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RENT.COM.AU LAUNCHES RENTER RESUME TO FACILITATE THE APPLICATION PROCESS FOR RENTERS, LANDLORDS AND PROPERTY MANAGERS

Submitting property enquiries and applications is a daunting task for most of Australia's 7 million renters, as manual and inconsistent processes land them with unnecessary pressure.

Against a relentless focus on simplicity and automation, Rent.com.au, Australia's number one website dedicated to rental property has launched a new feature to help prospective tenants by streamlining the enquiry and application process.

The personal renting profile feature, Renter Resume, will allow for the automatic generation of property enquiries and applications, as well as giving Renters control to edit, view and review their current profile.

Rent.com.au Chief Executive Officer, Greg Bader said the concept of Renter Resume was developed to present Renters in the best light possible to improve their application success.

"As the Renters' advocate, we constantly hear that Renters are struggling with the process of finding a home, which shouldn't be the case," he said. "By and large, the vast majority of Renters across Australia are respectful of an owner's property but many see the process of renting as negative and intimidating. We firmly believe good tenancy should be recognised and we see a future where highly regarded tenants are rewarded through Rent.com.au."

Renter Resume provides property managers and private landlords with a simplified view of the applicant's profile; rental history, ID verification and a tenancy database screening. Users' data is securely stored and accessible only to the user unless they choose to share it during the enquiry or application process.

Mr Bader said with a focus on simplicity and ease of use, customers only need to fill in their details once to produce a standout Renter Resume: "It's just like a job resume," he said. "Our customers told us they want to be recognised as a good renter, so we've built different sections into Renter Resume to help them demonstrate their solid tenancy potential through landlord or agent endorsements, ID or tenancy checks (RentCheck), known financial relationships and 3rd party endorsements."

Renters can browse the Rent.com.au website and manage their Renter Resume. When they find a suitable property, they can use their completed Renter Resume to submit the enquiry and application for the property. The agent or private landlord will receive the completed application and assess the Renter's suitability.

"Once completed their resume, renters can attend a house inspection and send off an application immediately with the click of a button from their mobile phone if they like. This will make the process faster and easier for all parties involved"

Mr Bader said while Rent.com.au has made strong inroads building its listings and audience engagement, the focus is on generating a positive customer (rental) attitude whilst providing critical support for an important group without a national advocate.

"As a team, our focus internally remains on consistent improvement around our core 'rules,'" he said. "We remain committed to presenting our Renters in the best possible fashion to maximise their chances of application success ('Renters in Suits'), presenting our properties with additional and relevant information

(‘Properties on Pedestals’) and automating processes where we can and remove the need for paperwork (‘Flick the Forms’)

In a bid to present Rent.com.au properties with additional and relevant information, the company last week announced its partnership with Walk Score, a tool which promotes walkable neighbourhoods for their economic, environmental and health benefits. The added feature will provide customers with a measure of walkability and commute times from any of the listed rentals (around 80,000) on Rent.com.au.

“We’ve seen tremendous breakthroughs in the level of engagement with our Renters – activity that aligns with our pro-Renter vision,” Mr Bader said.

“Features such as Renter Resume and Walk Score have been developed as a direct result of what Renters have told us they want. These two features are the start of many innovations to come, designed to make the entire renting process easier and friendlier for all involved.”

Renter Resume is available now for new and existing Renters to use at www.rent.com.au

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