

4 May 2017

RENTER RESUME PASSES 100,000 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 100,000 resumes, with the rate of over 500 new resumes being created each day.

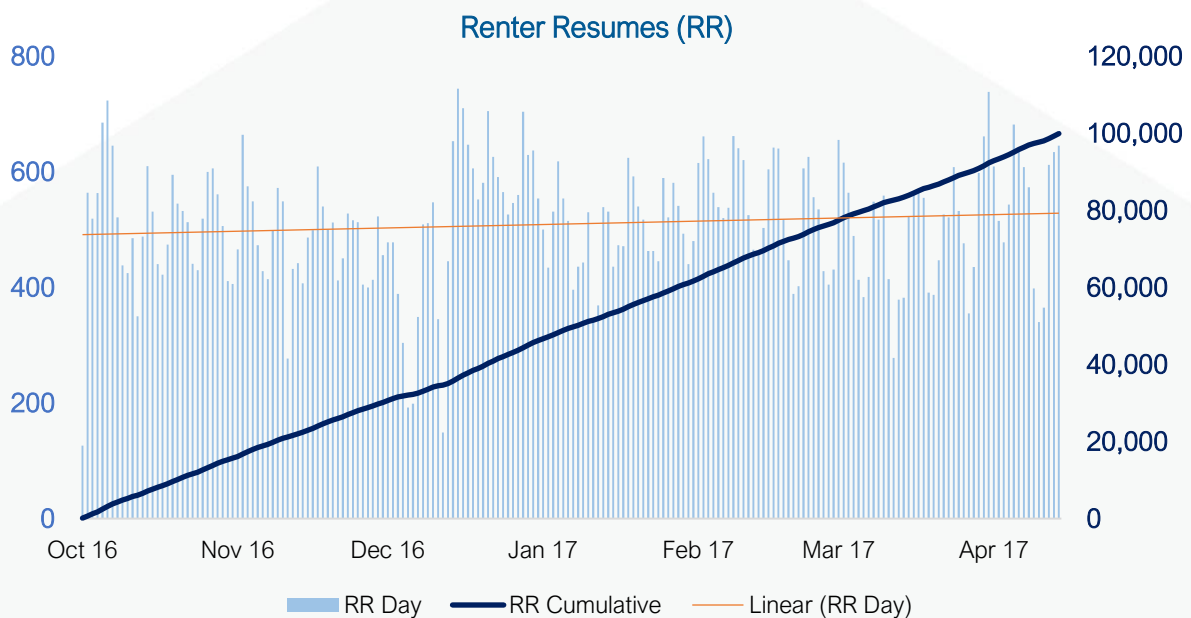
Key Highlights:

- > More than 100,000 Renter Resumes created to date
- > Growing at over 500 per day
- > Thousands of enquiries/applications per month and growing
- > Great Customer Feedback
- > More features in development

Renter Resume Exceeds 100,000 Since Launch

“We are obviously very happy with the take up of our Renter Resume, we always knew we would get to 100,000 pretty quickly but to do it in around 6 months with no advertising is absolutely fantastic”, said RENT Chief Executive Officer, Greg Bader.

“As a product, I really think it hits that magic spot where it clearly adds value for everyone. Our renter customers love it for its simplicity and efficiency and for our agent/landlord partners it offers both time and cost savings.”



Customers Loving it

The feedback RENT is getting from its customers point to Renter Resume leading the industry in terms of ease of use. For a customer, they can be inspecting a property and if they love it – with a press of a button their pre-filled application is submitted with not only all the customer’s details but also those of both the agent and the property – no more dodgy photocopies or illegible handwriting.

