



realestate.co.nz

the only place for your place

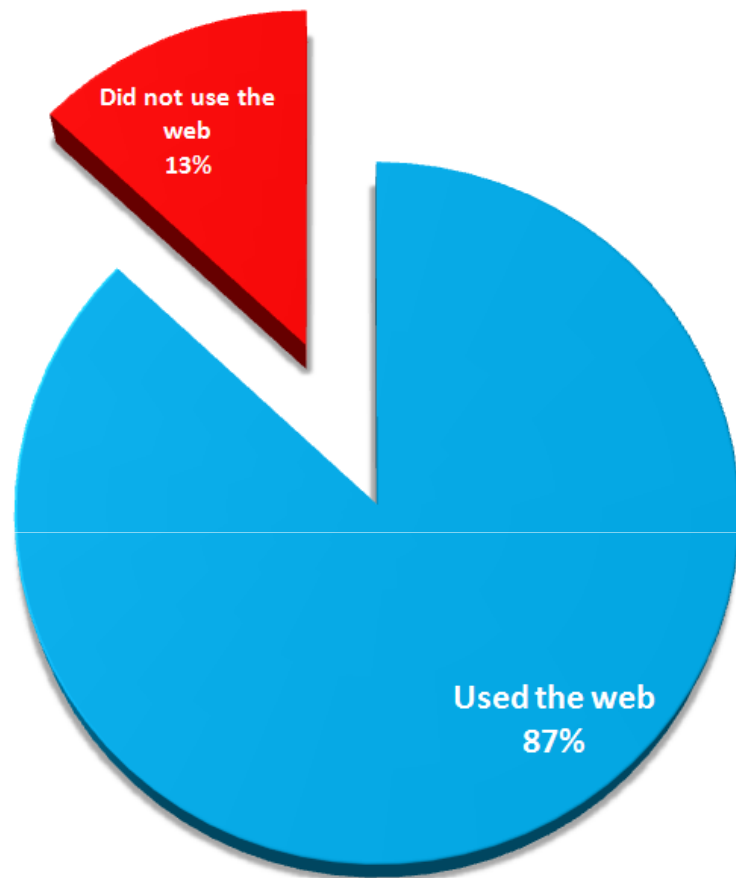
Real estate marketing more and more moves online



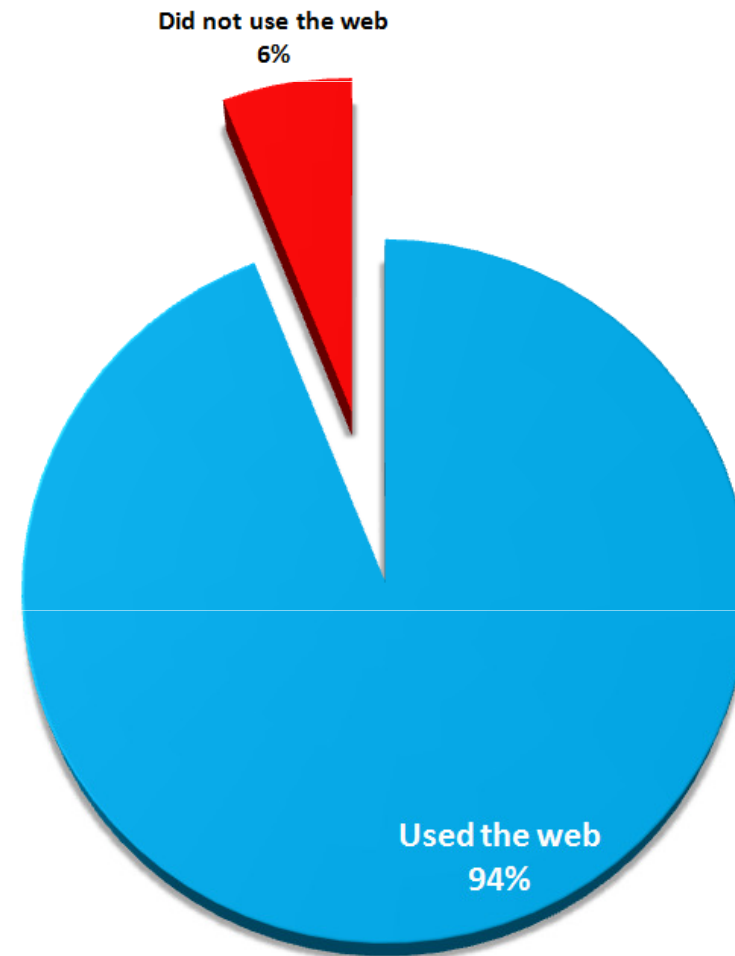
Latest research from USA – the web #1 for search

