

RENTER RESUME PASSES 125,000 USERS

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 125,000 resumes, maintaining its impressive growth rate of over 500 new resumes being created each day.

Key Highlights:

- › More than 125,000 Renter Resumes created to date
- › More than 30,000 Pet Resumes created to date
- › Renter Resume growing at over 500 per day
- › Increasing rate of adoption for applications/enquiries

Renter Resume Exceeds 125,000 Since Launch

“Renter Resume is at the heart of what we do and it’s fantastic to see the rate of growth continuing. It is also pleasing to see the level of completion and use (for applications and enquiries) increasing as the market becomes more familiar with the product. This is all in the background of what is typically a quieter period for people moving homes, so we are stoked,” said RENT Chief Executive Officer, Greg Bader.

“We need to reflect on the significance of Renter Resume. This is not just some simplistic ‘form’ that makes things easier for the industry (it does that too, of course), but it’s also a comprehensive profile that allows our renters to fully articulate who they are and what they are looking for. Over 500 people per day take the time to complete our resume, adding information which is often not otherwise available to agents and landlords, such as a personal bio, rental preferences, Pet Resumes and photos. That strong support from our customers has allowed us to grow one of the country’s most comprehensive databases of renters needs and preferences.

“One of our core rules is ‘Renters in Suits’, this simply means that that we take our obligation to help our customers into the home of their choice very seriously, so it’s pleasing that we are seeing more and more agents recognise the obvious benefits.



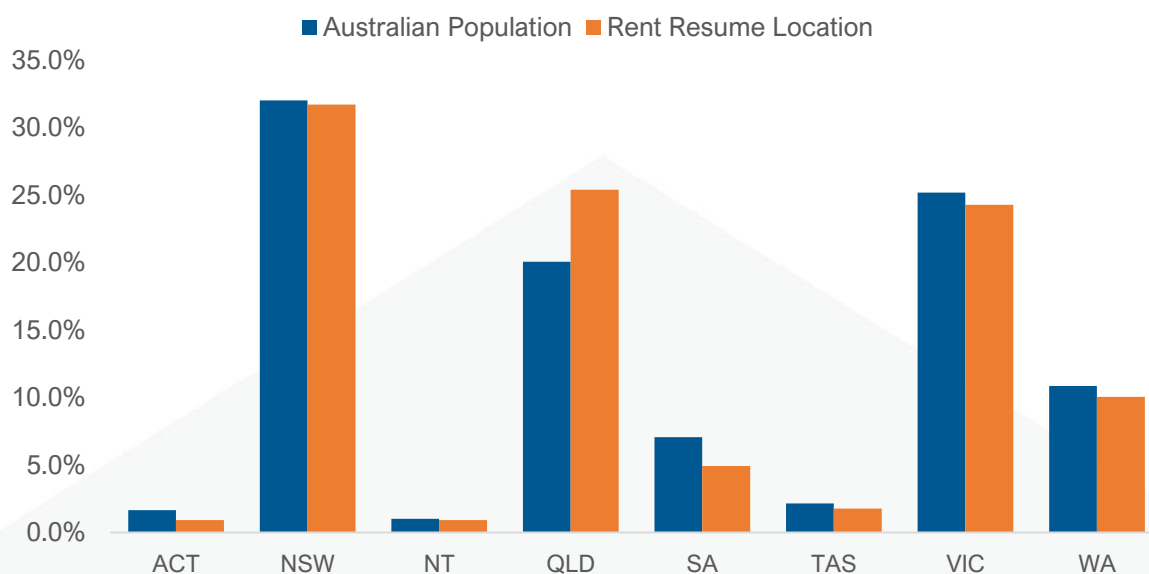
“With over 30% of our population now renting, it frustrates me that there are still segments of our society that view renting as some sort of secondary choice – we need to get over that. Renting is here to stay and for many people it is a practical and logical decision,” said Mr Bader.

“As RENT’s army of renters continues to grow, not only does our knowledge of the issues facing our customers improve, but our ability to influence change grows as well. Our customers are incredibly engaged and we routinely collect information from them around pain points and concerns.

“We recently engaged at a State Government level on the issue of lease security. Our customers identified this as their biggest concern and we believe there are solutions that consider the needs of all parties. Quite proudly, we see ourselves as providing a voice to the 30% of the population that rent and as one of the largest national bodies representing renters, we intend to be more active in these areas in the future.

“With our property listings distributed right across the country, it’s not surprising that the geographic distribution of our renters also reflects that of our general population. With well over 70,000 active listings at any one time, we are truly representative on a national scale.

