



BUILD YOUR LISTINGS REVENUE

WHO WE ARE



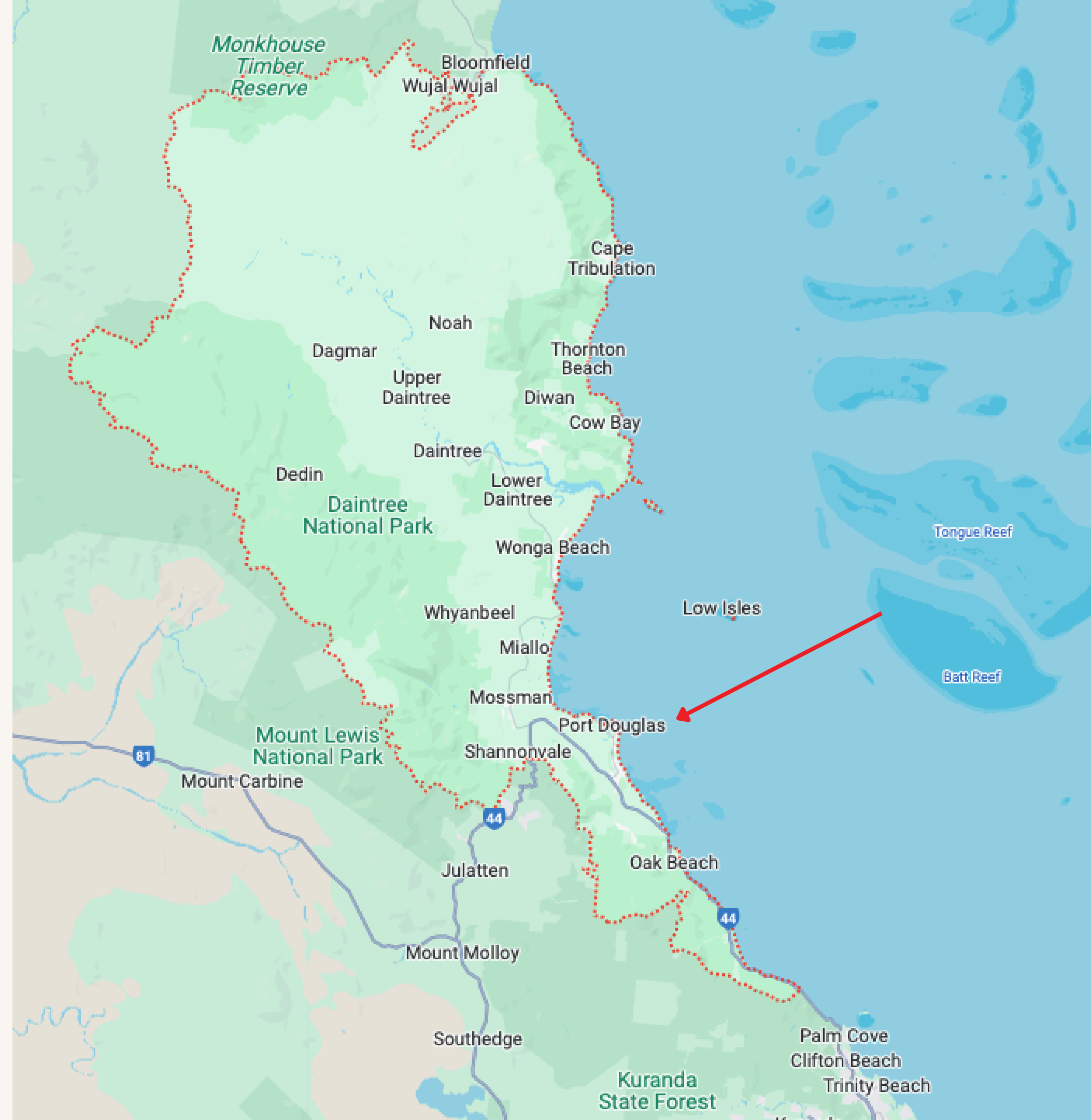
Aggy Renaudin
Sales & Sponsorship Executive
Business Development



