

# Sell

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The "Sell" section of realestate.com.au is Australia's largest directory of real estate agents, it's aimed at people who are looking for an agent to sell or manage their property. It gives you an audience of over 380,000\* consumers who are ready to move.

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## Key Facts

- Over 380,00 visitors each month\*
- 55% have a Household Income over \$70,000^A
- 62% Intend to purchase new home furniture^A

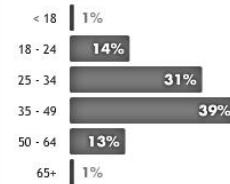
## Key Monthly Statistics\*

	Sell	Sold Properties
Unique Browsers	77,473	306,403
Page Impressions	373,294	5,313,897
User Sessions	106,297	501,335
Frequency	1.37	1.64
Average user session duration (mins)	1:46	3:47

## Gender^A



## Age^A



## Lifecycle^A



## Household income^A

< \$32,000	5%
\$32,000 to \$49,000	12%
\$50,000 to \$69,000	16%
\$70,000 to \$99,000	22%
\$100,000 to \$149,000	23%
\$150,000 to \$199,000	7%
> \$200,000	3%
Don't know	2%
Decline to answer	10%

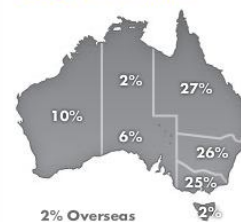
## Work status^A

Full time work	61%
Part time work	11%
Not employed / Looking for work	2%
Self employed	8%
Full time student	2%
Retired	3%
Household duties	10%
Other	3%

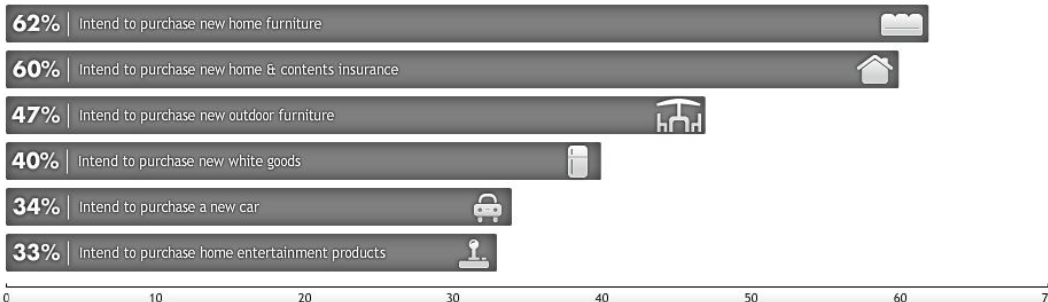
## Occupation^A

Manager	14%
Professional	26%
Technical / Trade worker	5%
Community / Personal service	3%
Clerical / Administrative worker	16%
Sales worker	10%
Machinery operator / Driver	3%
Labourer	2%
None of the above	21%

## Geographic location^A



## Purchase intent within next 12 months^A More likely than the general population to purchase



^ | realestate.com.au Buyer Intention Survey, January 2009

\* | Nielsen Online, Site Census, March 2009