

RENT.COM.AU PARTNERS WITH AIRBNB

Rent.com.au Limited (ASX: RNT) (“RENT” or “the Company”), Australia’s Number 1 website dedicated to rental property, has entered into a partnering agreement with Airbnb, the world’s leading holiday accommodation website.

RENT Chief Executive Officer, Greg Bader, said the partnering agreement with Airbnb was the first of what is expected to be a series of agreements between RENT and various partners, delivering benefits for RENT’s customers:

- Renters – can ‘try before they buy’ and test drive a new neighbourhood, before signing a rental lease;
- Private Landlords – can cover short term periods of vacancy by also listing on Airbnb; and
- Agents – renters who are familiar with their new community are more likely to happily remain in that location on a long term basis.

Media Release

RENTERS TRY BEFORE THEY BUY - AS RENT.COM.AU ‘CHECKS IN’ WITH AIRBNB

The new partnership is encouraging renters to ‘try before they buy’ and test drive a new neighbourhood, before signing a rental lease.

Schools, cafes, shops, sporting facilities, public transport, entertainment and the arts, will all go under the microscope, as renters ‘check in’ to new suburbs in the search for their next home.

Under the agreement, more than 7 million renters can now book apartments, houses, private and shared rooms and unique accommodation options with a simple click-through from the Rent.com.au website.

“We love the idea of people ‘test driving’ their new community,” said Rent.com.au CEO, Greg Bader.

“We can all look at the photos and descriptions on our website and that gives us a good idea of the property we are moving into, but it doesn’t really paint the full picture of a new community. Whether for a weekend or a week, holiday or work, move in and get a feel if a place is right for you. Explore, experiment, suss out the clubs and pubs, check the commute to work, time the school run, or just chill at a local café.

“Airbnb is a great way for people to get a real taste of what their new location is like and offers instant community connection. Entering into a new lease is a ‘big deal’ in terms of commitment, so why not take the time to really make sure an area is for you.

“One of Airbnb’s key strengths is the fact that the majority of its short stay accommodation options are not in the same areas as hotels, but in the same suburbs or buildings where renters are searching.

“Renting can be an intimidating and daunting process for anyone, but it’s one that more and more people are going through. Whilst affordability is a real issue, there is also a growing number who are renting as a lifestyle choice. It’s only logical that they ‘try before they buy’ and ask themselves: ‘can I really see myself living here’, before signing a lease.

“We also see benefits for private landlords in securing long-term tenants or extra income. Rental cycles vary for different landlords, so if there is a student focus, for example, there is real probability of vacancies over the Christmas period - so why not list on Airbnb to cover those periods?”

“Obviously, people can go directly to the Airbnb site at any time, but we’re just simplifying the process with direct access from our site, so customers can easily book a short Airbnb stay in the suburb of their choice.

“It’s a game-changing approach to renting and helps to give renters the best possible choice and range of services imaginable.”

Rent.com.au data shows that 50 per cent of all renters look to spend around \$300 per week on a rental (or a minimum of \$15,000 per year). With a one-night stay via Airbnb available from under \$100 a night, renters now can make more informed decisions choosing their next home.

The Airbnb booking service is available immediately via Rent.com.au.

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About Rent.com.au

Rent.com.au is the leading national web portal in Australia that focuses solely on the growing rental property market, Rent.com.au was established in 2007 with a mission to connect renters with rental properties from both property agents and non-agent private landlords, creating the complete rental marketplace and providing tailored products and services to make the entire renting process easier and respond to the increasing needs of renters, as growing numbers of Australians choose renting as a conscious lifestyle and investment choice.

About Airbnb

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodation around the world — online or from a mobile phone or tablet. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 34,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetise their extra space and showcase it to an audience of millions.