

ASX Announcement

6 October 2017

RENTER RESUMES EXCEEDS 175,000 WITHIN FIRST YEAR

Rent.com.au Limited (ASX: **RNT**) (“**RENT**” or “**the Company**”), Australia’s Number 1 website dedicated to rental property, is pleased to announce that its Renter Resume feature has now exceeded 175,000 Renter Resumes created since its launch less than 12 months ago.

Key Highlights:

- › Already more than 175,000 Renter Resumes created
- › Has driven strong growth in revenue from renters
- › Provides platform for further product/revenue development

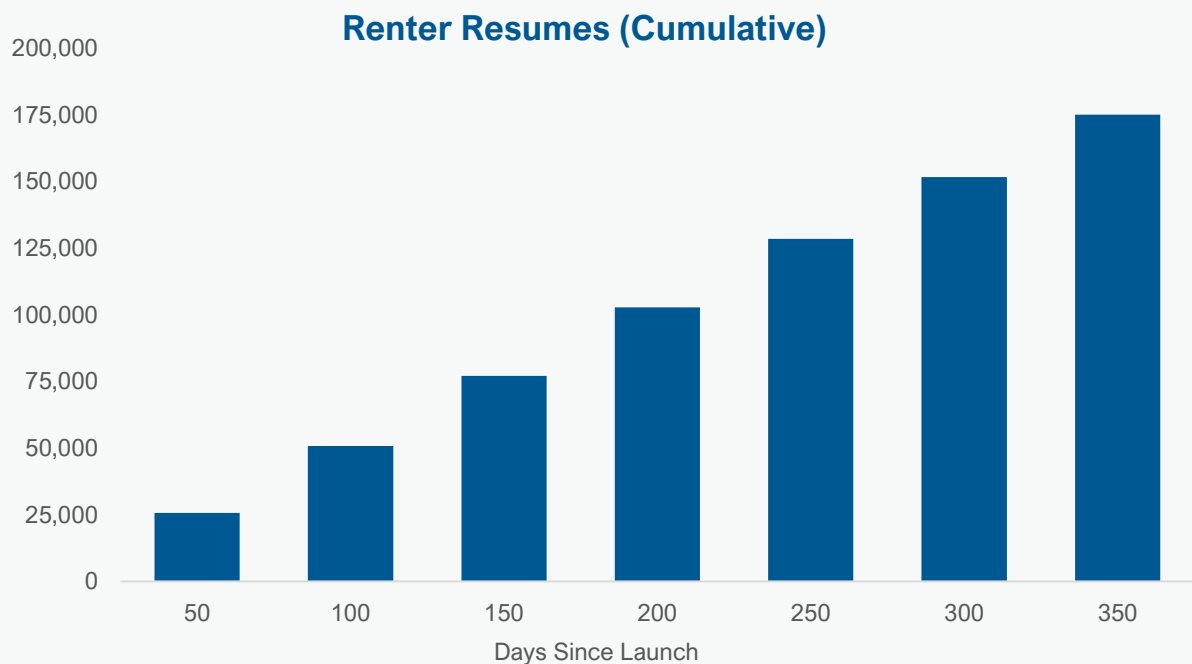
Renter Resume Surpasses 175,000 in Under a Year

“Renter Resume has been a fantastic addition since we launched it nearly a year ago. We know it makes sense and that every day it is helping renters find their perfect property,” said RENT CEO Greg Bader.

“Renters are providing an incredible level of detail. Not just the basic facts of who they are but also the broader narrative on their situation and desires. I would like to think this is starting to have a positive impact on how people who rent are perceived. This aspect is important not just to us at RENT but also to society as a whole,” commented Mr Bader.

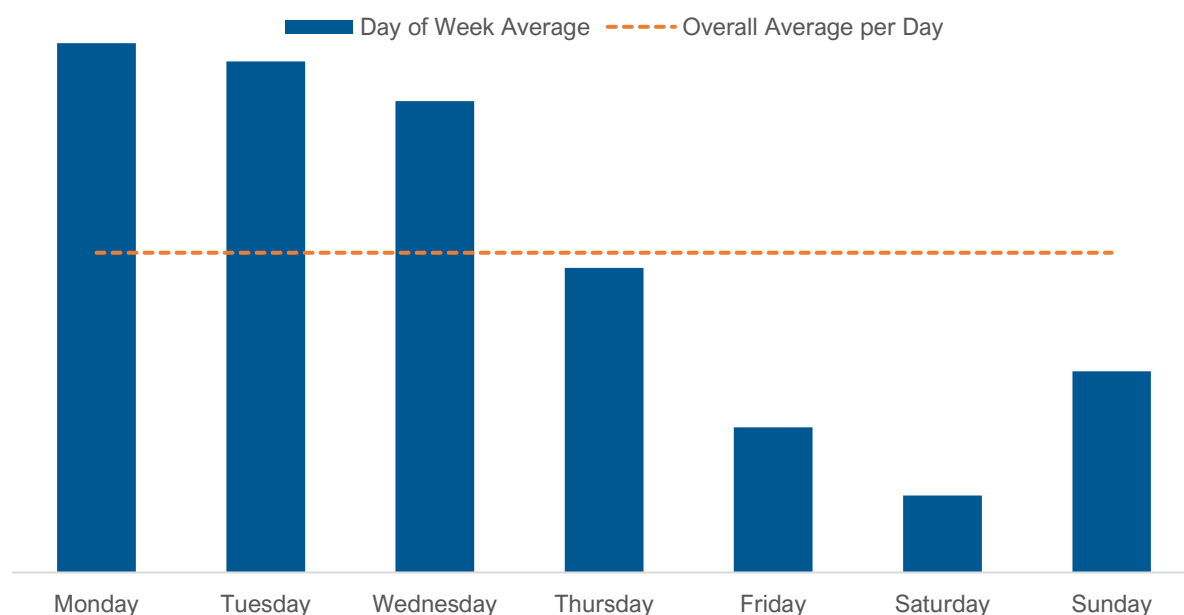
“With the proportion of people renting already more than 30% nationally (about 7.5 million people) and increasing each year, we as a community need accept that for many people, renting is a valid and logical choice that suits their circumstances at a point in time.

