

Accelerating Momentum: Farmbuy's 2025 Growth Story

Sept-Nov 2024 v Sept-Nov 2025 growth comparison

+77.2%

Property Enquiries Growth

2,919 (2024) to 5,172 (2025)

+55.5%

Total Leads Growth

5,104 (2024) to 7,937 (2025)

+41.2%

Property Views Growth

863,509 (2024) to 1,219,573 (2025)

farmbuy real estate

Cumulative Traffic & Engagement (Sept - Nov 21st Total)



Total Users

(+38.1%)

561,566

vs. 406,640
(2024)



Total Sessions

(+34.6%)

559,730

vs. 415,841
(2024)



Property Searches

(+19.7%)

586,108

vs. 489,781
(2024)



Clicks to Call

(+26.6%)

2,767

vs. 2,185
(2024)

Key Takeaway: Accelerated Buyer Intent

Unmatched Momentum: With user growth topping +38% and enquiry rates nearly doubling in key months, Farmbuy is experiencing a surge in high-intent traffic.

The 77% surge in Property Enquiries confirms that farmbuy is effectively connecting vendors with high intent buyers.

Buyer Confidence: The significant increase in "Leads" and "Enquiries" over general "Views" proves that the audience is not just browsing—they are ready to buy.



Contact Us:

To book your next Farmbuy upgrade, get in touch and we'll help you choose the best package – including exclusive incentivised options tailored to your property.

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