



villages[™]
.com.au

About Villages



Established in 2005, [villages.com.au](https://www.villages.com.au) is Australia's No. 1 retirement real estate listing portal specialising in over 55s accommodation.

Our mission is to present a platform offering choice and education that connects our partners with motivated, ready-to-purchase audiences.



**Five
Reasons to
Partner with
Villages**

1 Listings are grouped into 87 targeted, lifestyle regions across the nation to surface accurate search results

2 We have an audience of 964,785 seeking over 55s accommodation

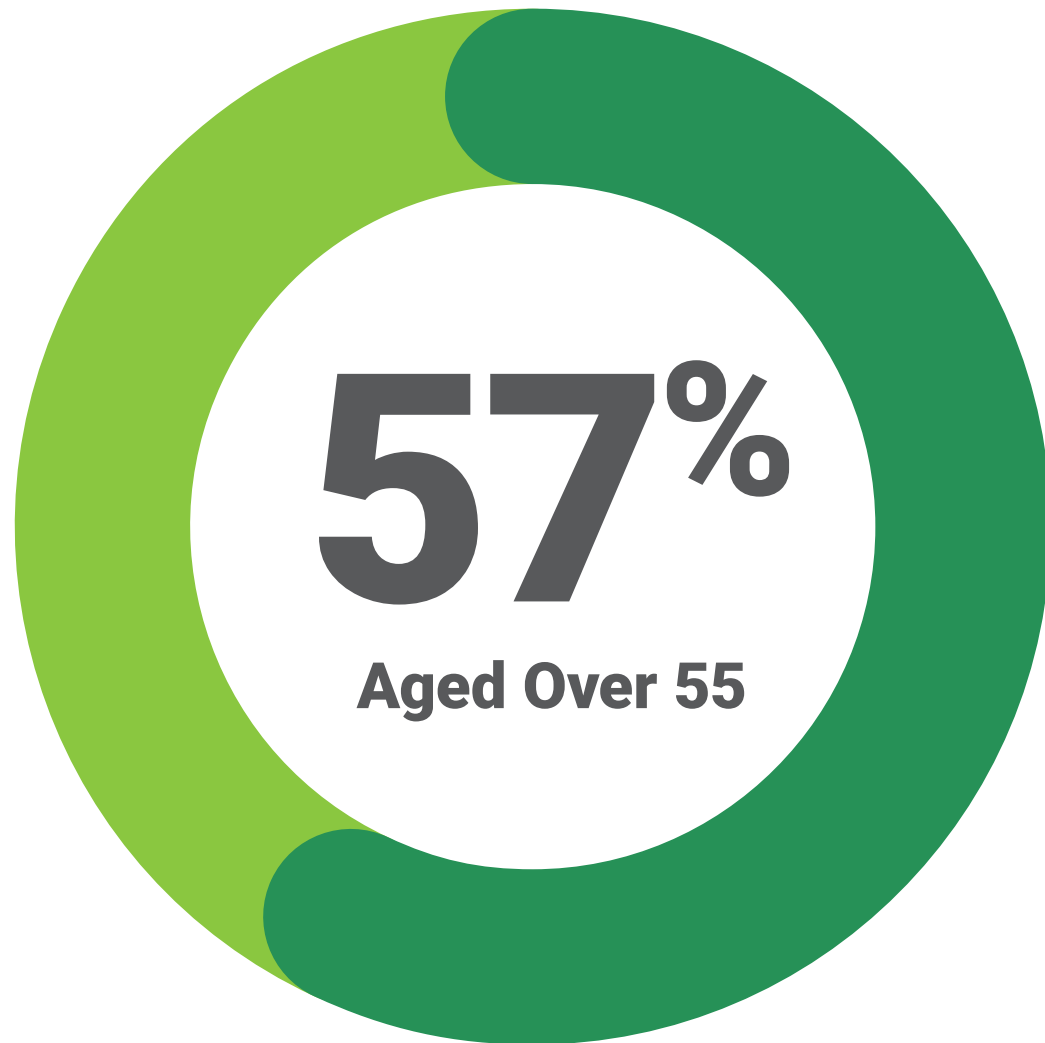
3 Listings are easy to manage and to keep up to date

