

## RENTER RESUME ZOOMS PAST 50,000

Rent.com.au Limited (ASX: RNT) (“RENT” or “the Company”), Australia’s Number 1 website dedicated to rental property, is pleased to announce continued strong support for its industry first, Renter Resume product, with more than 50,000 resumes created since its launch on 20<sup>th</sup> October 2016.

### Key Highlights:

- > More than 50,000 Renter Resumes created in just thirteen weeks
- > January exceeded previous months’ record product attachment levels
- > New Agent Plans launched

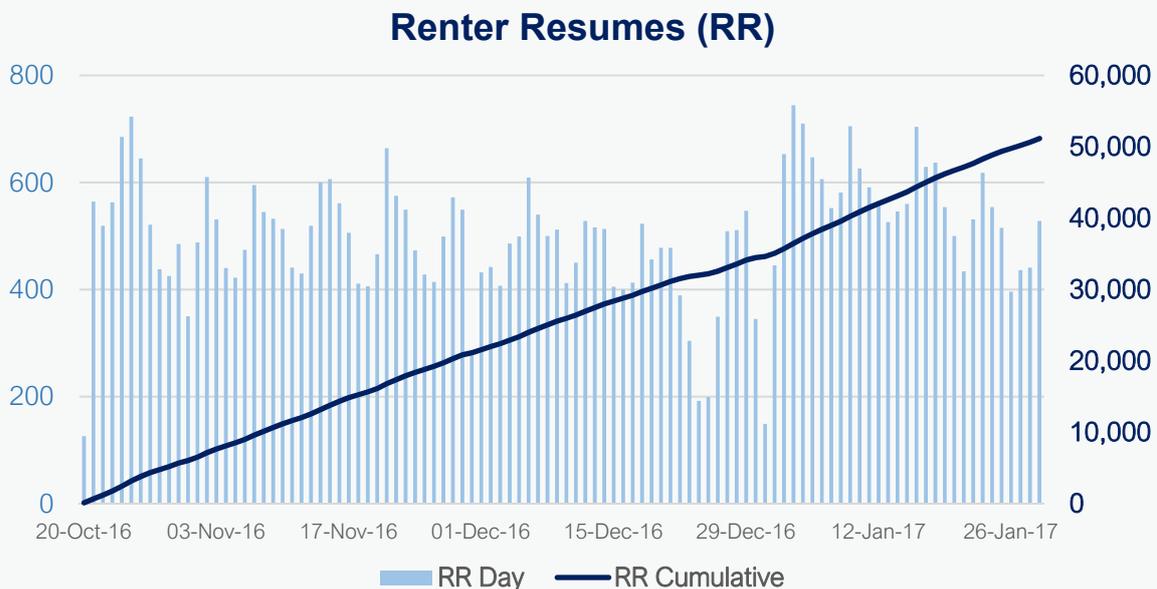
RENT launched Renter Resume to help streamline the enquiry and application process for renters and property managers. Renter Resume gives renters control to edit, view and review their current profile and then automatically generate property enquiries and applications. The concept of Renter Resume was developed to meet the need of renters to present themselves in the best light possible to improve their application success.

### Renter Resume Exceeds 50,000 Since Launch

RENT Chief Executive Officer, Greg Bader, said the strong adoption of Renter Resume reflected that RENT is addressing a real gap in the market. “Our Renter Resume is a unique product that helps both the renter and the property manager. Obvious benefits are the automated enquiry and application processes but it is much more than that, it allows renters to better present themselves, including references, pets, etc. It really gives them a head start in what is often a competitive process.

“As a community we need to get our heads around the fact that almost one in three of us rents a property and this number is growing each month. While a lot of debate focusses on housing affordability, and no doubt in some areas house prices are a real driver, we are also seeing more and more people renting as a logical and deliberate choice for varying reasons”.

RENT’s objective is to make the process of renting less intimidating, less complicated, and less stressful for all parties within the renting sector.

