

**PIPPIN&HALL**  
— REAL ESTATE AGENTS —



# HIGHLIGHT PROPERTY

Your place in the spotlight.



Open Tue 10 Jan



**\$620k – \$680k**

Sale by Neg.

9 Verdoni Drive, Mordialloc, 9824



3



2



1

Agent

Jim Smith

☆ Save

Details >

realestate.com.au ranks your property higher.

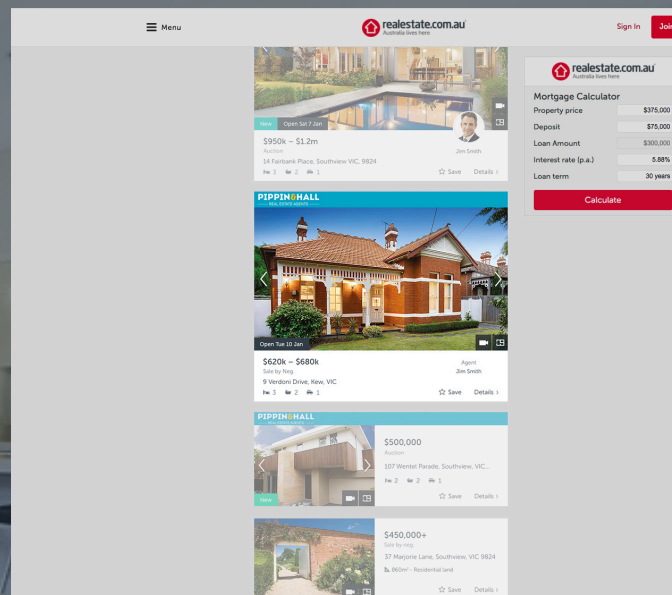
A Highlight Property is one of the best ways to boost your exposure with larger photos and elevated search rankings.<sup>1</sup> And with 86% of buyers searching for property online, your place will be seen by the largest audience with realestate.com.au.<sup>2</sup>

**HIGHLIGHT PROPERTY**



**realestate.com.au**  
Australia lives here

# THE HIGHLIGHT PROPERTY HEAD START



Appear ahead of Feature and Standard ads.<sup>3</sup>



53% of consumers don't look beyond the first page.<sup>4</sup>



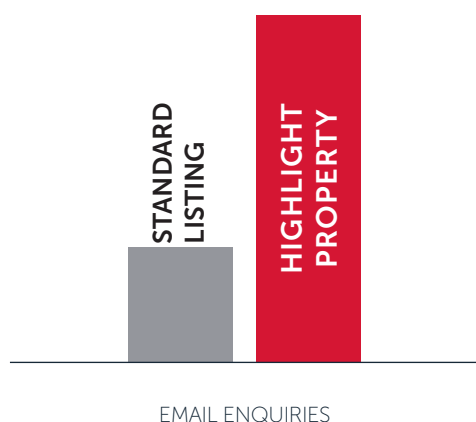
Images are double the size of a Feature listing.



More prominent position means more buyer enquiries.



Highlight properties receive 3.9x more email enquiries than Standard listings.<sup>5</sup>



Highlight properties sell 32% quicker than Feature Property.<sup>6</sup>



1. Residential Consumer Property Seeker Report, January 2015. 2. Nielsen Digital Ratings (Monthly), March 2017, October 2016. 3. Premiere Properties are ranked based on advertising option, list date and show according to your search and sort criteria. 4. REA Omniture internal data, November 2016. 5. REA internal data, November 2016. 6. REA internal data, days on site for Highlight Property vs Standard.



realestate.com.au