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## Who is rent.com.au?

### Discover the online vertical solution revolutionising the rental industry

Rent.com.au was established in 2007 to create Australia's first national website dedicated to renters and has doubled in size in the past four months to solidify its position as the country's number one rental property website.

Today, the site has over 4000 real estate agencies and property management businesses, with about 30,000 listed rental properties at any one time.

"We are now clearly recognised as Australia's number one rental property website, with about 50-60 per cent of all agent rental listings in the country and a genuine and targeted audience of renters. The traffic to the website is of excellent quality as a result of the dedicated brand acknowledgement of renters," says CEO Mark Woschnak.

Mark developed the company to introduce a vertical solution for the rental industry. While realestate.com.au and domain.com.au were in the market, their primary business was and continues to be home sales. For instance, private landlords can't advertise on realestate.com.au, only registered agents. So, Mark saw a gap that serviced landlords, similar to what carsales.com.au has done in the motor industry.

"Rent.com.au follows very closely the strategic business model of carsales.com.au and is looking to emanate the same success. Its success is that it allows industry car dealers to list their cars for sale, as well as the public to list their cars for sale privately. What rent.com.au is doing is fundamentally exactly the same by allowing both agents in the industry and private landlords to advertise, providing renters with the best possible choice. There is a clear transition of old classified advertising in the newspaper to the online vertical markets," Mark says.

Strong backend systems allows agents to update their property listings seamlessly, automatically appearing on rent.com.au without the need for a double up of data entry. Likewise, private landlords can manage their property – making it visible when it's on the market and hiding it when it's rented, until it is needed again for re-advertising.

However, the site does more than list properties. It provides information and links landlords looking to have their property managed with agents; agents have an environment where they can list properties for free with no doubling up of data entry and, for a subscription cost, receive property management enquires from landlords; and for renters this means the largest possible pool of rental properties on the internet.

“The site has also created a lucrative environment for advertisers who want direct access to the 18-40-year-old market. Broadly classified as a Gen Y audience, our database is cash rich and lifestyle rich, which means they have an excellent propensity to spend and search online and to transact online and to find products and services online, too,” says Mark. “One typical rent.com.au client or user will also be dating online, buying a car online, buying a travel package online, booking a flight online, buying furniture online and buying on ebay.”

Rent.com.au also owns domain names such as lease.com.au, propertymanager.com.au and rentalproperty.com.au and plans to expand or launch more niche sites in the next 12 months, consolidating its position as the number one brand for rentals, leases and information between agents, landlords and renters in Australia.

**MEDIA** For interviews or more information, contact Anna Flanders 0410 551 048, [annapearl@aapt.net.au](mailto:annapearl@aapt.net.au).

*Rent.com.au is Australia's #1 rental property website. It was launched in 2007 as a vertical solution dedicated to the rental property industry. It allows both private landlord and agency rental property listings, so today lists 50-60% of Australia's total rentals. Rent.com.au links renters, landlords and agents, plus provides Australia's first environment for landlords wanting to list a rental property or source quotes from agents in a professional single-form process.*

**Australia's #1 rental property website**