National Association of Realtors Home Buyer Survey 2008

All Property Buyers

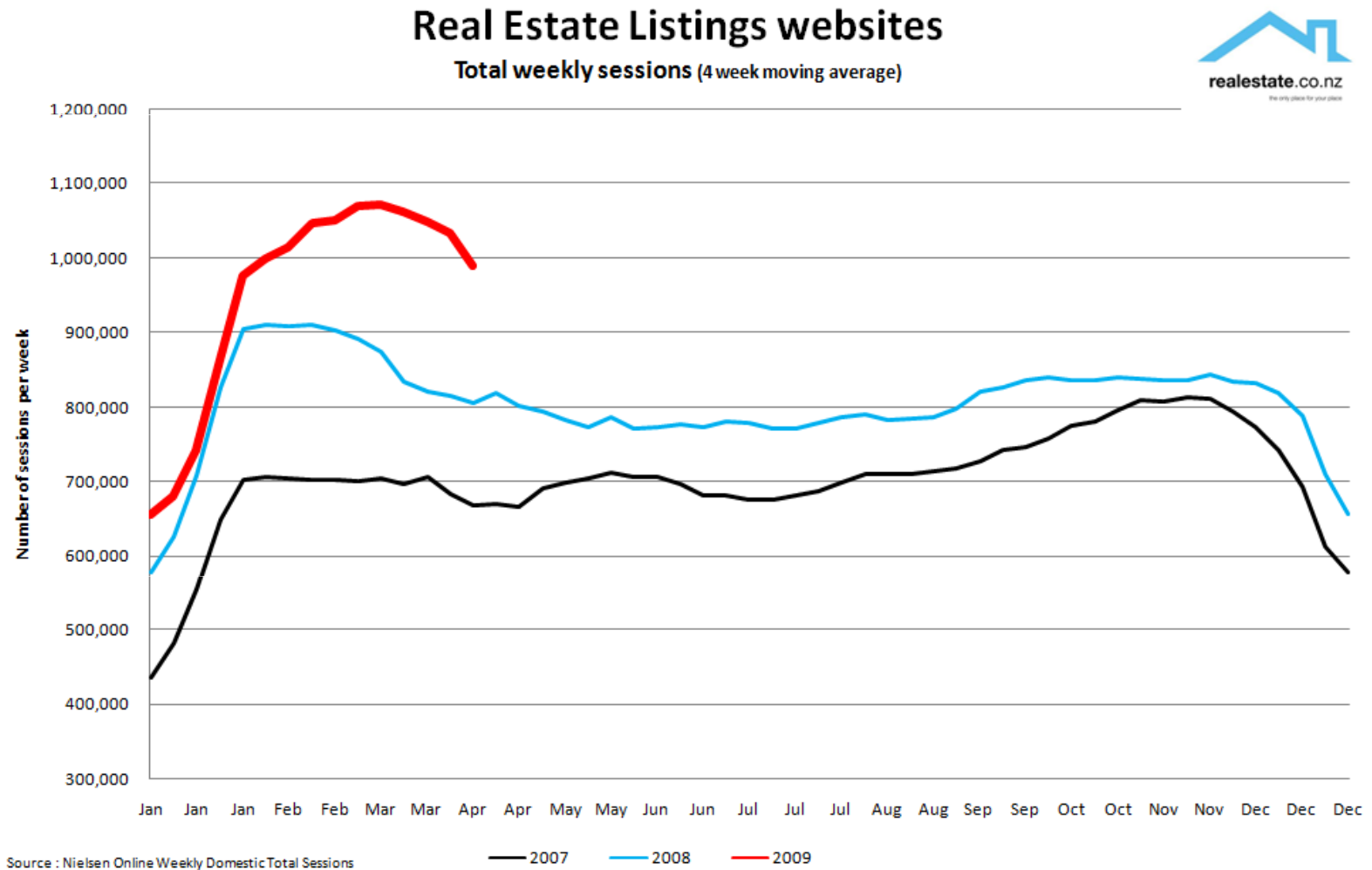


Property Buyers: 25 -44yrs



More and more people searching online for property

Over 1,000,000 visitor sessions per week through February & March up 22%



Graph represents the aggregation of website visitor sessions across 9 company and portal real estate websites