Geographic Distribution of Renter Resumes



“Renter Resume was launched in October 2016. Prior to that, organic (not paid for) visitors represented only 20% of traffic to rent.com.au but this has now grown to 36% (May 2017), largely through the increased engagement we have with our customers because of Renter Resume.

“The knowledge and insights we have from this large database allow us to promote renting and the need for solutions to the problems faced by renters in both mainstream and social media articles. These articles cover both practical issues as well as looking at some of the fun and light-hearted insights we gain from renters completing Renter and Pet Resumes.

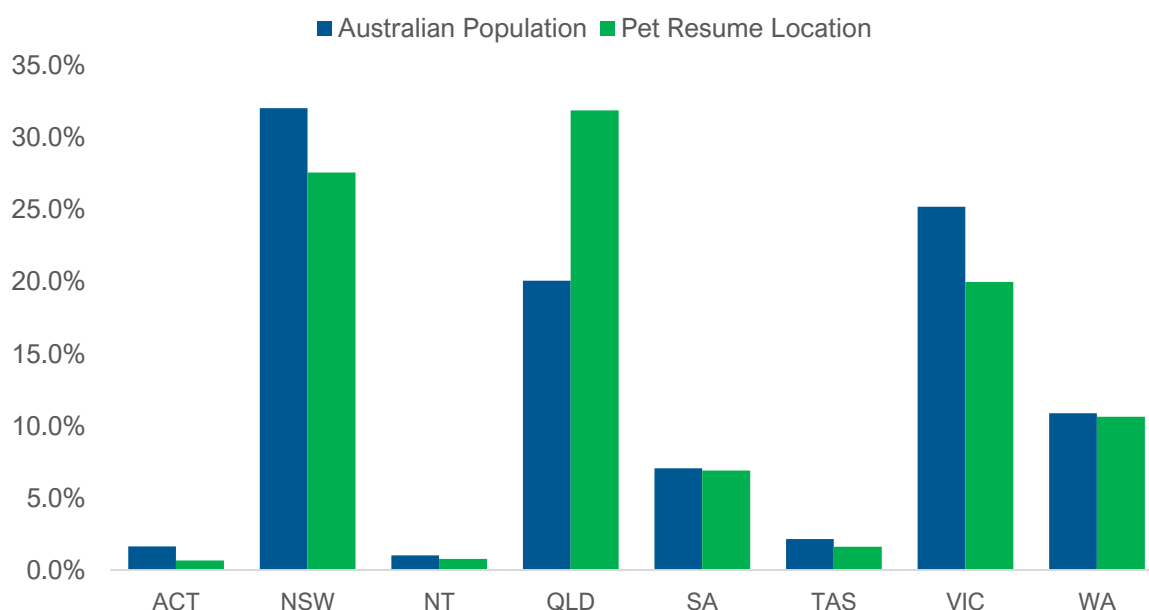
“The improved relationship with renters and knowledge of where they’re at in their moving process allows RENT to provide them with timing and relevant access to services to make their move a lot easier. RENT earns revenue from sale of its products as well as from third parties and other advertisers who have relevant products and services to offer our renters.”

Pet Resume

“There is a serious side to Pet Resume,” Mr Bader said. “We find that with most of our listings, the landlord / agent does not specify whether pets will be accepted or not, they leave this open to their discretion. Pet Resume is a great tool to demonstrate responsible ownership and we have countless examples where it has made a difference to one of our customers securing their new home.

“But, it’s also fun. The graph below shows that Queenslanders are the most ‘Pet Friendly’ out of all of us with Sydney and Melbourne the opposite (OK, this might also have something to do with the larger number of apartments in those markets)”.

Geographic Distribution of Pet Resumes



The Pet Resume provides RENT with other insights:

- Dogs are the favourite pet (representing 68% of all the pets)
- Cats were a distant second at 24%
- The least common pet was a spider (just .004% thankfully)
- And finally, ‘Bella’ is the top name for dogs and cats

“The 125,000 Renter Resumes and 30,000 Pet Resumes we have are a great result – but what is even more rewarding is the level of support that we are getting from our renter customers. We will continue developing Renter Resume with new features and look at other ways to streamline the renting process, but we also still need to work on our brand recognition so that more renters are aware that there is a better way to find their rental at www.rent.com.au,” concluded Mr Bader.

ENDS

About rent.com.au

rent.com.au (ASX:RNT) is Australia's #1 website dedicated to rental property. Our rental only positioning allows RNT 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

