

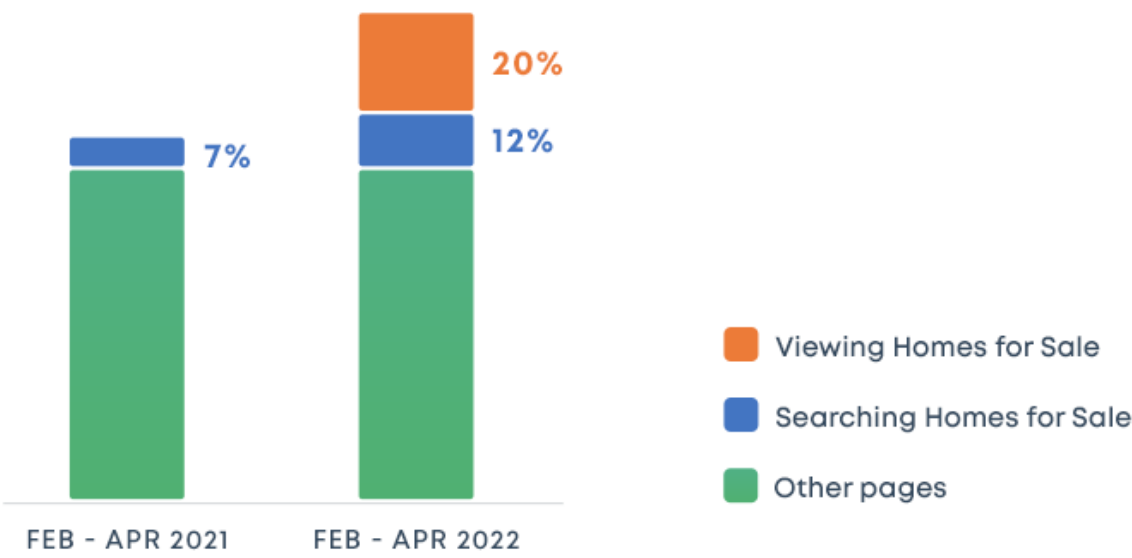


Product update

It’s now 3 months since we launched the new presentation of Homes for Sale and we have some interesting data to share.

Percentage of total pageviews

Firstly the introduction of landing pages for available homes has significantly grown traffic to the website. Homes for sale now represent close to a third of all pages viewed – 12% searching for listings (up from 7%) and 20% viewing landing pages.



Clear advantage for villages with HFS listings

We were also keen to see what effect adding Homes for sale had on the audience, comparing villages that have been adding new listings versus those that haven’t.

We chose to pair comparable villages on the same subscription plan, in the same location and from a similar operator size. The difference between each pair was that one village had been actively adding new listings and the other hadn’t.

The results demonstrated a very strong uplift in engagement for villages with Home for sale listings.

325%

Increase in total pageviews

179%

Increase in total enquiries

43%

Uplift in village pageviews

The 43% uplift in village pageviews demonstrates that prospective residents are looking at the HFS landing pages and then clicking through to learn more about the village. In other words the HFS pageviews and enquiries are incremental.

Operator size / region	Subscription	Homes for Sale	Page Views (Feb - Apr)			Enquiries		
			Homes for Sale	Village	Total	Homes for Sale	Village	Total
Independent Waikato	Essential	Listed: 6 Active: 14	1016	321	1337	7	7	14
Independent Waikato	Essential	Listed: 0 Active: 1	0	134	134	0	6	6
Large (20+) Waitakere	Essential	Listed: 3 Active: 5	1286	196	1482	7	1	8
Large (20+) Waitakere	Essential	Listed: 1 Active: 4	257	154	411	1	2	3
Large (20+) Auckland City	Premium	Listed: 5 Active: 6	523	203	726	7	2	9
Large (20+) Auckland City	Premium	Listed: 0 Active: 1	33	172	205	0	2	2
Medium (5+) Waikato	Essential	Listed: 4 Active: 6	306	145	451	7	1	8
Large (20+) Waikato	Essential	Listed: 0 Active: 1	45	145	190	1	2	3
Total								
Added new listings			3131	865	3996	28	11	39
Without new listings			335	605	940	2	12	14
Percentage uplift			43% 325%			179%		

We hope this insight proves valuable and reinforces your own experience in adding Homes for Sale listings.

Remember, until July you can add unlimited Homes for Sale listings at no charge as part of our six months introductory offer.