Realestate.co.nz growth ahead of the market



TOP REAL ESTATE SITES

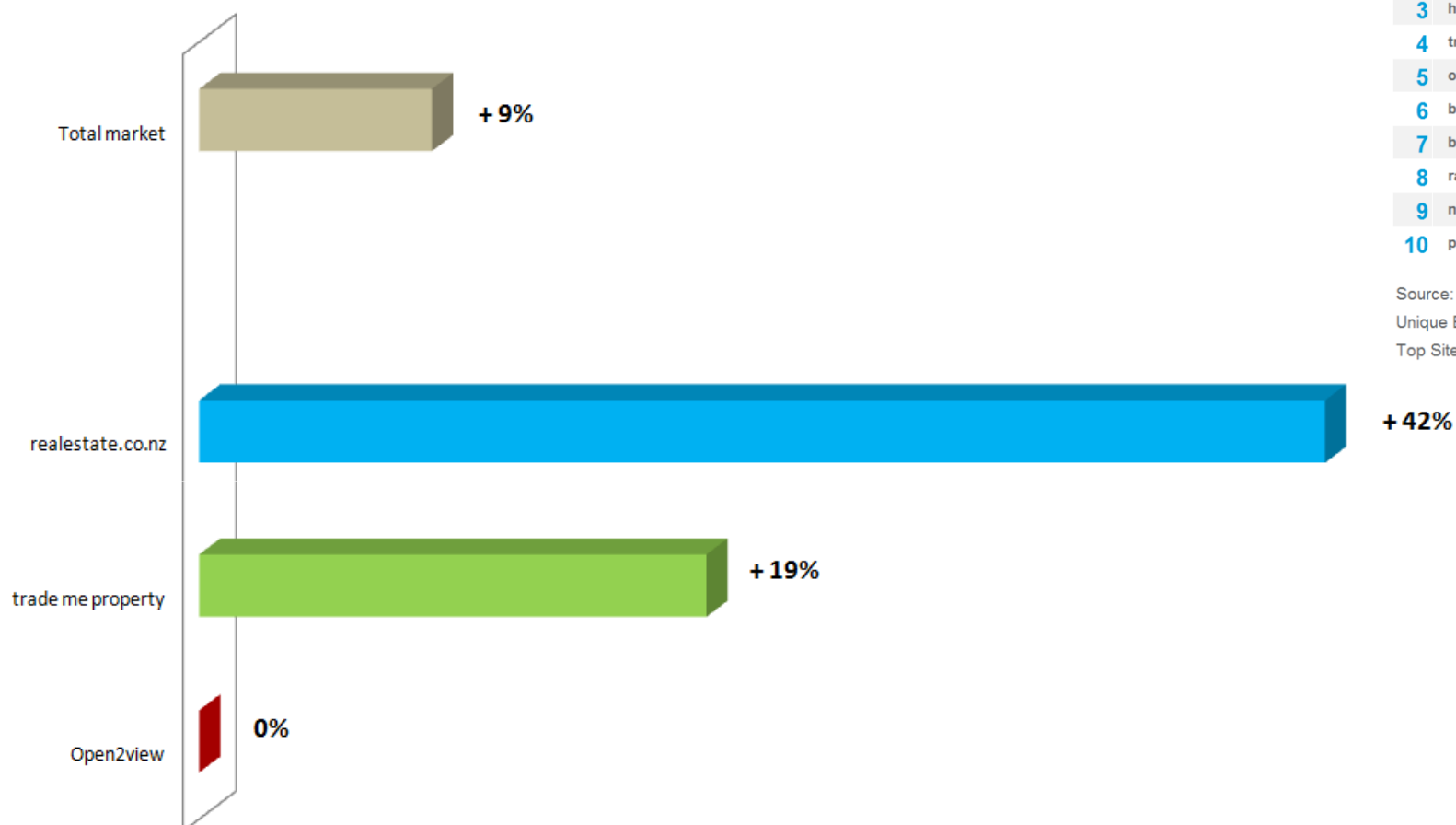
Total Traffic, March 2009

1	trademe.co.nz/property	833,637
2	realestate.co.nz	377,939
3	harcourts.co.nz	175,067
4	trademe.co.nz/flatmates	134,094
5	open2view.com	133,453
6	barfoot.co.nz	103,950
7	bayleys.co.nz	98,709
8	raywhite.co.nz	95,271
9	nzherald.co.nz/propertynews	92,301
10	professionals.co.nz	70,234

