



**Downsizing**  
**.com.au**

**Seniors Housing**  
**Online**

**Senior Flatmates**

**MEDIA KIT**

# Our Story



IT ALL STARTED WITH A SINGLE QUESTION; 'WHY ISN'T THERE A NICHE PROPERTY PORTAL FOR THE DOWNSIZERS AND THE RETIREES?'

It was 2003, and as the eldest daughter & daughter-in-law, we had just started the search for accommodation options for elderly parents.

It wasn't an easy or a pleasant experience and there was very little information available online.

It got us thinking – so we started talking to other families in similar situations and found they were just as confused and frustrated as we were.

So we built a website designed to be easy to use - a one-stop-shop to help consumers easily navigate the fragmented and complex retirement living and aged care sector in Australia - [seniorshousingonline.com.au](http://seniorshousingonline.com.au)

Now re-branding as [downsizing.com.au](http://downsizing.com.au) we are Australia's leading over 55's & retirement property portal.

# Audience



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OVER  
1,115,046  
VISITORS  
in the past 12 months



68%  
ARE AGED  
55 YEARS  
AND OVER

32%

are younger,  
transitioning to  
retirement or  
looking on behalf of  
a friend or relatives



WEBSITE TRAFFIC  
155,000+ VISITS PER  
MONTH > 98,000 UV'S  
PER MONTH



UNIQUE  
VIEWS >  
98,000 PER MONTH

645,000+  
listing page views per month



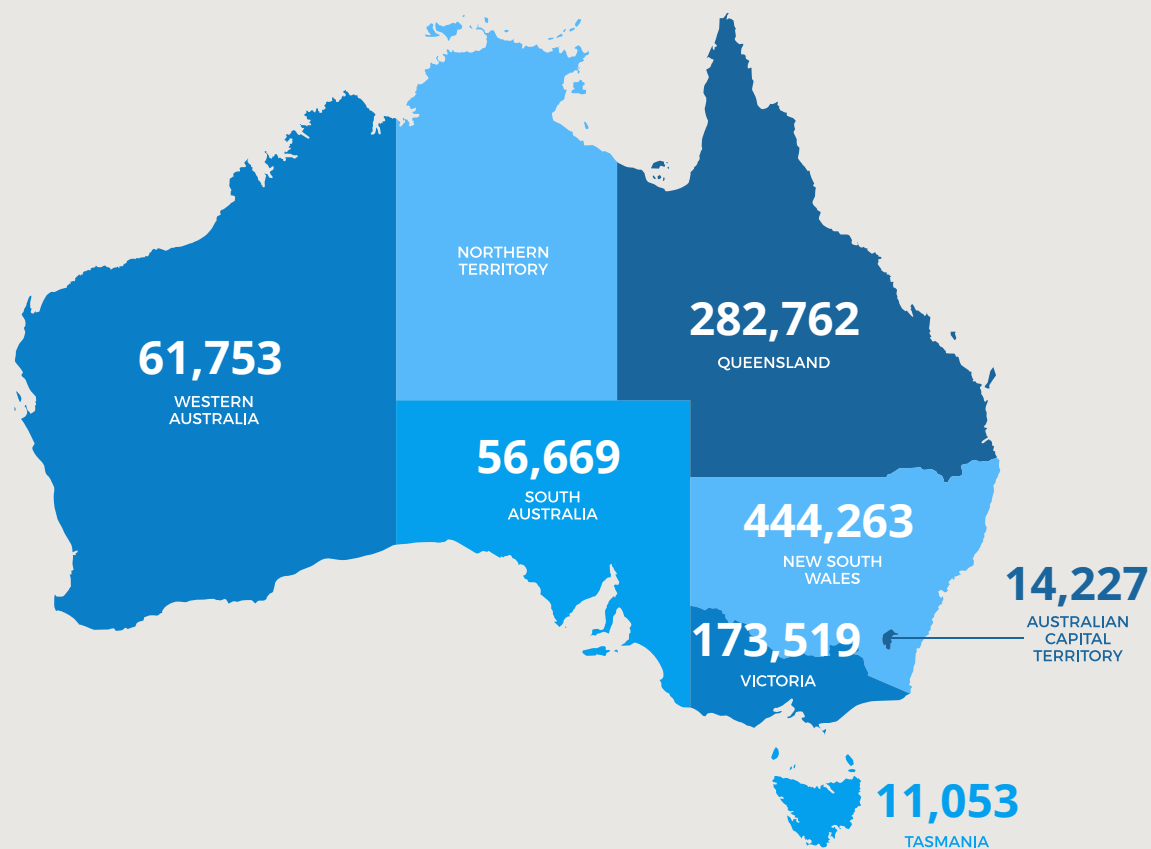
520,000+  
email newsletters and  
email alerts per month