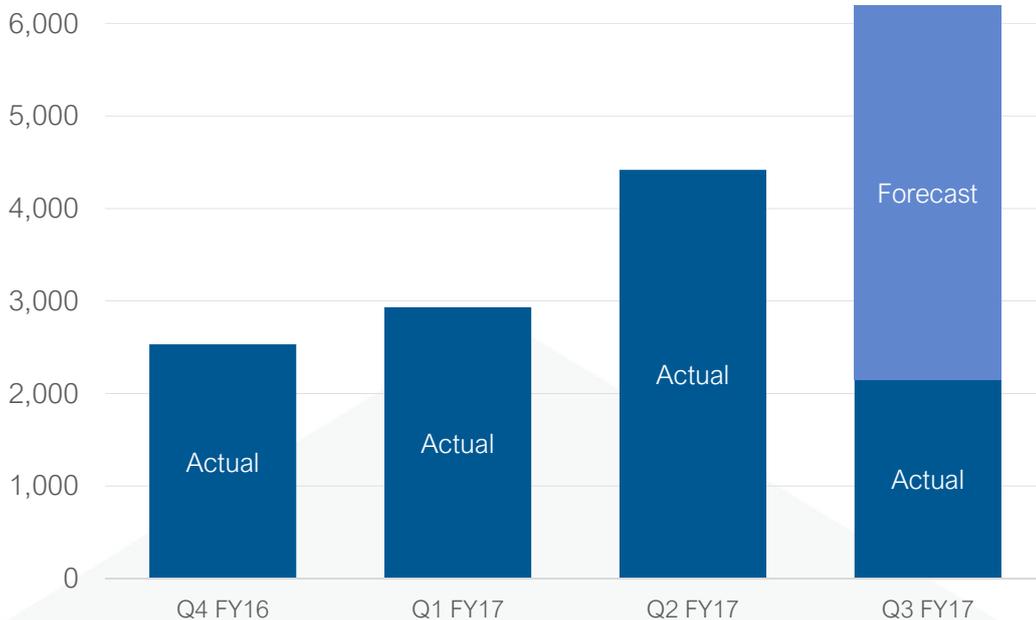


## Record Sales of Renter Products

Renter Resume is also a logical and friendly way to introduce RENT's products aimed at meeting renter specific needs, such as RentCheck (background checks), RentBond (bond finance) and RentConnect (gas/electricity connections). RENT earns between \$15 and \$35 per product for each of these products.

The rate at which renters are purchasing these renter products has continued growing every month since the launch of Renter Resume. The new online application process seamlessly introduces renters to these highly convenient products and some recent changes to the products themselves mean that they are even more attractive and easier to use.

## Renter Product Uptake



The repositioning and simplification of RENT's existing suite of renter products has seen January set new records in terms of the number of products sold in a month.

"This is a particularly pleasing result. Last quarter was a record sales period for the business and January's numbers show that this quarter will easily top that," said Mr Bader.

"Everything is headed in the right direction; our customers are responding to the products and the positive feedback we are getting about Renter Resume is really heart-warming – we have many examples of where Renter (and Pet) Resumes have made the difference in terms of enabling someone to secure that dream property," added Mr Bader.

## Agent Smart Plans Launched

A key component of RENT's strategy has always been to develop multiple revenue streams that are activated at different stages of the rental process and with the launch this week of the new "Agent Smart Plan", the Company is delivering on that promise.

The new "Agent Smart Plan" is another industry first where property agents are offered a completely "no risk" advertising model that includes:

- "Renter Guarantee" – No fee payable unless RENT facilitates the renter introduction
- Upgraded advertisements, featuring our exclusive Walk Score® and commute calculator
- The industry's most comprehensive renter profiles (via Renter Resume)

- Electronic delivery of applications – kiss the forms goodbye
- Online portal for managing listings, applications and enquiries

“We are really excited about this and feedback to date from agents has been fantastic, they like the “no risk” approach. If we don’t facilitate the renter taking their advertised property then we do not expect a listing fee,” commented Mr Bader.

“Early adoption of our new Smart Plan is as per expected and our focus for the remainder of the quarter is converting the remaining agents and their listings over to the Smart Plans”.

The Agent listing fee, set at \$75, is another source of revenue and will contribute towards RENTs target “Average Revenue per User” (ARPU) of \$120 per rental transaction.

	<p><b>Existing Products</b> Repositioning and simplification of existing product suite will improve profitability</p>	
	<p><b>Listing Fees</b> Free and modestly paid models for agents and landlords listing, feature set of paid model saves time and effort</p>	
	<p><b>3rd Party Referrals</b> Our renters are a large and important market segment, we will present them with tailored products and services from relevant partners; for example – a renter friendly broadband plan</p>	<p>Launching Q3 FY17</p>

“This quarter is going to be an exciting one for us, we have record customer engagement (Resumes and Product adoption), have just launched our second revenue line (Agent Plans) and have many other exciting initiatives to roll out over the coming months. We reconfirm our guidance for break even during H1 FY18,” concluded Mr Bader.

**ENDS**

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## 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