Source: Nielsen Online NZ Market Intelligence
Unique Browsers for March 2009
Top Sites, Real Estate Category, NZ Total Traffic

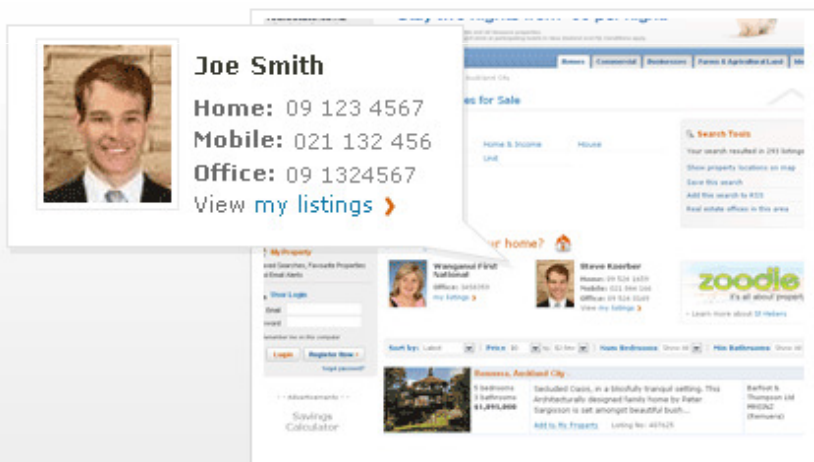
Website traffic increase 2009 vs. 2008

Nielsen Online total Unique Browsers - March



New marketing opportunities online - agents

Choose to be a featured agent for your suburb and we'll display your photo, name and contact number as well as a link to your profile listings page. You'll be one of just 3 agents featured per suburb and you'll be there for an entire month.



Featured Agent Pricing:

Gold suburbs

\$150 per month

Silver Suburbs

\$75 per month

Bronze suburbs

are only \$25 per month

Click here to view [Featured Agent Suburb Profile chart](#)

- ✓ **A maximum of 3 agents per suburb per month**
- ✓ **Pay for up to 3 months in advance**
- ✓ **Massively increase your exposure**

Register online now to secure your chosen suburb

www.realestate.co.nz/pro

Register now for
AGENT PRO

Simply enter your **REINZ Number** below and you be registered automatically, an email will be sent to you with your new login details.

Note: If you are a Barfoot & Thompson agent you will need to enter your Barfoot & Thompson ID.

REGISTER

If you don't know your REINZ number, or you don't get an email with your login details within 5 minutes, please call **0800 732 536**

New marketing opportunities online - listings

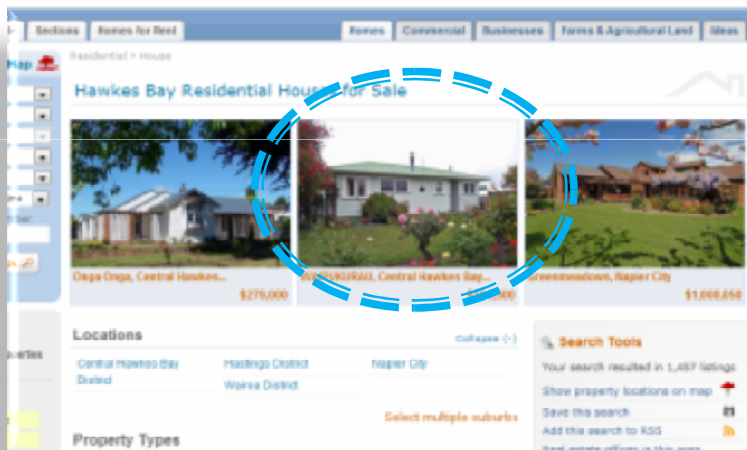
Featured listing for just

\$250 *inc GST*

(offer valid from 1st April – 31st December 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