17000+  
FACEBOOK FOLLOWERS



14000+  
SUBSCRIPTION DATABASE







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We highly recommend  
advertising with Seniors  
Housing Online/ Downsizing  
as they understand our product  
and have a highly engaged and  
relevant audience.

Jessie Janson, TriCare



# Listing Packages



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## Standard

- ✓ Search Engine Optimised
- ✓ Automatic subscriber alerts for new listings
- ✓ Comprehensive account statistics
- ✓ Fully automated listings management using Standard Real Estate Format
- ✓ XML Feed/Bulk Uploader
- ✓ Up to 10 images including Virtual Tours and videos
- ✓ Unlimited text in description
- ✓ Small image

## Gold

- ✓ Search Engine Optimised
- ✓ Automatic subscriber alerts for new listings
- ✓ Comprehensive account statistics
- ✓ Fully automated listings management using Standard Real Estate Format
- ✓ XML Feed/Bulk Uploader
- ✓ Up to 10 images including Virtual Tours and videos
- ✓ Unlimited text in description
- ✓ Medium image
- ✓ White background to standout in search results
- ✓ Designed to increase exposure and engagement

## Platinum

- ✓ Search Engine Optimised
- ✓ Automatic subscriber alerts for new listings
- ✓ Comprehensive account statistics
- ✓ Fully automated listings management using Standard Real Estate Format
- ✓ XML Feed/Bulk Uploader
- ✓ Up to 10 images including Virtual Tours and videos Tour
- ✓ Unlimited text in description
- ✓ Large image
- ✓ Blue background to standout in search results
- ✓ Displays in Top Spot section
- ✓ Generate up to 5 x more viewings and enquiries



# Listing Upgrades



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## Exclusive listing

- ✓ Display only your own listings exclusively in the "Similar Properties" ad spots on all your listings
- ✓ Ad spots on each of your full page listings
- ✓ Feature available ONLY for Unlimited Listings accounts

### Aveo The Parks - Earlville - QLD

Sit amongst tropical, landscaped gardens is Aveo The Parks, a welcoming retirement community just 15 minutes from the heart of Cairns. Within the village, it is the lush, tropical gardens and relaxed welcoming atmosphere that makes Aveo The Parks truly special. Residents have access to a range of exceptional facilities including an external bowling green, lap-style heated swimming pool and spa, billiard room, well-stocked library, gym and community lounge. There are also a host of regular village-organised events and activities on offer such as monthly dinners, exercise classes, and card and bowls tournaments, for those who wish to participate.

Surrounded by lush bush land and nestled between a pony club and a protected rainforest, Aveo The Parks is ideally located. With a major shopping centre just a five minute walk away, all of the day-to-day amenities such as medical services, supermarkets, cafes and restaurants, cinemas, boutiques and more are within easy reach. The village also offers a weekly shopping service in an air-conditioned 25-seater bus which travels further afield to the centre of Cairns' main shopping district.

ENQUIRE NOW

aveo

name

email

confirm email

phone

message

SEND ENQUIRY

View phone number

message

SEND ENQUIRY

☐ I'm not a robot

aveo

Aveo Retirement Living

View Provider Profile

Share this listing

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [Print](#)

Telford St

View larger map

View details ©2018 Google - Terms of Use

Email Alerts!

Sign up for new listing alerts and our email newsletter to help find your perfect retirement property. **DON'T MISS OUT**

Join our newsletter today!

Advertisement

BOLTON CLARK

RETIREMENT LIVING

FIND OUT MORE

Other listings you may like

Relaxed retirement living estate here, Seaside, NSW.  
Located in the charming suburb of Seaside, the picturesque Pambank retirement...

