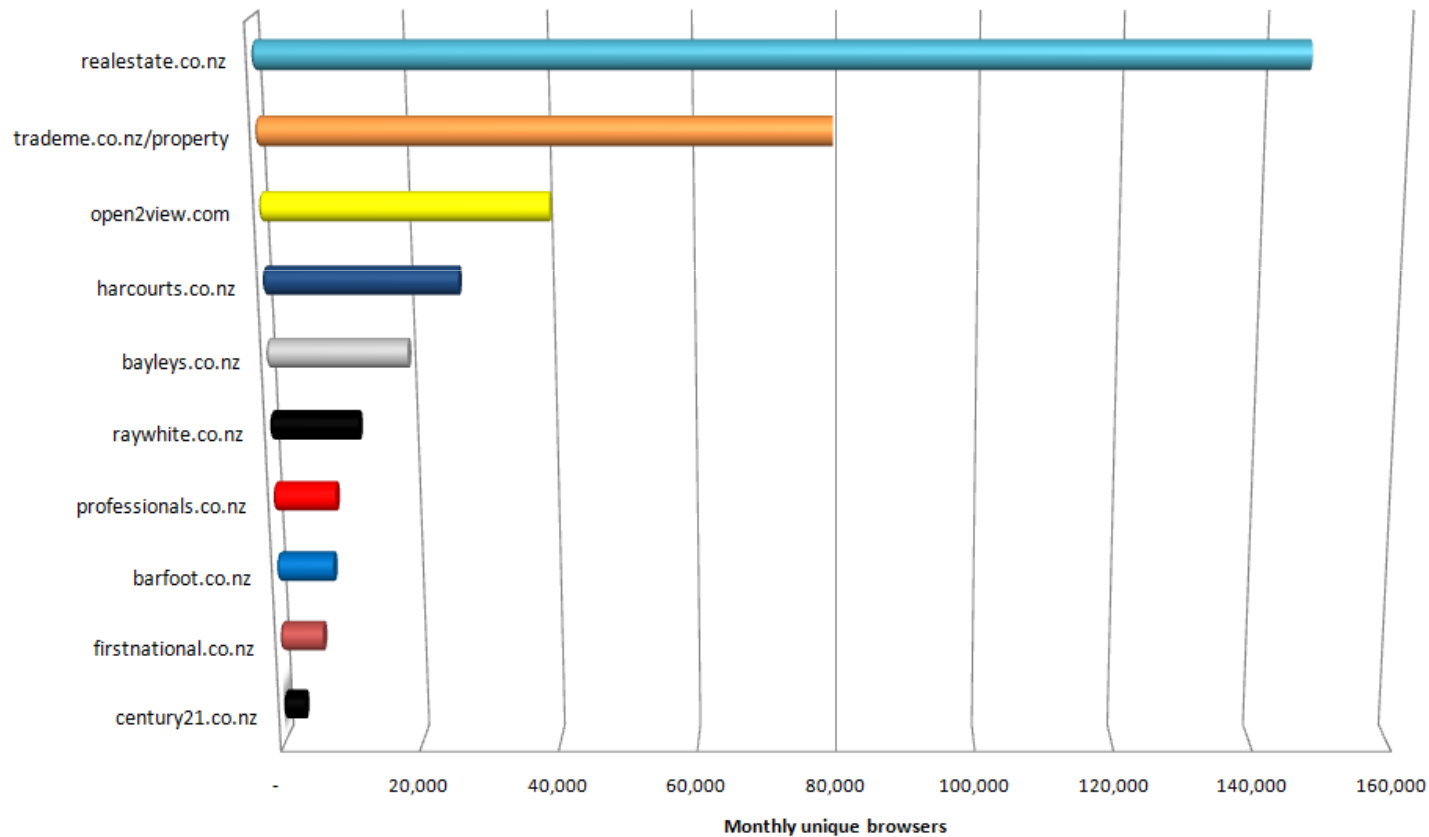
Dec 08

Jan 09

Realestate.co.nz – the clear #1 for international visitors

Realestate.co.nz attracted **80%** more international visitors than visited Trade me property in January – over 145,000 of them!