Jamie Jansen
Journalist
Advertorial Editor
Business Development

Douglas Shire News Newsport

- Based in Douglas Shire, Far North Queensland
- Local, independent news source since 2010
- LINA Summit was held here in 2023
- Now an established real estate listings platform



PRE-LAUNCH STRATEGY

HYPER-LOCAL PROPERTY NEWS FIRST

- Started 5 years ago with consistent property coverage
- Topics we covered:
 - Finance & lending updates
 - Body corporate issues
 - Housing supply & demand
 - Insurance
 - Rental and property management
 - General market trends
- Goal: Establish ourselves as the local real estate experts
- Built content through relationships with local agents and industry experts
- Tip: Start publishing property news early

Support Newport
Preserve local independent journalism
[Support us](#)

Douglas Shire News
Newsport

LS & COLUMNS

REAL ESTATE

JOBS & NOTICES

WHA



26/03/2025

DREAM PROPERTY

Iconic Glass House sees price drop as Raine & Horne pushes for sale



12/03/2025

DAINTREE SPECIALIST

True Daintree real estate expert Mark Whitham helps buyers find their paradise



05/02/2025

CONTRIBUTOR ARTICLE

Queensland's big housing move: Spare rooms, stand duty, and fresh starts



27/01/2025

POPULAR LOCAL RESTAURANT ON MARKET

Beloved Port Douglas restaurant, Little Larder, hits market



22/01/2025

STUNNING HOUSE

Unique Port Douglas home up for grabs



24/12/2024

LITTLE RAY OF GIVING

Forget Santa's workshop, Douglas Shire is the real holiday hero



05/12/2024

HOLIDAY MAGIC

Christmas lights competition returns to brighten the festive season

[last 90 days](#)



PAPILLON
LANDSCAPES

[Contact us](#)

Selling?

Newsport readers love real estate

[Contact your agent](#)

PROPERTY FOR SALE

Sell your property with a Newport Property listing

Price: CONTACT YOUR AGENT TO LIST

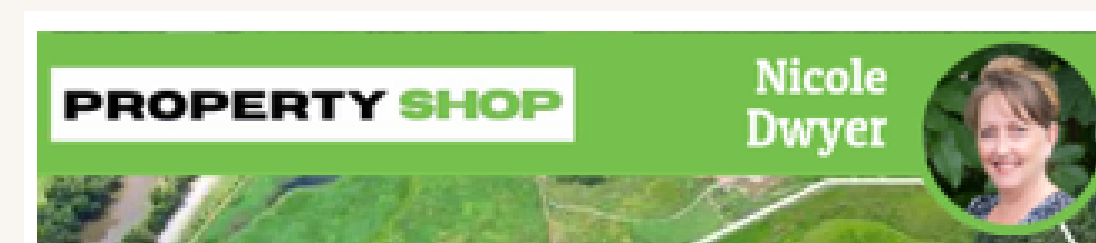
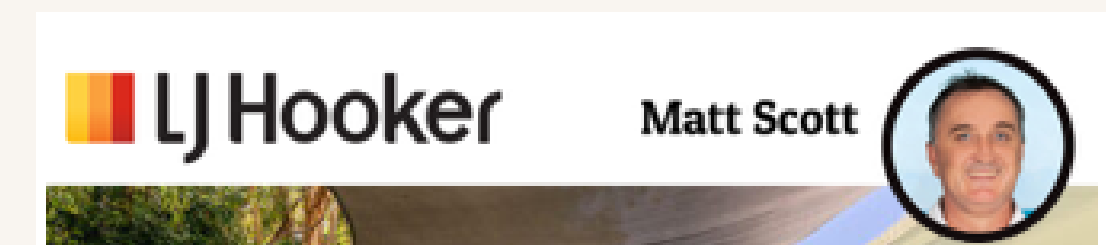
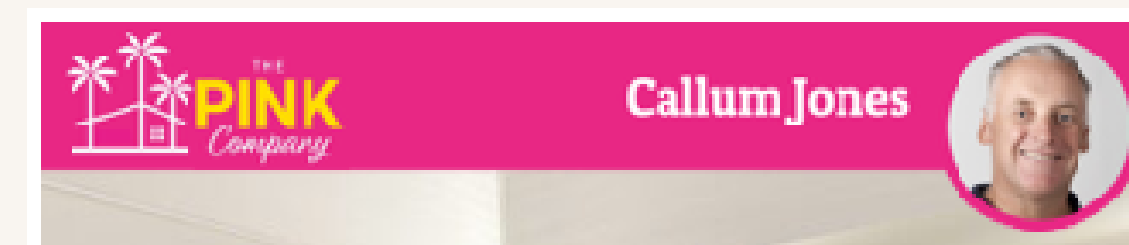
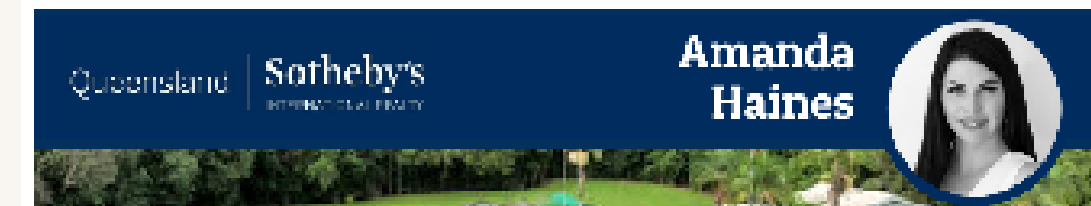
[Send me info](#)