4 Monthly, automated, reporting gives a comprehensive overview of performance

5 Leverage digital display advertising to create powerful listings campaigns



**Our
Audience**



Yearly
Property
Sales

TOTAL SALES FOR 2021

35,000

Granular Breakdown

23,000

Village Homes Sold

5,000

Rental Homes Traded

7,000

Land Lease Homes Sold

Website
Traffic
2021

TOTAL YEAR ON YEAR GROWTH

↑ 11%

New Users
956,734
↑ 11% YOY

56%
OF ALL
TRAFFIC

Village Listing Pages
733,000
↑ 8% YOY

Audience
Trends

↑28%
YOY

ENQUIRIES BY EMAIL

9,500

↑30%
YOY

WEBSITE CLICKS

115,000

PROPERTY LISTINGS OPPORTUNITIES WITH



Best Return
On
Investment



PROMOTIONAL LISTING – 12 MONTH SUBSCRIPTION

Baldwin Living Northside, Retirement Village, Taigum

259 Handford Road Taigum, QLD, 4018

Email

2 Available



Visit Website

(07) 3411 1111

Location Map

Add to Shortlist

88 Dwellings Retirement Village

Email

4.0 ResiRating

72 RESIDENT SATISFACTION 2018/2019

Wellbeing	SOCIAL	PHYSICAL
	This scored 66%	This scored 74%
MENTAL	OPERATIONS	FINANCIAL
This scored 75%	This scored 87%	This scored 57%

What is ResiRating?

PLACEMENT

Our most popular listing product which provides a strong presence for your property within a region only below any Featured Listings.

BENEFITS

- Prominent Logo placement
- Huge hero image with additional carousel
- Rich icon info
- Rich vacancy list
- Price depth reveal
- ResiRating score can be featured


PRICE


\$1,000 for 12 months


Best Property Uplift Opportunity

FEATURED PROMOTIONAL

Monterey , Kendall
Contact Agent







Over 55s Development, On-site manager

+ Shortlist
View Property

4 Available					
NOW SELLING	House	2	2	1	+ Shortlist View
NOW SELLING	House	3	2	2	+ Shortlist View
NOW SELLING	House	3	2	2	+ Shortlist View
NOW SELLING	House	3	2	2	+ Shortlist View

PLACEMENT

Our premium listing product providing a larger presence for your property at the top of a regional page

BENEFITS

- Designed to sell
- Oversize images
- Sales agent ID
- Rich icon info
- Rich vacancy list
- Price depth reveal

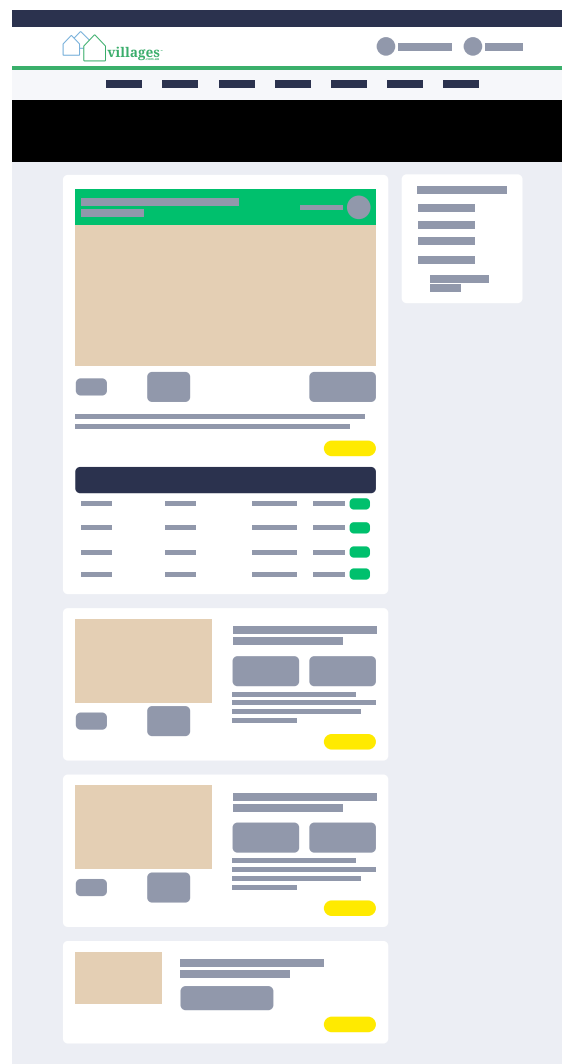
PRICE

\$300 per month

Minimum 3-month buy

Digital Standard Display

EXCLUSIVE HEADER



PLACEMENT

Appears exclusively at top of every Search page in your selected region

Only one available.