Construction is now complete at Gannaville, Newsworld, QLD.  
It's time to experience Australia's first luxury, inner city, 19 story retirement...

Aveo Maple Grove Retirement Village, Cairns, NSW.  
Located 20 minutes south of Sydney's bustling CBD, Aveo Maple Grove retirement...

# Listing Upgrades



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## Guaranteed Top Spot

- ✓ Own your suburb
- ✓ Top of page placement for suburb search results
- ✓ 3 x property images
- ✓ Highlighted to stand out from standard listings
- ✓ \$89 per suburb/per week\*

  
**NEW  
PRODUCT!**

Search Sale Rent Aged Care Providers News & Info Add Listing Login

Home NSW Hunter & North Coast Region NSW Port Macquarie

### Refine Search

Port Macquarie, NSW x

Update

**Suburbs, Postcodes, Regions**

NSW QLD VIC SA ACT NT WA

TAS

- ☐ Sydney & Surrounds
- ☐ Central Coast NSW
- ☐ Blue Mountains NSW
- ☐ South Coast and Southern Highlands NSW
- ☐ Hunter & North Coast Region NSW
  - ☒ PORT MACQUARIE
  - ☐ ADAMSTOWN
  - ☐ ADAMSTOWN HEIGHTS
  - ☐ ALSTONVILLE
  - ☐ ANNA BAY
  - ☐ BALLINA
- ☐ Other NSW

Update

**Listing Types**

**Price**

**Bedrooms**


**Property Features**

### Search Result

40 results in Port Macquarie NSW, 428 in surrounding areas


Sort: - Select -

**Port Macquarie** \$424,500




**Newport Village - Residence 152 - The Fabulous Karri - Site 152**

It's Functional & Stylish! The two bedroom & two bathroom Karri is everything you need to experience resort style living - day in and day out. The smart open plan living space effortlessly combines lounge, dining area and a galley kitchen...

 **Top Spot** [MORE](#)

**Port Macquarie**

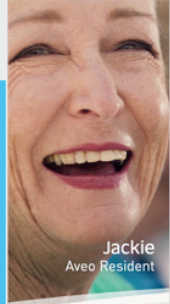


**Newport Village - Where Life Just Gets Better Everyday!**

Welcome to the Good Life! Newport Village is situated in the picturesque seaside town of Port Macquarie on the mid north coast of N.S.W. With one of the best climates in Australia - the summers are warm and the winters...

[MORE](#)


Advertisement



Jackie  
Aveo Resident

What happens at Friday drinks, stays at Friday drinks

[WATCH THE FILM](#)








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We have been a  
client for many years  
and have achieved great  
results. We like the fact that  
apart from having listings on  
the website, we also get access  
to their subscriber database  
which is gold!

Pare Tocker, Bougainvillea Bay Resort



# Display Ads: Skyscraper



## SKYSCRAPER

Specs - 600 x 160px

Your ads on the Homepage or on the Search Results Pages

- Rotational or Exclusive
- Target by State or Nationally
- Formats supported: JPEG, PNG, and GIF



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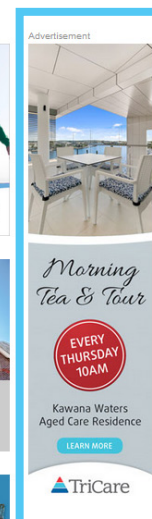
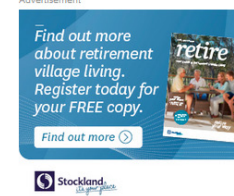
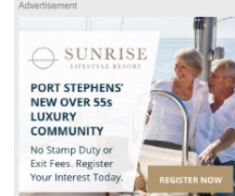
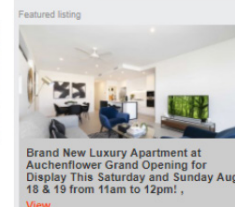
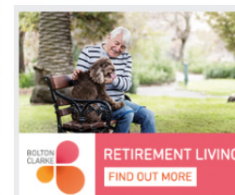
Sale • Rent • Aged Care • Providers • News & Info • Add Listing • Login

Search bar with filters: All Types, Search by Suburb, Postcode, State or Narr, Search, Any Bedrooms, All prices, Include surrounding suburbs, International Search.

