


UPGRADE TO MAXIMISE PROPERTY VIEWS

14 Fairbank Place, Southview, 9824 **PIPPIN & HALL**
REAL ESTATE AGENTS

\$950,000 – \$1,200,000



House 4 2 2

Perfect position and presentation
Feel the fresh breeze...This indoor/outdoor family home, surrounded by a lush green garden...

Agent: Jim Smith
Virtual Tour | Video

Inspect Save Details


PREMIERE PROPERTY

PREMIERE PROPERTIES APPEAR AT THE **TOP OF SEARCH RESULTS**¹

LARGEST AD AND PHOTOS INVITE MORE ENQUIRIES

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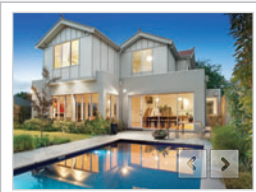
Floorplan Inspect Save Details

HIGHLIGHT PROPERTY

POSITIONED UP FRONT TO BE SEEN WHEN BUYERS FIRST SEARCH²

LARGE AD AND PHOTOS **DOUBLE SIZE OF STANDARD**

14 Fairbank Place, Southview, 9824 **\$950,000 – \$1,200,000**



House 4 2 2

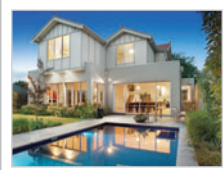
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PIPPIN & HALL REAL ESTATE AGENTS Inspect Save Details

FEATURE PROPERTY

BE SEEN BEFORE ALL STANDARD ADS IN SEARCH RESULTS

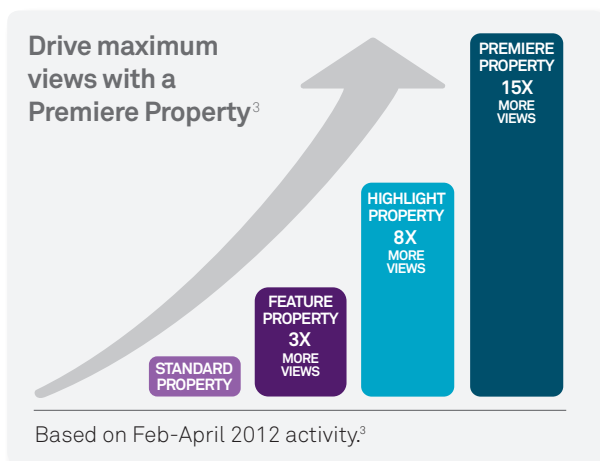
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ADVERTISING OPTIONS TO SELL YOUR PROPERTY

87% of potential buyers use the internet as their main tool to search for property.⁴

As Australia's No.1 property site, with over 3 million visitors a month,⁵ realestate.com.au is a crucial part of your advertising schedule.

FOUR DISTINCT OPTIONS TO SHOWCASE YOUR PROPERTY

The screenshot shows the realestate.com.au website interface. On the left, there are search filters for Property Type, Min. Land, Bedrooms, Bathrooms, Car Spaces, and Keywords. The main content area displays a list of properties for sale in Southview, 9824. Four red callout boxes are overlaid on the page, pointing to specific listings:

- PREMIERE PROPERTY UP TO 15X MORE VIEWS³**: Points to the listing at 14 Fairbank Place, Southview, 9824, priced at \$950,000 - \$1,200,000.
- HIGHLIGHT PROPERTY UP TO 8X MORE VIEWS³**: Points to the listing at 9 Verdoni Drive, Southview, 9824, priced at \$620,000 - \$680,000.
- FEATURE PROPERTY UP TO 3X MORE VIEWS³**: Points to the listing at 107 Wentel Parade, Southview, VIC 9824, priced at \$500,000.
- STANDARD LISTING³**: Points to the listing at 9 Moore Street, Southview, 9824, priced at \$400,000.

Other visible listings include 37 Marjorie Lane, Southview, 9824, priced at \$450,000+.

1. Premiere Properties are ranked based on list date and show according to your search criteria. 2. Highlight Properties will appear first, except where Premiere Properties are in search. 3. REA Internal Data Warehouse. This is an average based on activity on realestate.com.au between 1st Feb-30th April 2012. Our property sample includes suburbs that only had Premiere Property, Highlight Property, Feature Property and Standard ads during the same time period. 4. Residential Consumer Property Seeker Report, Oct 2011. 5. Nielsen Online Ratings, Domestic Audience, Jan-Mar 2012. REA/2154/180712



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