PRICE

\$600 + gst per month per region.

Minimum 3 months for optimum results.

SPECS

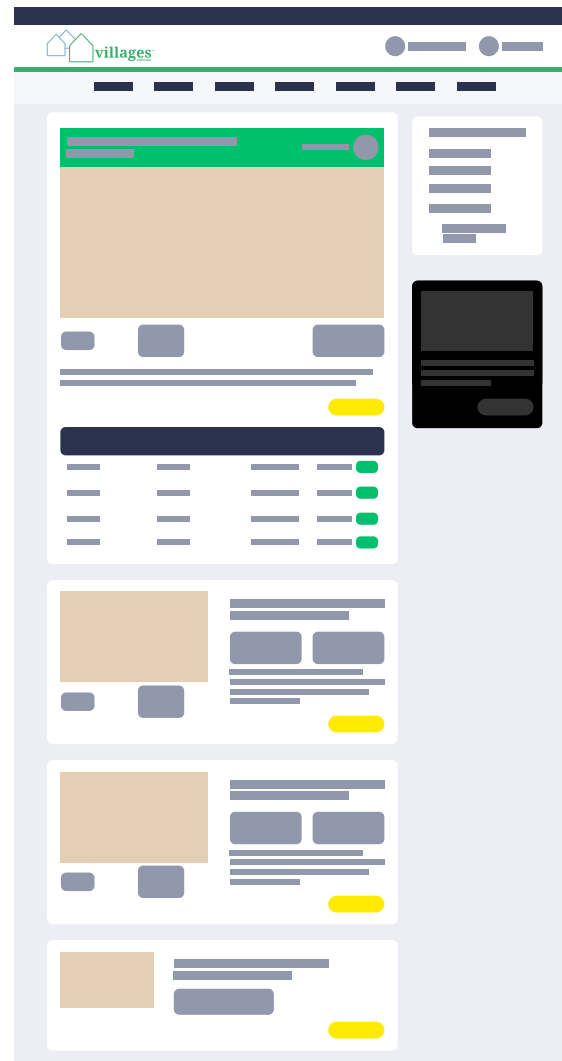
Desktop:
1666 px (w) x 150 px (h)

Mobile:
320 px (w) x 50 pixels (h)

Tablet:
768 px (w) x 69 pixels (h)

Digital Standard Display

FEATURED PROPERTY



PLACEMENT

Appears on every page in the region and on home page of villages.com.au.

This option attracts around 15,000 impressions and 30 clicks per month.

PRICE

\$550 + gst per month per region

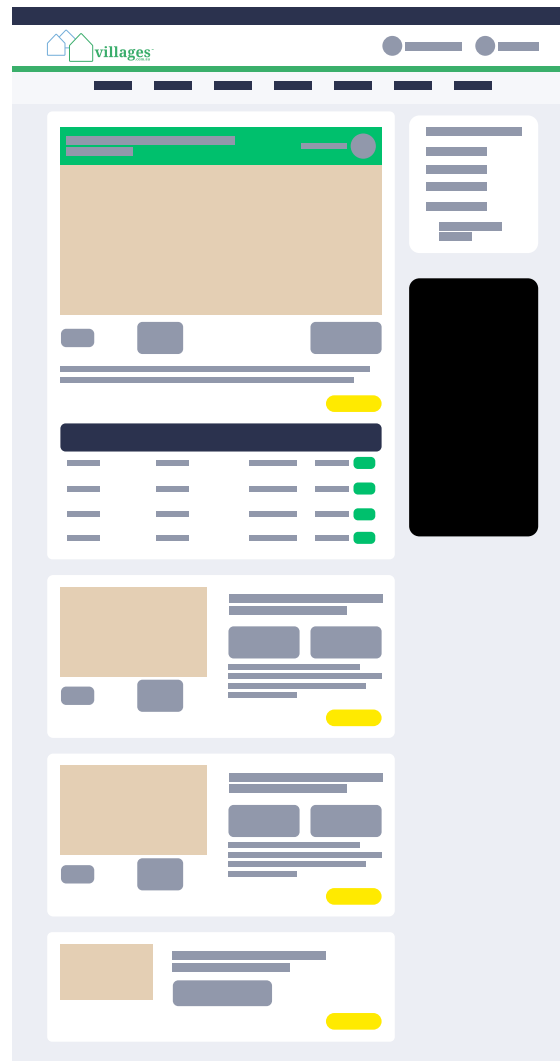
SPECS

Up top 8 words in title

Up to 12 words in description

Digital Standard Display

SKYSCRAPER BANNER



PLACEMENT

Appears every Search page
in region top right hand side
underneath the top banner