[Suburb info](#)

[Website](#)

RELATIONSHIPS WITH LOCAL AGENTS

- Built strong ties with local agencies
- Get feedback from admin staff who manage listings
- Meet with Agents and find out their strategy



START LISTING-BUILD PROPERTY UPLOADS

- 'For Sale & Lease' listings
 - Features
 - Info
 - Buttons
 - Send me info
 - Suburb info
 - Website
 - Map
- Form

Douglas Shire Property for Sale & Lease

Filter

Open homes

Auctions

Receive property updates

RayWhite

Mark Flinn



EFFORTLESS LIFESTYLE PORT DOUGLAS HOME

6 Yiki Street, Port Douglas

Price: \$850,000 +

Listed: 20/03/2025

3 2 2

Send me info

Suburb info

Website



Callum Jones



PLANTATION-STYLE PERFECTION

8/31-39 Murphy Street, Port Douglas

Price: \$1,599,000

Listed: 28/10/2024

3 4 2

Send me info

Suburb info

Website



Callum Jones



PREMIUM MIRAGE BEACHFRONT VILLA

Mirage Villa 451, Pandanus Way South

Price: Offers over \$3,450,000

Listed: 04/02/2025

4 3 2

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Support Newport
Preserve local independent journalism

Support us

Douglas Shire News
Newsport

Sign up to our daily newsletter

Enter your email

Subscribe

ADVERTISE

NEWS

SPORT

LETTERS & COLUMNS

REAL ESTATE

JOBS & NOTICES

WHAT'S ON

BEACHCAM

BUSINESS & TOURISM

DIRECTORY

ABOUT US



Real Estate Property Listing Submission Form

Agency name*

Agent name*

Date property was listed on the market

Listing address*

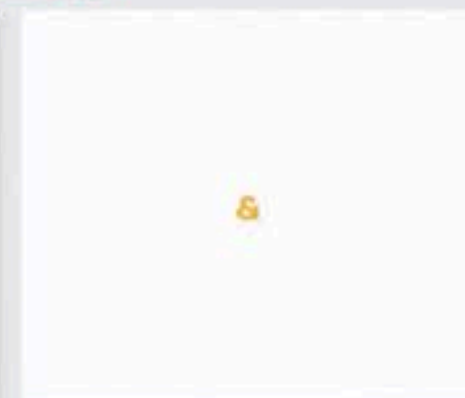
eg. "3 The Lake Close, Port Douglas".