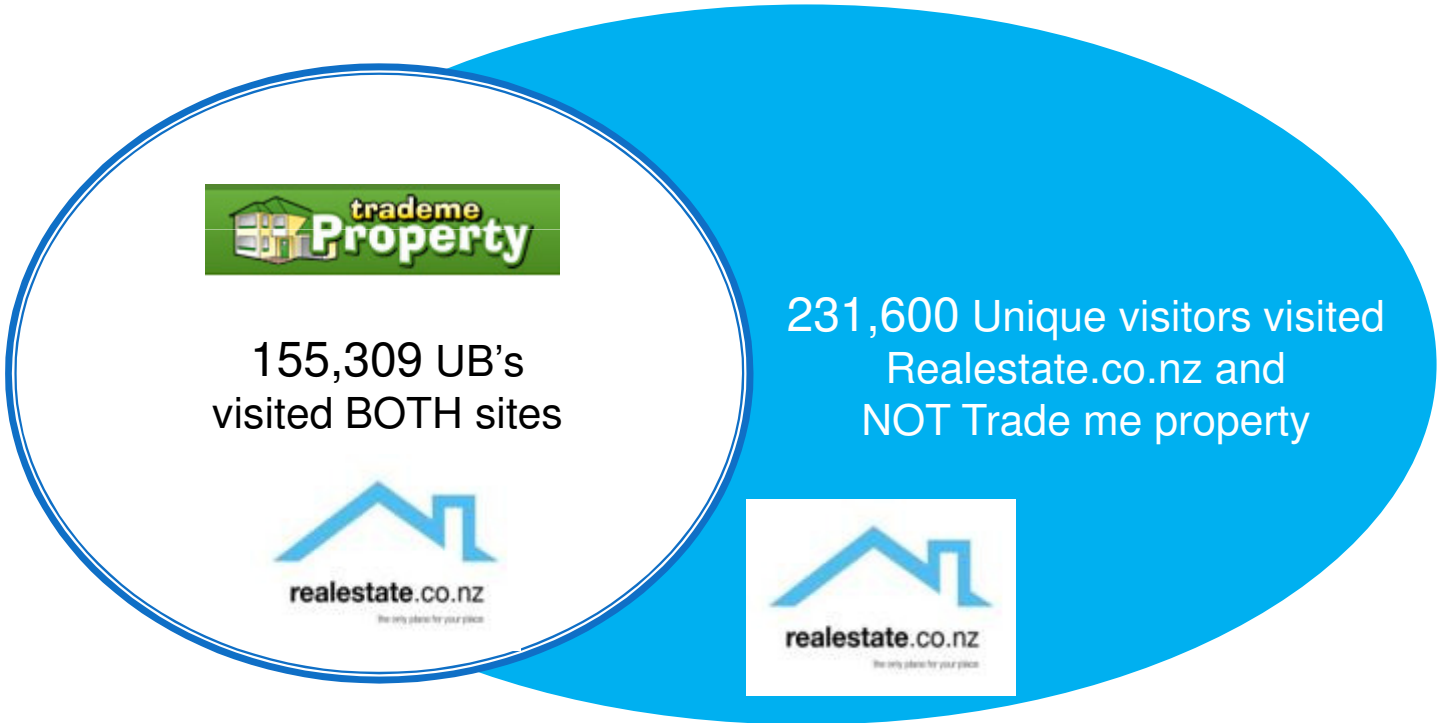
International traffic to NZ real estate websites



Source: Nielsen Online Netrating

Don't miss out on vital traffic

In January - 60% of visitors DID NOT VISIT trade me property



Featured listings – cost effective advertising

Compare these 2 properties – Westmere, Auckland



Listing #
Price range:

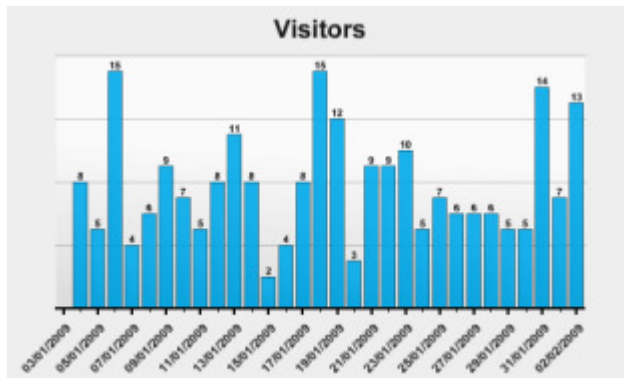
Negotiation
UPH10354
\$700k - \$1m

Auction
PO81104
\$750k - \$850k

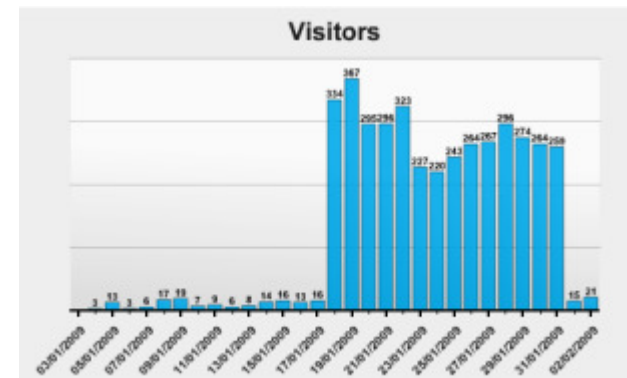
Listed:

21 Nov

21 Nov



232 page views in January



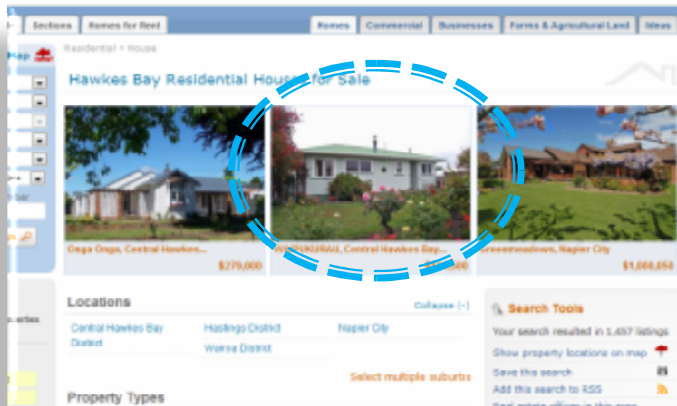
4,114 page views in January
with a featured listing on
realestate.co.nz



Featured listing for just

\$250 *inc GST*

(offer valid from 4th January to 28th March 2009)



14 days with a featured listing delivers an audience of **over 10 times** more viewings than a regular listing

Call us today to order:
0800 732 536

or email us featuredlistings@realestate.co.nz



its all about property...

Zoodle was launched mid January.. in just 2½ weeks:

- over 40,000 unique browsers
- over 1,300 reports
- over 70,000 unique address searches
- Powerful tool for buyers / sellers and agents
- Details on every property
- Profiles on property for sale
- Profile on suburbs