Exclusive to one advertiser

PRICE

\$600 + gst per month

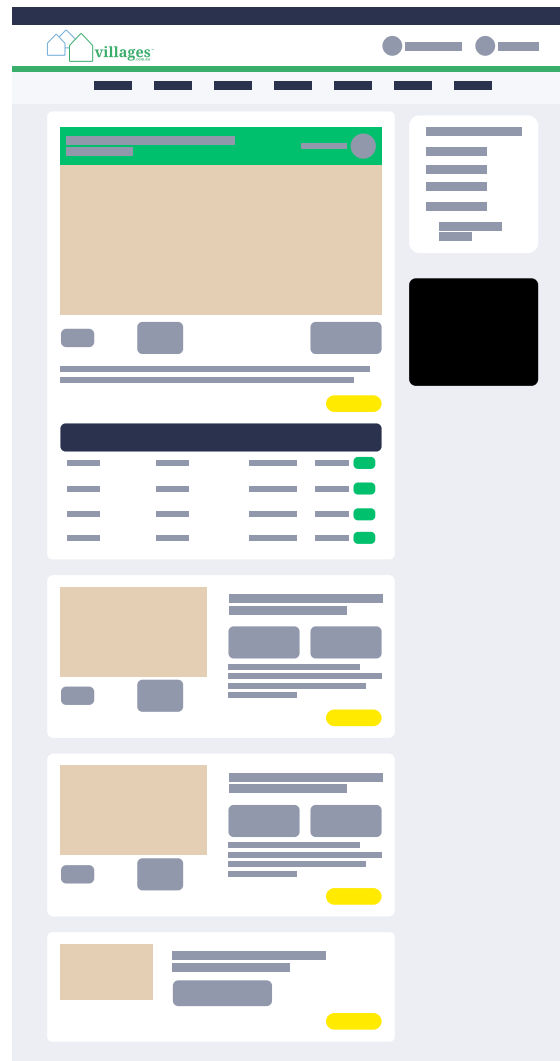
(\$300 + gst per week if required
for an open home)

SPECS

300 px (w) x 600 px (h)

Digital Standard Display

MEDIUM RECTANGLE



PLACEMENT

Appears on the right side of the page on every page in the region.

**Second highest average stats:
0.4% CTR and 14,000
impressions monthly.**

PRICE

\$350 + gst per month per region

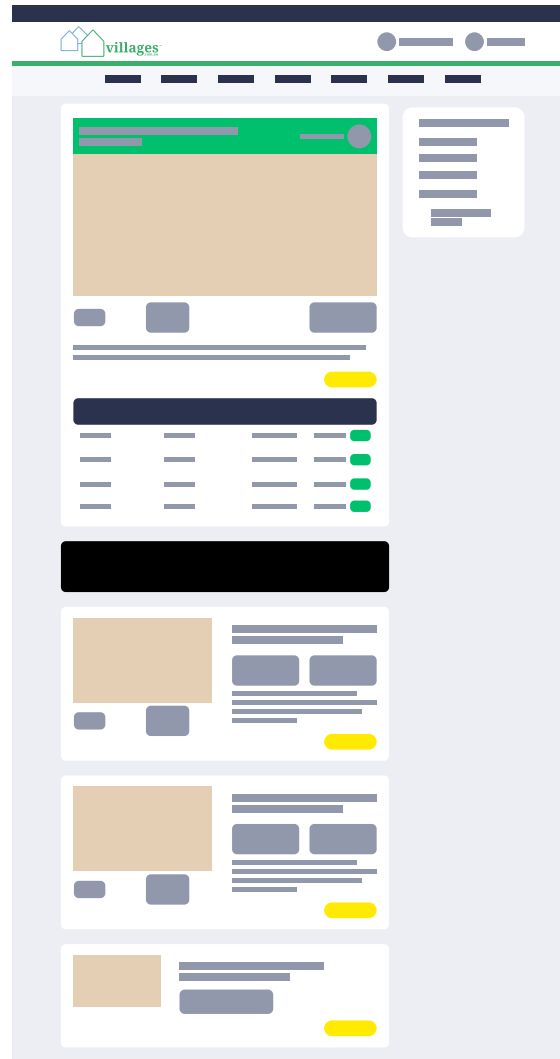
Minimum 3 month buy

SPECS

300 px (w) x 250 px (h)

Digital Standard Display

OVERSIZED LEADERBOARD



PLACEMENT

Appears between listings on every page in your selected region.

