

Queensland's Gold Coast Takes Top Spot as Most Searched Location on Rent.com.au

Renowned for serving up a cocktail of sun, sand, surf and activity, Australia's Gold Coast was the most searched location by renters, according to a trends report released by property website rent.com.au

The report ranks Queensland's Gold Coast region, home to Dreamworld, Sea World and Wet'n'Wild theme parks, as the most popular search location among Australian renters for the month of November.

Also making the Top 10 list for the sunshine state was sprawling country hub and Queensland's oldest inland city Toowoomba (No. 4), state capital Brisbane (No. 5) and seaside destination Southport (No. 10).

Renters favoured the country's east coast in November, with four of the Top 10 listings surfacing from New South Wales. State capital Sydney took second place, while Wollongong, some 80km south, and inland cities Wagga Wagga and Bathurst taking seventh, eighth and ninth place respectively.

Melbourne, Victoria was third most searched term, according to the report, and was the only Victorian name in the Top 10.

As the country's most isolated capital, Perth took out No. 6 on the list, but was the only Western Australian location to make the Top 10. Inland mining town Kalgoorlie made its way onto the list as the only other key searched location in WA, scraping in 19th on the list.

Other popular search destinations for users on the site included Hervey Bay, QLD, Parramatta, NSW and Mackay, QLD.

Adelaide scraped a mention as the only South Australian location in the overall Top 20 list, ranking No. 18.

Rent.com.au CEO and Founder Mark Woschnak said "We are seeing sustained growth within the rental sector, amidst a growing trend towards renting as a lifestyle choice for millions of Australians. We believe the most significant growth in rentals will come from the sheer volume of renters, currently 30% of the population (7 million Australians) that rents, increases further, as already evident in national statistics and overseas trends," Woschnak said.

"Many commentators suggest that Australian capital cities are likely to follow the trend of most other major capital cities of the world, whereby 50% or more of the population rent, and that we could reach these figures within a decade. In Australia, while the average is about 30% across the nation, this trend is already evidenced in certain capital cities such as Sydney at 35%, and Brisbane at 34% of the population renting. We see the other capital cities following suit over time."

Almost 32% of Rent.com.au's Australian audience in November were based in Sydney, while 23.5% were Brisbane users. Despite the Gold Coast topping the list as most searched, less than 2% of users were registering their location from the Gold Coast, indicating renters from other cities and towns were keen on a shift to the area.

Next in line, users searched rent.com.au in November from locations including Melbourne (22.9%), Perth (10.02%) and Adelaide (5.25%).

Top 20 most searched locations on rent.com.au

Source: Rent.com.au data centre – November 2015 statistics

1. Gold Coast, QLD
2. Sydney, NSW
3. Melbourne, VIC
4. Toowoomba, QLD
5. Brisbane, QLD
6. Perth, WA
7. Wollongong, NSW
8. Wagga Wagga, NSW
9. Bathurst, NSW
10. Southport, QLD
11. Hervey Bay, QLD
12. Parramatta, NSW
13. Mackay, QLD
14. Townsville, QLD
15. Liverpool, NSW
16. Redcliffe, QLD
17. Blacktown, NSW
18. Adelaide, SA
19. Kalgoorlie, WA
20. Port Macquarie, NSW

Top 10 geographical locations of users on rent.com.au

Source: Google Analytics – November data

1. Sydney (31.57%)
2. Brisbane (23.57%)
3. Melbourne (22.9%)
4. Perth (10.02%)
5. Adelaide (5.25%)
6. Gold Coast (1.21%)
7. Canberra (0.60%)
8. Hobart (0.46%)
9. Newcastle (0.44%)
10. Launceston (0.43%)

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. 6,500 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*)
6. \$1,000 invested in REA in 2001 at \$0.19 per share, is worth over \$218,000 today!
(Source GMP Securities)