RMA Global Limited
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ASX Release

RateMyAgent gearing up for US growth

RMA Global released its Appendix 4C this morning. The Company forecasts a significant uptick in staff and marketing cash outflows in the next quarter. This relates primarily to our investment into expansion in the USA, but also reflects investment in providing additional value to our Australian agent subscribers.

Australia

In Australia, RMA is restructuring its revenue model to incorporate new products for agents and better leverage the value delivered. For our agency subscriptions, this includes moving certain products such as Connect with Google into our Starter Package and moving Leasing Reviews to our Professional Package.

RMA has enabled agents and agencies share their vendor reviews in Google. This is in response to a major pain point suffered by agents having to request reviews be included on multiple platforms. This product development has been well received by the agent community.

USA Strategy

The US market is significantly more fragmented than in Australia. To gain access to reliable data requires partnering with data aggregation services such as Multiple Listing Services ("MLS"), leveraging off their databases and providing additional, value-added services to their client base.

Therefore, we have signed a partnership agreement with the California Regional Multiple Listing Service ("CRMLS"), the largest MLS in the United States. This partnership will enable RMA to access CRMLS' listings database and CRMLS will market our platform to its circa 96,000 members.

CRMLS CEO Art Carter said, “We’re including RateMyAgent in the CRMLS Marketplace because it solves a problem for our users. Property buyers and sellers want to work with real estate professionals who come highly recommended, and RateMyAgent offers our users a powerful tool to grow their reputations in the eyes of those consumers.”

RMA’s broader MLS pipeline is very healthy, and recently signed a partnership agreement with Michigan's largest MLS with circa 20,000 members.

Further to data acquisition we have also been invited into the accelerator program of the National Association of REALTORS® (“NAR”) which, combined with our existing agreements with the MLS is expected to significantly accelerate our US claimed profile growth from its current base of just over 14,000 claimed profiles.

Mark Birschbach, NAR's Senior Vice President of Strategic Business, Innovation & Technology said, "The future of our industry is increasingly dependent on fast, seamless adoption of technology that benefits homebuyers, sellers and investors at every step of a real estate transaction. Companies accepted to the REACH® program are positioned for rapid growth within the real estate…and benefit the overall real estate industry."

Summary

Partnerships with the largest MLS in the US and the premier real estate accelerator program in the US market is a vote of confidence for RMA’s product and business model. As we start to gain access to agents at scale in the US, we remain on track to turn on our revenue model in FY19.

It is estimated that agent subscriptions from members of connected MLS services will exceed that of our Australian business within the next 12-18 months.

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More information:

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About RMA Global Limited

RMA is an online digital marketing business providing extensive data on for-sale and sold residential property, sale results for individual residential real estate agents and agencies, as well as reviews of agent performance from vendors and buyers of residential real estate. This data can be used by agents to build their profile to market themselves, or by vendors to compare agents and find an agent or agency to sell their property. The product offering has recently expanded to leased properties.

RMA currently operates in Australia, the USA and New Zealand.

About the National Association of Realtors ("NAR")

The National Association of REALTORS® is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

Their membership is composed of residential and commercial brokers, salespeople, property managers, appraisers, counsellors, and others engaged in the real estate industry. Members belong to one or more of approximately 1,200 local associations/boards and 54 state and territory associations of REALTORS®.

What is a Multiple Listing Service ("MLS")?

A MLS is a data aggregation service which allows real estate agents to upload current and sold listings within a region into a database accessible to all members. This information is also distributed to property portals such as RMA.

There are several hundred MLS in the US, which are typically regionally based. However, there are a small number of large MLS that cover the majority of the agents in the USA.