



## Rent renews brand purpose and identity

Ahead of a huge 2021 which will see ASX-listed Rent.com.au launch more game-changing rental product innovations, the tech company has reaffirmed its brand purpose “To Make Renting Rewarding” for Australia's 7 million+ renters.

RENT CEO, Greg Bader says, “we believe there’s a lot to love about renting, like flexibility to move with life’s changes and more freedom to do the things you love. For those who choose to rent our audacious goal is simple; to make renting an awesome alternative to home ownership.”

Mr Bader adds, “Our commitment to ‘making renting rewarding’ is also reflected in our core values and the attitude our whole team brings to work every day - every customer engagement, every product we bring to market needs to pass through this gate.

To first capture, then share what drives us with our customers and community feels pretty special.”

Whilst the rapid growth of Australians choosing renting over homeownership is well documented, Australia’s biggest residential property players still focus primarily on delivering products and services that support home buyers.

Mr Bader adds, “for most of the industry renters are a secondary audience but for us, they’re everything. We put renters front and centre and constantly reimagine the renting experience to give them greater control and make renters feel more heard, supported, and optimistic about renting.

As part of their renewed commitment, RENT has also undertaken a brand identity refresh, modernising its brand mark and visual style to better reflect the evolving changes of renting in Australia.

RENT GM Products & Marketing, Scott Waters adds “our respect runs deep for our community. Our passion, collective talents and love of technology give us the confidence we need to make a difference to renting and renters’ lives. Our new visual style reflects optimism and empowerment – that’s how we see ourselves and our customers”

Rent.com.au (ASX:RNT), is Australia's largest dedicated renting portal and the #1 rated residential property App in both the Google Play and Apple App stores.

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## About

Rent.com.au is made for renters. For the millions of Australians who choose to rent, Rent.com.au's biggest goal is to make renting an awesome alternative to home ownership. The company put renters' needs front and centre to give them more control of their renting experience.

Of the many achievements to date, Rent.com.au has delivered marketing-leading products and services that have improved this experience, such as Renter Resume, which is used by almost 1 million Australians to help them stand out from the crowd.

From search features to products and services, as well as a community that supports and informs, Rent.com.au is committed to making renters feel heard, empowered, and optimistic that things can be better.

Visit [www.rent.com.au](http://www.rent.com.au) today.

## Press & ASX

- [VIDEO: Rent.com.au CEO Presentation to TechKnow Investment Conference 2020](#)
- [AGM Presentation](#)  
[VIDEO: CEO Presentation at AGM](#)
- [Click to rent: 11 companies making renting easier around the world](#)
- [VIDEO: Greg Bader discusses Sept 2020 quarterly](#)

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