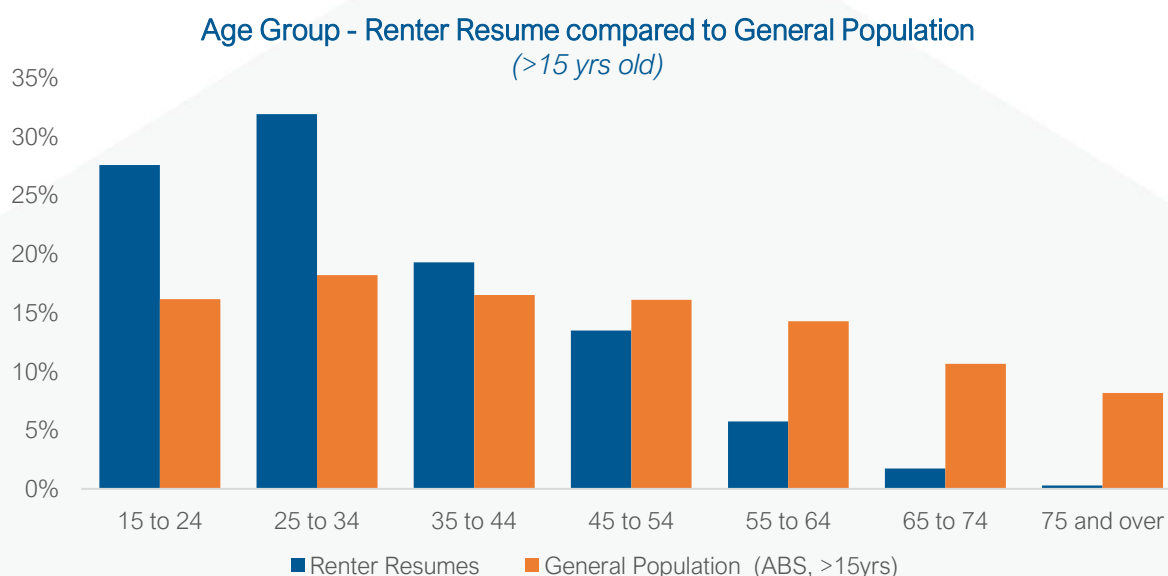
"My partner and I had been applying for properties to no avail on other websites for a week or two and had no response from agents. Then I found rent.com.au – I created a Renter Resume and made two Pet Resumes. Within 24 hours of submitting my property application on Rent.com.au, I had a call from the agent approving us and our dogs into the property," she said. "I'm convinced it was because of going the extra step to make a Pet Resume and show we were serious about our application." Amie, 22 from Dubbo, NSW

"My partner and I decided to move in together so we needed a bigger house. I have 2 kids, he's got another 2 so a bigger place to fit our family was much needed. I started looking for houses and then I stumbled upon rent.com.au through google search. Not only did we find a property but also, we used their RentBond product. The option of having everything done online is really helpful for busy moms like me juggling a family and a business." Laura, 34, from Kampsie, NSW.

"This sort of feedback is what drives us, knowing that we are making a real difference to people is a motivation for our staff. We see this as just the beginning, a foundation product on which we will keep developing and adding value", continued Mr Bader. "Agents are also finding Renter Resume to be a useful and time saving tool for property managers, allowing them to make better decisions quicker".

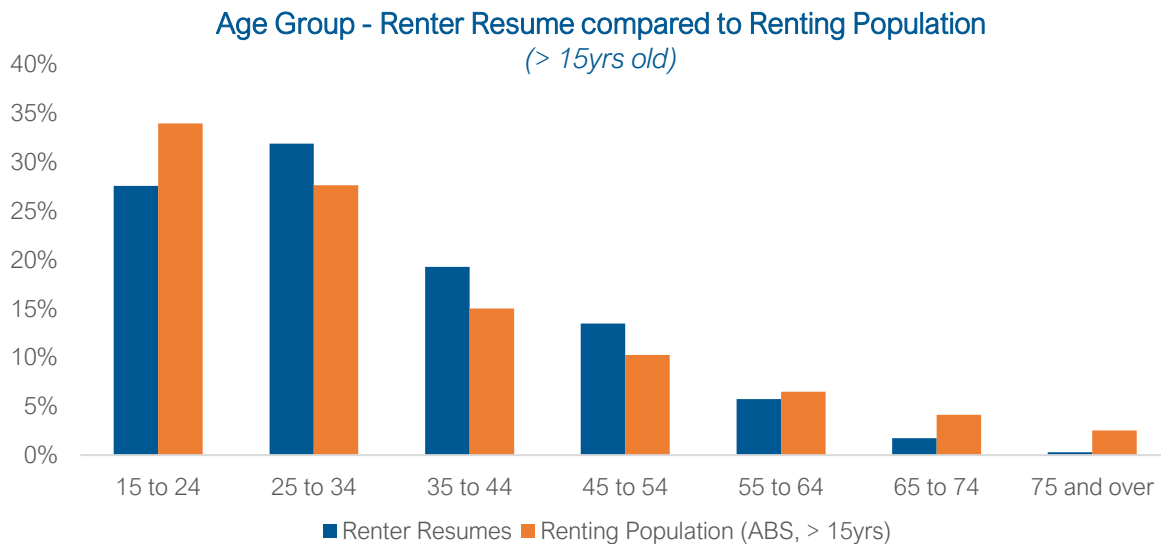
"We process hundreds of rental applications every week, and we've found Renter Resume is a really useful tool to help us quickly assess an applicant and make an informed recommendation to property owners. Renter Resume's extra features - such as the biography, photos, and supporting documentation - really allow an applicant to stand out. And the Pet Resume is a great tool because it very succinctly helps us get to know the other, furry, applicants and decide if they're a good match for the property. Overall, Renter Resume streamlines the process for renters and is a great help for our property managers". Michelle, RentWest Solutions.