Once you've entered the address, click on the "Mark on map" button. You can move the marker on the map if you need to & the coordinates will update.

Mark on map

Map

Satellite



REAL ESTATE EMAIL ALERT

- We created an email subscription just for real estate
- Now we send alerts with new listings, property news and open homes / auctions
- This helped grow and retain our property audience

Share with a friend

Subscribe here

New FOR SALE listings

Raine & Horne. David Cotton 





HIGH ABOVE PORT DOUGLAS WITH BREATH TAKING VIEWS - THE WOW FACTOR!

26 Island Point Road, Port Douglas

Price: Expressions of Interest
Listed: 30/04/2024

 4  5  2




RayWhite. Mark Flinn 



AFFORDABLE MOWBRAY VALLEY LIVING

36B Grays Creek Terrace, Mowbray

Price: AUCTION
Listed: 24/03/2025

 3  1  1

LET'S TALK REVENUE

- We started by offering listings for free
- At the start, listing = \$100
- After more than 2 years, gone to \$150
- In Year 2, we earned \$50K
- We support the industry with free Open Homes/Auctions and inclusion in the Newsletter - builds goodwill

Real Estate Packages

Until Sold or Leased Listing Packages

- Dynamic Listings - [Visit Page](#) \$150
- Remains on page until the property sold or leased
- Included in the Newsport Market Update - 18K subscribers
- Free access to Open Home and Auction pages with direct link and direct enquiry options
- Open Home and Auctions dates shared in Market Update email
- Included in Daily Newsport Newsletter Alerts - 15K subscribers
- Please contact your **Real Estate Agent** to list

Property Feature Package (+ Listing)

- 500+ word feature including images and links (casual price \$750) + \$750
- Plus an Until Sold Listing

REAL ESTATE ADVERTORIALS

- Key revenue stream using native ads
- Storytelling approach: personal, engaging
- Focus on the agent or vendor
- Builds trust and connection with readers
- Adds value for agents and helps listings stand out

True Daintree real estate expert Mark Whitham helps buyers find their paradise

DAINTREE SPECIALIST



Jamie Jansen
Journalist
[Email Jamie](#)



Last updated: 12/03/2025 - 15:00 (AEST)



Raine & Horne Port Douglas Daintree specialist Mark Whitham has a deep passion for the region and enjoys helping others find their own piece of paradise. Picture: Jamie Jansen

BUSINESS FEATURE

Mark Whitham has been with Raine & Horne Port Douglas for 14 years and knows the Daintree like a true local. Living north of the Daintree River with his family, he offers firsthand insight into buying and selling in this unique and beautiful region.

KEEP RELATIONSHIPS ALIVE

Share performance reports with agencies:

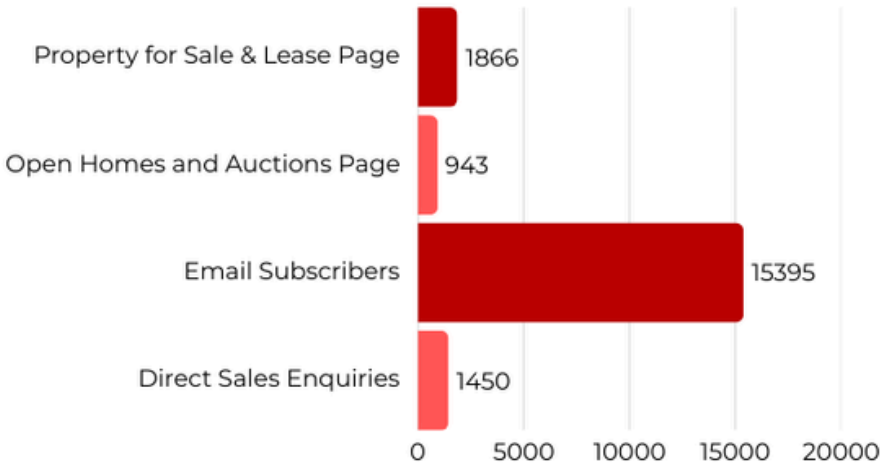
- Number of visitors
- Page views on each page
- Direct enquiries
- Number of redirected link
- Email subscribers
- Clicks from the email

