

## Media Release

23 September 2015



### **National Property CEO endorses Rent.com.au's new Private Landlord strategy as a significant step in balancing the Australian rental marketplace**

A new initiative by Rent.com.au to create a total market place for rental property by enabling private landlords to shift from traditional print advertising to an online listing via its dedicated web portal has been welcomed by the national CEO of Professionals Real Estate Group, Shane Kempton.

Reflecting Rent.com.au's sustained growth in the rental sector across Australia, Mr Kempton acknowledged the newly listed ASX company's decision as a timely and innovative step towards balancing the rental property marketplace:

"We applaud the vision demonstrated by Rent.com.au in providing greater opportunities for private landlords to advertise side-by-side with real estate agents for the benefit of all parties and the wider community.

"This new marketplace will create more opportunities for real estate agents and property managers to access what is typically a diverse and fragmented private landlord market.

"With around 300 offices across Australia and New Zealand, we are constantly looking at better ways to provide our range of services to landlords needing professional management of their property.

"This open invitation by Rent.com.au for private landlords to have free and real-time access to millions of renters in one online and dedicated rental environment, is an exciting and significant step forward for the entire rental property sector, and will provide renters with greater choice when needing to find their next rental property.

"This can only result in better lifestyle and accommodation decisions for renters and investor outcomes for landlords. We encourage landlords to take up this offer and benefit from their vision, but should never overlook the value and peace of mind through professional tenancy management."

More than 7 million renters and 1 million private landlords are set to benefit from the company's decision to waive its standard advertising costs for all private landlords and reflects the growing trend towards renting as a lifestyle choice for millions of Australians, which currently stands at a national average of around 30% and is predicted to reach 40 and 50%, as evidenced in other countries.

Rent.com.au Founder and CEO, Mark Woschnak, said the decision signals a major turning point from the traditional way in which landlords advertise from print, to a more professional, lower cost and immediate solution to finding their next tenant online:

"Landlords no longer have to be invisible. We have created a total marketplace, which gives greater choice for renters and better services for landlords. We are focusing on creating a vastly more professional and dynamic marketplace for renters."

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## NOTES TO EDITOR

### About Rent.com.au

Australia's leading, dedicated rental property website and business, Rent.com.au, is focused on delivering a single marketplace for renters, property agents and non-agent landlords. The site is the only national property portal in Australia that focuses exclusively on the rental market and is now a top ten national property website.

Established in 2007 by property and media entrepreneur, Mark Woschnak, the company has identified the gap in the market place with relation to the provision of a site dedicated to rental property and the rental process. Since commencement, the company has experienced rapid growth in its profile and services for the number of renters in Australia (30% of the population).

The company's recent listing on the ASX in June 2015, has propelled the company into a dynamic phase of growth as it strengthens its leading position in the market as the 'Home for Renters in Australia'. As Australia's only dedicated online website for renters, the site currently has more than 58,000 active property listings and envisages a strong upward trend in the rental demographic in Australia.

### References to Rent.com.au

General Mentions - rent.com.au (or 'the company')

General Titles /Headings - Rent.com.au

The website - www.rent.com.au (or the site)

Financial /ASX reference - Rent.com.au Limited (ASX: **RNT**)

### Fast Facts

1. There is no other national site that is dedicated to rental property. By allowing all types of rental property listers (not just industry professionals), Rent.com.au can provide the largest possible selection of rental property available at any one time.
2. Rent.com.au provides private landlords a professional choice of either marketing their own property or using one of the site services to find and appoint a property manager.
3. With approximately 46% of rental property managed by non-agents, the site offers a unique service RentQuotes, which provides a new level of convenience, access and professionalism for landlords seeking a property manager. In addition to finding agents in a local area, landlords can enter the details of their rental property (including property type, location, vacancy date etc) and receive timely competitive property management appraisals back from local real estate agents. (*source ABS : 2011 Census of Population and Housing*)
4. Rent.com.au differentiates itself from other general property for sale websites as a purpose-built site for property managers, private landlords and renters, rather than sales agents and buyers/sellers of property.
5. 6,400 property agents and 9,000 non-agent landlords currently use www.rent.com.au to advertise their rental property (*source: rent.com.au data centre*)