

**Media Release**  
**1 July 2024**

**realestate.com.au raises the bar for top properties with *Luxe***

Australia's #1 address in property, realestate.com.au<sup>1</sup>, is excited to announce its new premium listing product, Luxe, which will be available to all Premiere+ customers from today.

The new high-performance listing solution is designed to raise the profile of top properties that need to stand out, setting them apart with more prominence and increased visibility across realestate.com.au. The optional pay per listing upgrade can be added to a Premiere+ listing through REA's self-service platform, Ignite.

A Luxe listing package further extends Premiere+ with exclusive features designed to catch the attention of potential buyers. New features include increased homepage visibility across realestate.com.au platforms, a larger listing size with additional images in search results, prominent app push notifications and enhanced e-Brochures.

Luxe will empower agents to better understand their buyer pool with unique insight into buyer behaviours, including where a buyer is on their property journey and how engaged they are with the listing.

REA Group Executive General Manager, Customer Product, Simon Hope, said the launch comes after a successful pilot with select realestate.com.au customers.

"Customers have been asking us for products that will help their top properties stand out and provide a point of difference for their vendors. Luxe lifts top properties above the rest, with the largest listing size, the boldest design, and the most eye-catching position to impress those seeking something truly extraordinary."

"Features within our Premiere+ package have delivered outstanding results for our customers over the past few years. With almost twice as many high-net-worth Australians browsing realestate.com.au compared to our nearest competitor<sup>2</sup>, Luxe is an ideal opportunity to better showcase properties that are truly in a class of their own."

Director at Cunninghams Northern Beaches Real Estate, Georgi Bates, one of the first agencies to experience Luxe, commented: "Luxe ensured our listing stood out from the crowd and helped me to achieve even greater cut through. We saw an increase in page property views after two weeks on realestate.com.au. Luxe gave my listing increased exposure helping me to get noticed in my market."

For more information on Luxe and to see what your Luxe listing could look like, customers can visit: <https://customer.realestate.com.au/luxe>

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**About REA Group** ([www.rea-group.com](http://www.rea-group.com)): REA Group Ltd ACN 068 349 066 (ASX:REA) (“REA Group”) is a multinational digital advertising business specialising in property. REA Group operates Australia’s leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns Mortgage Choice Pty Ltd, an Australian mortgage broking franchise group, PropTrack Pty Ltd, a leading provider of property data services, Campaign Agent Pty Ltd, Australia’s leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market and Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries and Arealytics, a provider of commercial real estate information and technology in Australia. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands Housing.com and PropTiger.com. REA Group also holds a significant minority shareholding in Move, Inc., operator of realtor.com in the US, the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam and Easiloan, a technology platform for end-to-end digital processing of home loans in India.

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<sup>1</sup> Ipsos iris Online Audience Measurement Service, May 2024, P14+, PC/laptop/smartphone/tablets, text only, Brand Group, Homes and Property Category, Audience (000's).

<sup>2</sup> Nielsen Consumer and Media View, 2023 Survey 07 National Online database. Time period Sep 22 – Aug 23, Fused Nielsen Digital Content Planning (Text): July 2023, realestate.com.au vs nearest competitor. Base: Australian population 14+. High-net-worth is defined as household income over \$200k AND investments (other than primary residence and superannuation) over \$1 million. High-income household is defined as a household income over \$200k