PRICE

\$300 + gst per month per region

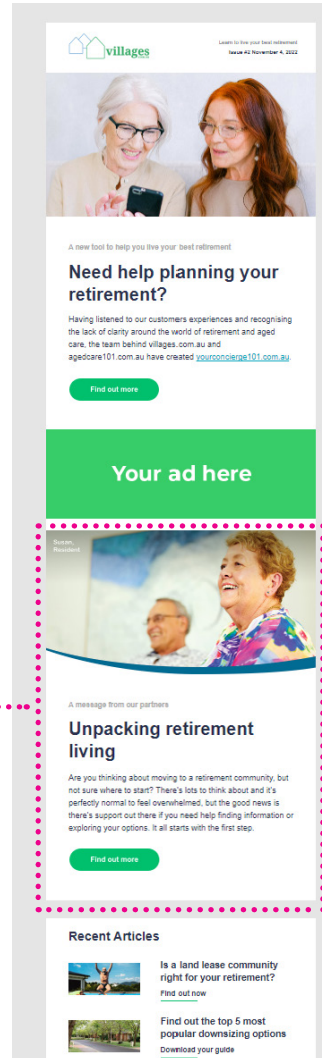
Minimum 3 months for optimum results.

SPECS

Desktop Only:

728 px (w) x 135 px (h)

VILLAGES.COM.AU NEWSLETTER



SPONSORED
CONTENT

WHO IT IS SENT TO

A growing mailing list of over 5,000 subscribers – with more than 90 new subscribers added each week.

The audience is primarily retirees who are looking for retirement or downsizing solutions for themselves, their partners, or their parents.

AD UNIT PRICE

\$250

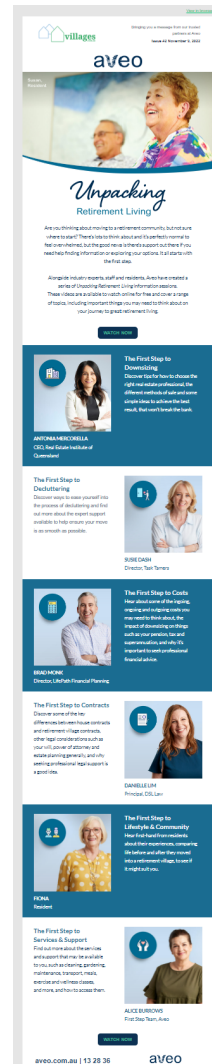
AD UNIT AD SPEC

600 px (w) x 200 px (h)

SPONSORED CONTENT PRICE

\$750 per article/issue

SOLUS EDM



WHO IT IS SENT TO

A growing mailing list of over 5,000 subscribers – with more than 90 new subscribers added each week.

The audience is primarily retirees who are looking for retirement or downsizing solutions for themselves, their partners, or their parents.

SOLUS PRICE

\$1,500

EDM
Marketing





RESIDENT
SATISFACTION

Why ResiRatings?

ResiRating is Australia's first independent resident rated program that asks eight questions in five key 'life quality' measures, plus it gives an overall satisfaction rating.



RESIDENT
SATISFACTION

ResiRatings are:

ACCURATE – Created by your residents only. No open-ended responses. Multiple-choice only. Out of 5 stars and Satisfaction 100 points.

INDEPENDENT – Researched, analysed and managed by villages.com.au.

TRUSTED – DCM and villages.com.au, Australia's leading retirement research group, has conducted 41,000+ residents surveys since 2011. Supported by Australia Online Research.

ResiRatings is a major positive initiative for the retirement village sector for residents and operators. Please join us by promoting your ResiRating.

There are two surveys based on lifestyle out of 5 and operations out of 100. We can upload your scores to your villages.com.au listings.

We are unable to upload ResiRatings to a FREE listing.

GET IN TOUCH

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Thank
you

