

## Media Release

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### Australia's 7 million Renters Urged to 'Tackle' Youth Homelessness for 2015 AFL Grand Final

Australia's leading dedicated rental property website and business, Rent.com.au, is encouraging seven million renters across the country to stop and address youth homelessness during the AFL final series in partnership with Ladder, the official charity of the 2015 Toyota AFL Finals Series.

As the national number of homeless people rises to over 100,000, the recently ASX listed Rent.com.au is offering all renters a chance to win their rent back for the month of October, with their rental amount being matched dollar for dollar directly to Ladder (to the value of \$2500).

Directly supported by the AFL and players, Ladder was founded by AFL players in 2007 to address homelessness for young people aged between 16-25, to break the cycle through harnessing the support of the AFL network, industry and players, with mentoring, health and wellbeing programs and empowerment to reach their full potential.

The CEO of Ladder, Mark Bolton, congratulated Rent.com.au on its vision and urges all renters to take a moment during the excitement of the footy finals to help those in need:

"We work with AFL players and the broader community to break the cycle of youth homelessness by providing group and individual development programs as well as education, training and employment experiences and opportunities and mentoring to enable them to turn their lives around forever.

"With the national number of homeless now over 105,000 and the youth component at more than 30,000 –the situation is now critical and football offers a unique avenue to bring people together in a positive and healthy environment to make a difference.

"Our programs are backed by the AFL directly and have the support of the players, who work throughout the year to assist young people to transition to independent living and help restore their belief in themselves.

"There are a lot of people doing it tough out there and we urge all 7 million renters across Australia to enter Rent.com.au's competition to win their rent back during the finals season and join the fight to tackle youth homelessness right across the country."

In support of Ladder, Mark Woschnak, Founder and CEO of Rent.com.au reinforced the importance of a collective approach to achieving significant results in helping to address youth homelessness:

"The stage is set for an exciting AFL Final. We're proud to be partnering with Ladder and will not only be donating the dollar for dollar value back to Ladder, but also offering a \$20,000 support package to help in the awareness of Ladder across Australia. We invite all Renters to enter and the broader property industry, to spread the word about Ladder this finals season."

To win a month's free rent (to the value of \$2500) – simply visit [www.rent.com.au](http://www.rent.com.au) and follow the prompts or enter via rent.com.au's Facebook site. Competition runs until Grand Final Day - 3 October. - ends-

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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 in its profile and services for the 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 has 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 buyers/sellers of property.
5. 6,400 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*)