Mr Bader found that analysis of RENT's customer demographics led to some interesting observations, with RENT over indexing in the younger age brackets compared to the national population distribution.



"We don't find this unusual and it would be easy to put this down to the fact that early adopters of technology tend to be the younger age brackets and given we do not really advertise, they are also the ones that tend to find us via search and social media. The truth is much simpler. When we compare our renter's ages by age bracket to the same national population metrics, filtered on the percentage of each age group that is renting, our overall customer base is very representative of the market in general.

"Either way, we are well positioned to capture a key market that is fast growing and underserved. Our unwavering focus is to put as many people into places as we can by making the moving process easier for everyone."

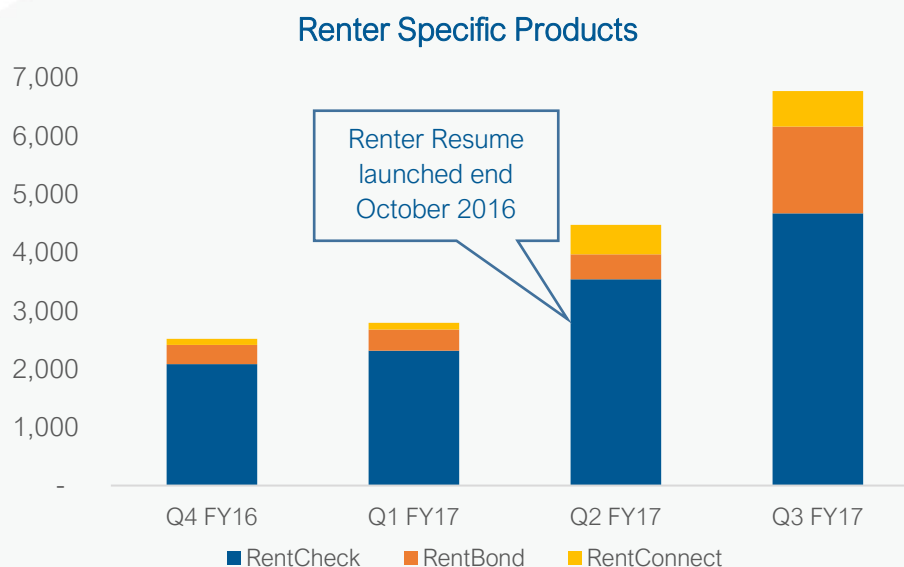


Record Sales of Renter Products

The March 2017 quarter was another record period for RENT's renter products revenue line, with revenue growth of 65% over the prior quarter. Renter Resume allows RENT to position its renter specific products to renters at logical and convenient points in the renting process. These products not only allow renters to produce complete applications but also make their move into their new home far easier.

"We have other products in the development pipeline," said Mr Bader. "Each and everything we do is to assist our customers in getting that home they desire and we need to remember that over 30% of our population are renting and they need someone batting on their side, that is rent.com.au".

"RentCheck is performing well and is a great example of how our renters are being proactive in how they present themselves to an agent or landlord. There is stiff competition for properties in some markets and people are finding that RentCheck can give them an edge. RentBond also continues to grow since people are recognising the convenience of this product, helping them avoid tying up funds unnecessarily as they transition from one property to another".



"Renter Resume will continue to be important for RENT, alongside our agent SmartPlans. Customer advocacy and making the process simpler and more consistent are our goals. We intend to release further enhancements over the coming months that will offer our customers even more options and value," 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

