

Media Release
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Greater choice for Australia's 7 million renters as Rent.com.au offers Free property listings for private landlords

More than 7 million renters and 1 million private landlords are set to benefit from Rent.com.au's (ASX:RNT) announcement to waive its standard advertising fee and offer free property listings to all private landlords across Australia via its dedicated rental property website.

The offer follows the company's recent debut on the ASX and reinforces its commitment to create a total marketplace for rental property, by enabling landlords to shift from traditional print advertising to an online listing via www.rent.com.au.

The company's decision reflects its sustained growth in the rental sector, amidst a 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, to a national online service dedicated to rental property, offering a more professional, lower cost and immediate solution to finding their next tenant:

"Landlords no longer have to be invisible. We have created a total marketplace, which gives greater choice for renters and better services for landlords. It's just like carsales.com.au and seek.com.au have done in their respective industries where they brought together the professional industry participants and private listers. We are focusing on creating a vastly more professional and dynamic marketplace for renters.

"Even though 46% of the rental property market is managed privately, landlords are significantly under-represented online and have previously relied on expensive and limited print media options, where a single 8 line ad placement can cost hundreds of dollars. We're simply making it easier for them to advertise online and find suitable tenants as quickly as possible, by advertising on a dedicated and secure national rental property site with 24/7 access, photos, unlimited edits and full flexibility to leverage their property's value.

"With the vast majority of landlords unable to list on real estate agent sites and still using traditional print media, renters have also been missing out on seeing the full picture of available rental accommodation options.

"By integrating landlord and agent listings, we're firing up our commitment to renters, providing a total marketplace to deliver the widest choice of rental properties in one easy, nationally branded site. This simple solution will benefit every landlord, property manager and renter in the country."

The rent.com.au website is well supported by the real estate industry with over 6200 real estate agencies using the site, providing about 80% of all national agent listings.

The new initiative by Rent.com.au has been welcomed by the national CEO of Professionals Real Estate Group, Shane Kempton, 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 potentially 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.”

Private landlords will also benefit from access to the range of value-add data and knowledge services to assist in the effective advertising of their investment property, such as RentReports, RentCheck and RentQuotes, which allows landlords to obtain immediate and multiple property management quotes from local agents serving their area.

The free listing offer is only available for a limited time at www.rent.com.au

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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, reflecting the increasing 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 boasts 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 property.
5. 6,200 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)*