“We’ve been delighted that the overall rate of Renter Resume creation has held up well. We’ve achieved 175,000 Renter Resumes in 350 days since launch, an average of 500 per day which has remained fairly constant throughout, obviously with minor seasonal fluctuations from quarter to quarter in line with the broader rental market”.



“Looking at some of the creation statistics also gives us an interesting insight into how customers are using the Renter Resume and we can align that with the property search cycle,” continued Mr Bader.

Renter Resume by "Day of Week"



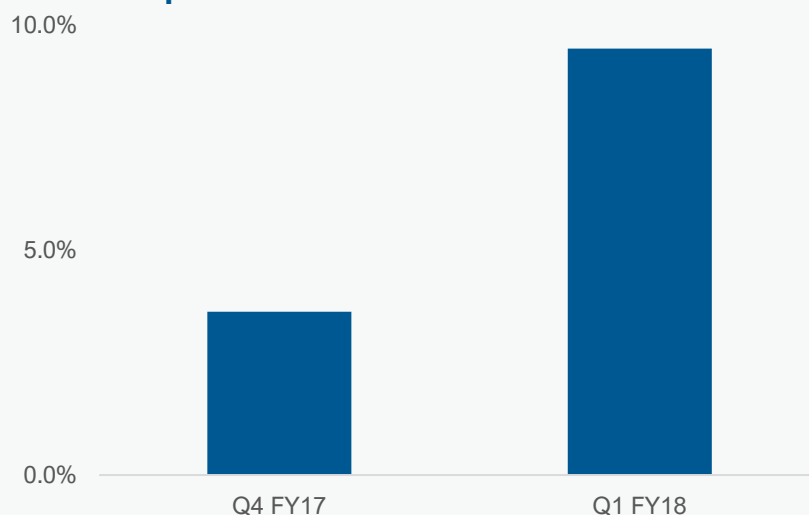
“Mondays are our busiest times for people creating Renter Resumes, as people start their property search. It then starts to drop towards the end of the week and Saturdays are the quietest because people are out inspecting properties. Renter Resume allows them flexibility to either submit their application on the spot or later once they’ve viewed all properties on their shortlist”.

Increasing Rate of Renter Product Adoption

“We have continuously improved Renter Resume functionality and will continue to do so,” said Mr Bader. “We chat to our customers and get great ideas for enhancements which, along with the data we get from monitoring the flow of Resume creation on our site, help us to identify where we can improve the ease of use for our customers.

“We’ve seen that through these enhancements, renters are using our products more. If we look at the rate of RentChecks and RentBonds per Renter Resume created over the past three quarters, the attachment rate of these revenue generating products increased 4% from Q3 FY17 to Q4 FY17, with a more substantial 10% increase in attachment rate between Q4 FY17 and Q1 FY18, the most recent quarter.”

Improvement in Product Attachment



Platform for Further Product Development

“Another advantage of the information contained within Renter Resume is that it also helps us to offer renters better and more relevant products and services,” explained Mr Bader.

“Just one example; we’re still seeing between a quarter and a third of Renter Resumes with Pet Resumes created. While the main aim of this function is to help the renter have the conversation with the agent or landlord about their furry family, we also know that about 84% of these pets are not insured. This has led us to work with a specialist pet insurance provider to offer pet insurance products to renters. Our renters get a special discounted offer and we receive a fee for every pet insurance policy taken out.

“There are many similar opportunities and we’re working on a number of them at the moment. We expect we can deliver more innovative products while at the same time sticking to our principles of advocating for renters by getting them the best deal,” concluded Mr Bader.



Tick the things that apply

- Insured
- Registered
- Microchipped
- Vaccinated
- Desexed
- House trained
- Inside pet
- Outside pet

Next




Cancel

ENDS




About rent.com.au

rent.com.au (ASX: RNT) is Australia's #1 website dedicated to rental property. Our rental only positioning allows RENT to legitimately advocate for renting and renters.

Our Rules

	Renters in Suits	Our renters will always be presented in such a fashion as to maximise their chances of getting the home they want
	Properties on Pedestals	We present our properties with additional and relevant information
	Flick the Forms	Let's automate where we can. We can't remove the need for you to eyeball the property before signing (yet!), but we can remove most of the paperwork

Our Products

	Check to see if you are shown as a good tenant and add it to your resume to stand out from the crowd.
	Great convenience product helping renters bridge the gap from one rental to another by financing their bond online.
	Hassle free moving – get someone else to ensure the lights are on and the water is hot when you move in – for free!

Renter (and Pet) Resume