raywhiteportdouglas	February	
	Event Count	
17/9 Port Douglas Road, Port Douglas	80	
17/14-32 Barrier Street, Port Douglas	51	
8 Wandi Close, Port Douglas	34	
4 Jabiru Close, Port Douglas	26	
15 Yiki Street, Port Douglas	18	

February, 2025

Douglas Shire News
Newsport
Real Estate services

Website Performance Overview



 More Information
<https://www.newsport.com.au/>

FEEDBACK

- Real Estate agencies and community using our service regularly, which needs some assistance and so just hired a new VA - Jessabel
- More properties are being loaded on our For Sale page and we have now made the Real Estate update email weekly instead of bi-weekly
- Matthew Essex (Property Shop) said that after posting the new property (38 Eagle Close) he received 1 enquiry from realestate.com and 1 from Newsport within 24hours
- Patsy from Colliers sharing great feedback on our Real Estate pages and article - she did 2 real estate package this month and received enquiries straight away, even just with the listing
- Feedback from Amanda, Sotheby's, about Open Homes - she said that since they add on Newsport the open homes dates for Escape Villas, they have a lot of people showing up

STEP-BY-STEP: HOW YOU CAN DO THIS

Start today

1

Start by building your audience

2

Build relationships with agents and admin staff

3

Implement a real estate listing & for sale platform

4

Grow your real estate email list

5

Create revenue through real estate advertorials and packages

6

Track performance and report back to your clients

APPLY STRATEGY TO POSITIONS VACANT

- We've applied the same listing process to Position Vacant
 - Build interest with content
 - Create a listing form
 - Share in email Alert
- Low-tech, high-trust
- Feedback

Nicki from LJ Hooker do not publish their position vacant on seek anymore but use Facebook and Newsport only. After 24hrs she already received applications.

Positions Vacant in Douglas Shire, Far North Queensland



Briody Plumbing

QUALIFIED PLUMBER

Full time / \$40-50 per hour

Briody Plumbing is a locally owned company, operating in Cairns for over ten years. We currently have a permanent, full time opportunity for a Qualified Plumber with experience in either of the following areas; Domestic, Commercial and Civil Plumbing.

Qualifications & Experience

- Valid QLD Plumbing License (QBCC)
- Current QLD driver's license
- Construction White Card
- Must have own tools

Great company benefits.

If you are interested, we would love to hear from you.

Please send your resume to admin@briodyplumbing.com.au

Elliott Briody

Briody Plumbing Pty Ltd Cairns

admin@briodyplumbing.com.au

13:13 27-03-2025

RESPONSIVE WEB DESIGN, CODED FOR DEVICE INDEPENDENCE

Filter

All locations

Houses for sale

No price filter

Sort by Price (low - high)


All listings

Auctions

Open Home

RayWhite

Emily Doolah



LUXURIOUS LIVING WITH VIEWS OF THE CORAL SEA

38 Eagle Close, Bonnie Doon

Price: Offers over \$3,25M

House

5

3

4


Send me info

Suburb info

Website

RayWhite

Emily Doolah



THE LATEST JEWEL IN PORT DOUGLAS' CROWN OF LUXURY LIVING.

30-32 Warner Street, Port Douglas

Price: \$4

House

4

5

2

Send me info

Suburb info

Website

Filter


All listings

Auctions

Open Home

RayWhite

Emily Doolah



LUXURIOUS LIVING WITH VIEWS OF THE CORAL SEA

38 Eagle Close, Bonnie Doon

Price: Offers over \$3,25M

House

5

3

4


Send me info

Suburb info

Website

RayWhite

Emily Doolah



BLOGS

TOURS

ACCOMMODATION

FOOD

MORE

Thanks!

