



50,000 Australians create Renter Resume profile in its first 100 days

One-click property applications made possible with Renter Resume

1 FEBRUARY 2017: Success of the Rent.com.au recent release Renter Resume, is skyrocketing just 100 days after it was launched.

The Renter Resume feature, launched in October 2016, allows users to create a rental profile, which then allows for the automatic generation of property enquiries and applications. Prospective renters can apply for a property while they are inspecting it with the click of a button.

Since the launch, more than 50,000 Australians have created a RenterResume to help them find a new home through Rent.com.au, Australia's number one website dedicated to rental property.

RENT Chief Executive Officer, Greg Bader, said the strong adoption of Renter Resume reflected that RENT is addressing a real gap in the market. "Our Renter Resume is a unique product that helps both the renter and the property manager. Obvious benefits are the automated enquiry and application processes but it is much more than that, it allows renters to better present themselves, including references, pets, etc. It really gives them a head start in what is often a competitive process. Feedback we are getting is great, we are making a positive difference to people and to be honest, that is what is driving us"

Customers

Dave Vernon, of Petersham, is one such person. "My wife and I set up a Renter Resume profile, did an online application through them and once it was submitted the real estate agent could see it all," Vernon said.

"It just made it really easy. It's a one-stop shop. It is a totally different ball game. The other sites you find are just search engines, really. But Rent.com.au offers so many services and being able to submit your application makes it so much easier."

Daniel Lawrence, of Waterloo, is another Renter Resume fan. "Fantastic product, makes it easy coz you don't have to fill in heaps of forms. You fill it once and it's all there for you to enquire and apply for properties. My wife and I are moving into our new home on Friday, Rent.com.au not only helped us to find our property, they also helped us with the bond financing and connecting our utilities before we move in"

Bader added, "As a community we need to get our heads around the fact that almost one in three of us is renting a property and this number is growing each month. While a lot of debate focusses on housing affordability and no doubt in some areas house prices are a real driver, we are also seeing more and more people renting as a logical and deliberate choice for many different reasons. We need to lose the stigma around renting.

RENT's objective is to make the process of renting less intimidating, less complicated and less stressful for all parties within the renting sector. "This is only the start, our Resume will build over time and our objective is to quickly get to a point where quality renters can be rewarded for their good standing – all landlords want to a great tenant and we can show that. This will lead to personalisation in the process, for example- if we have a great tenant and a great landlord, what's the point of regular inspections? (just wastes times and is an inconvenience)

The 50,000 milestone is fantastic, the resume is being used every day to help people find that property and we have over 500 new resumes created each day. So for us at RENT, knowing we are helping people is a big motivator and the best bit, we have only just started !

About Rent.com.au

Rent.com.au is Australia's number one website dedicated to renters and rental property, and a leading advocate for the country's growing number of rental tenants. With a suite of services dedicated solely to rental properties, Rent.com.au helps renters, agents and landlords find the right fit.

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