### News and Information



### Featured Listings



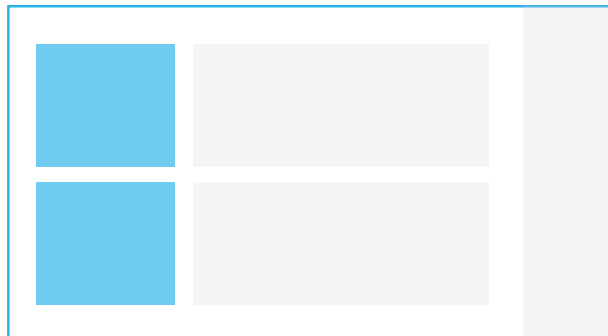
# Display Ads: Feature



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## FEATURE AD

Specs - 300 x 250px

Your ads on the Homepage or on the Search Results Pages

- Target by State or Nationally
- You can supply creative or simply nominate a specific listing
- Formats supported: JPEG, PNG, and GIF

Advertisement




**BOLTON CLARKE**

**RETIREMENT LIVING**

**FIND OUT MORE**


Featured listing



**Brand New Luxury Apartment at Auchenflower Grand Opening for Display This Saturday and Sunday Aug 18 & 19 from 11am to 12pm!**

**View**

Advertisement




**SUNRISE**  
LIFESTYLE RESORT

**PORT STEPHENS' NEW OVER 55s LUXURY COMMUNITY**

No Stamp Duty or Exit Fees. Register Your Interest Today.

**REGISTER NOW**

Bensville \$890,000 - \$950,000




**Relaxed Family Home Of Generous Proportions In Prized Location**

Easy living in this single level family home with a extensive undercover outdoor entertaining area. The rear of the home faces north allowing the sun to stream in most of the day to the open plan family area through to...

**DISCOUNT GROUP**

**MORE**

Duncraig From \$360,000




**Patricia Teague Retirement Village - 2 Bedroom Villa**

OVER 55's VILLA Patricia Teague Retirement Village is for the over 55's looking for an independent lifestyle within a community environment. Complex is managed by Retirees WA Exempt from Rates and Stamp Duty Low Monthly Maintenance Fee of \$265 Refurbished...

**MORE**

Innaloo From \$340,000




**Over 55's - 2 Bedrooms**

OVER 55's VILLA Well located 2 Bedroom Villa for the over 55's. Small complex of 6. A short drive to Innaloo and Karrinyup Shopping Centres. Mitchell Freeway and Stirling Train Station also close by. This low maintenance property is perfect...

**MORE**

OpenAgent.com.au



**ATTENTION DOWNSIZERS!!**

We'll make selling your home easier by finding you the right agent to suit your needs. Selling your house smarter, faster and for more money.

**Find the right agent now**

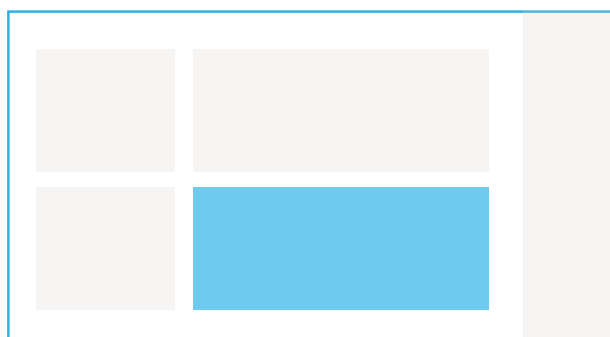
# Display Ads: Listing Divider



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## LISTING DIVIDER

Specs - Single Size 580 x 100px

Specs - Double Size 580 x 200px

- Your ads within the Search Results
- Rotational or Exclusive
- Target by State or Nationally
- Formats supported: JPEG, PNG, and GIF

Advertisement



**Love your neighbourhood?  
There's a village waiting for you.**

At Uniting, our goal is to make every retirement living dream a reality. Discover over 80 villages across NSW and ACT, supporting a wide range of lifestyles and budgets.

[Learn more](#)

**Uniting**

### Mitchelton



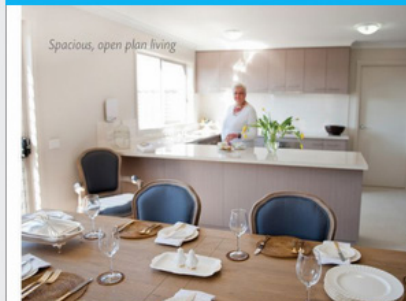
#### Churches of Christ Care Moonah Park Retirement Village

Moonah Park Retirement Village offers a wide range of lifestyle options, all with personally tailored care and support packages, which provide you with real lifestyle choices if or when you need them. We provide a lifestyle that enables you to...

[MORE](#)

### Warrnambool

From \$295,000




#### Endeavour Living - Retire in Style!

A lifestyle that you could get used to... Anchor Point represents a new level of prestige in over 55 living that ticks all the boxes. It's a thriving place to live for retirees, with a resort style low maintenance lifestyle,...

[MORE](#)

Advertisement



**OpenAgent.com.au**

**ATTENTION  
DOWNSIZERS!!**

We'll make selling your home easier by finding you the right agent to suit your needs. Selling your house smarter, faster and for more money.

[Find the right agent now](#)



# Electronic Direct Mail Specs



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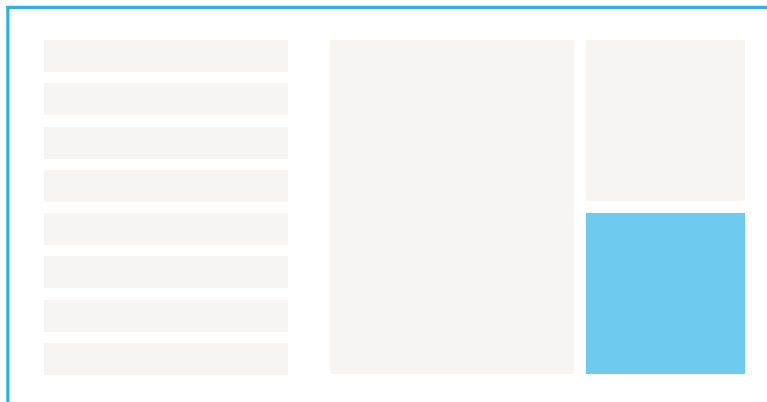
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## NATIONAL WEEKLY NEWSLETTER SPONSORSHIPS

Target our national audience/subscribers by sponsoring our weekly newsletter sent to our 15,000+ active subscribers on our database. Sponsorship includes your very own company logo, creative leaderboard and two feature properties.

We would also consider an editorial lead article which is subject to approval.



Logo specs - 150 x 150px

Leaderboard Specs - 580 x 200px

- A link can be provided to direct to a website or your listings
- Sent to all subscribers on the Seniors Housing Online network
- Formats supported: JPEG, PNG, and GIF

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Find the perfect retirement property or service with the right combination of location, facilities & price.

### "Not retiring - but refining".

A new trend is emerging with more empty nesters and baby boomers downsizing for lifestyle reasons - people who are not yet ready to retire are choosing to downsize earlier to a smaller home in order to upgrade their lifestyle.

[Read more...](#)

### News & Information

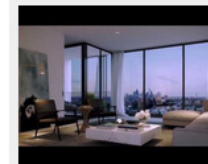
- [Find Your Perfect Retirement](#)
- [News and Information](#)
- [Add a New Listing](#)

Newsletter Proudly Sponsored By:



"Please note this national newsletter features all states. The daily 'new listing' email alerts reflect your own search preferences. Click on the link at the bottom of this email to manage your profile."

### Featured Listings



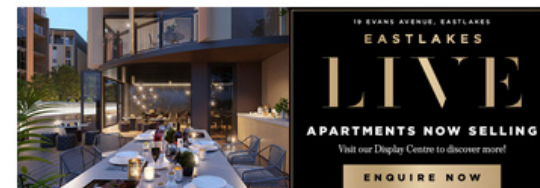
Luxurious 1 Bedroom Apartments Coming... - Eastlakes - New South Wales  
Crown Group's newest and largest project to date, Eastlakes Live...

[View](#)



Luxury Residences Coming Soon to... - Eastlakes - New South Wales  
Crown Group's newest and largest project to date, Eastlakes Live...

[View](#)



# Electronic Direct Mail Specs



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The Gracewood Retirement Village - 2 Bedroom Unit - Kellyville - NSW

Listing ID: 28802




## The Gracewood Retirement Village - 2 Bedroom Unit

Coming soon - Final Stage of The Gracewood Community

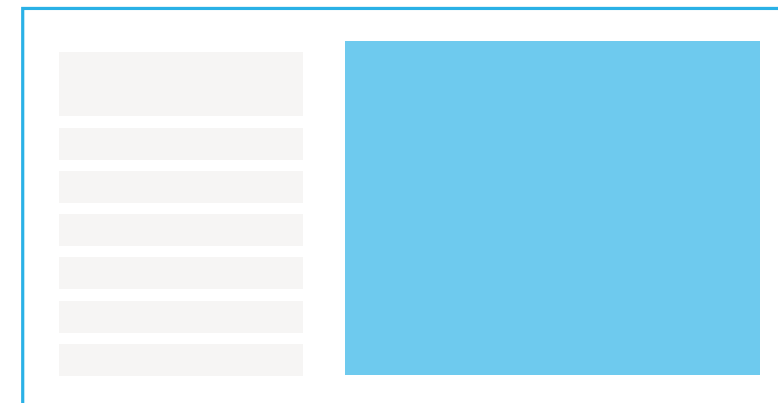
Showcasing the epitome of elegant luxury throughout this architecturally designed retirement living apartment in the final stage of The Gracewood Retirement Village.

- Two spacious bedrooms with built-in robes
- Modern open plan living with expansive private balconies
- High end design, including stone benchtops and stainless steel appliances
- Ducted air conditioning
- Contemporary bathroom and ensuite
- Stunning floor to ceiling windows and doors to capture natural light and cross flow ventilation
- Surrounded by open green spaces
- Undercover secure basement parking and storage
- Access to the wonderful resort style facilities including first class cuisine restaurant, casual café, swimming pool gymnasium, library, hairdresser, beautician, several BBQ areas and resident workshop.
- You'll also have access to additional facilities as part of the new stage including bocce, putting green, giant chess, fire pit and outdoor dining.
- Be part of a community where you can enjoy a number of social activities including craft, movie nights, yoga classes, group exercise classes, painting group, gardening groups, walking groups, choir, games night, and regular outings.

CONTACT INFORMATION	LISTING DETAILS	
<b>Contact:</b> The Gracewood Retirement Village <b>Phone:</b> (02) 8804 4794 <a href="#">Enquire About This Listing</a> 	<b>Price</b>	Starting From \$705,000
	<b>Bedrooms</b>	2
	<b>Listing Features</b>	Garage or Parking Space Pets Allowed Lift Access Secure Access Retirement Village
	<b>Level of Support Available</b>	Independent Living Community Bus Personal Care Services 24 Hour Emergency Call
	<b>Onsite Facilities</b>	Swimming Pool Recreation Centre / Clubhouse Cafe or Restaurant
	<b>Location</b>	Public Transport Nearby Shops Nearby

## E-BROCHURE

Send an exclusive one page email featuring a listing of your choosing directly to those people who are actively searching in the local area.



- A link can be provided to direct to over 15,000 + active email subscribers, already registered as active searchers for retirement properties and services by local areas
- 1,500 NEW email newsletter subscribers per month on Seniors Housing Online
- Target active buyers by area
- Can be used at anytime
- 12 month expiry on packs
- No artwork required
- Based on an active listing
- Comprehensive statistics report provided for each send out



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Stats show we have  
had more views from  
SHO than from one of the  
major property portals!

The team at SHO are exceptional –  
always there to assist and offering  
great advice for our campaigns.  
Highly recommend!

Sandra Mitchell, Woodlands Village  
Cherrybrook



# Let's work together



02 4963 1625



[enquiries@downsizing.com.au](mailto:enquiries@downsizing.com.au)



Level 14, 5 Martin Place Sydney NSW 2000



[downsizing.com.au](http://downsizing.com.au)



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