



BUYMYPLACE HITS 4,000 AND c.\$2.1BILLION IN SALES PLUS NAMES HEAD OF ACQUISITIONS ROLE

ACN 132 204 561
ABN 68 132 204 561

8-12 Alma Road,
St Kilda Vic 3182

Contact:

Phone: 1300 289 697
Fax: +61 (0)3 9686 8881

Board of Directors:

Matthew Driscoll, Non- Exec Chairman
Cameron Fisher, Executive Director
Peter Butterss, Non-Exec Director
Robert Kipp, Non-Exec Director
Paul Spottiswood, Non-Exec Director

Chief Executive Officer:

Paul Heath

Company Secretary:

Melanie Leydin

Securities on Issue:

BMP: 63,743,754 ordinary shares

Website:

<http://www.buymyplace.com.au>

Highlights

- 4,000 properties sold, c.\$2.1 billion in property value
- Head of Acquisition and Integration appointed
- Continued strong growth, despite 6% decline in total market on prior corresponding period
- Growth in uptake of Full Service and 100% Auction Clearance Rate to date
- BuyMyplace nominated as finalist in Innovator of Year category for the REB Awards

buyMyplace, a leading commission-free real estate company, has announced its 4,000th property sale, with around \$2.1billion in property value sold to date. The commission free real estate company continues to experience strong growth, despite market declines and is also moving forward with its planned acquisition growth strategy. The company has also confirmed the appointment of Linda Dillon to the role of Head of Acquisitions and Integration to spearhead its proactive acquisition and partnership strategy.

Linda has more than 15 years' experience in CFO roles for ASX listed companies and global entities. Over the last eight years Linda has supported a range of ASX entities during IPO, capital raising and refinancing phases.

Linda has a Bachelor of Commerce from the University of Melbourne and is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of Finsia and a Fellow of the Governance Institute of Australia. Ms Dillon will focus on the acquisition pipeline for buyMyplace.

"We are delighted to welcome Linda to the company, and her skills will provide a significant contribution to achieving our objectives in our next growth phase," says buyMyplace CEO Paul Heath.

“According to CoreLogic, total new listings declined 6% in April on prior corresponding period and 4% for the 12 months ending April. In a declining market our results are particularly heartening and confirm our model of real estate sales is proving very popular with vendors,” he continues.

buyMyplace has also been nominated as a finalist in the Innovator of The Year category for one of the Real Estate Industry’s most respected awards ceremonies, the Real Estate Business (REB) Awards. Says Heath: “It is wonderful to be recognised by the real estate industry as an innovative newcomer. We are looking forward to the award ceremony later this year.”

As the business continues to grow above buyMyplace internal projections, the company is moving forward with its active acquisition strategy to ensure it stays on the front foot and continues to offer its customers an expanding suite of products and services that is not matched in traditional real estate models or by other disruptors.

“Reaching 4,000 properties sold with a value of around \$2.1 billion is a milestone for buyMyplace. Not only is our established DIY business performing well, but we have also had an encouraging uptake of our Full Service offering, launched in February. Full service considerably expands our addressable market by charging a fixed fee of only \$2995 and a remaining \$1600, once sold. We have achieved 100% auction clearance rate to date with Full Service, which continues to attract interested vendors, and we are on track to expand into other states in coming months,” says Heath.

“We are investigating a number of interesting acquisitions and partnerships which, if they transpire, will see buyMyplace continuing to offer products and services over and above what our competitors offer”. Our philosophy is to continue finding ways to ensure our customers achieve the best price for their property by offering customers new ways to sell property, while saving large commissions and fees.”

-ends-

For further information contact:

Paul Heath
Chief Executive Officer
buyMyplace.com.au Ltd
0404 892 222
pheath@buymyplace.com.au

About buyMyplace.com.au

BuyMyPlace, is an online real estate company enabling Australians to sell their homes without paying fees and commissions to real estate agents. The company was established to capitalise on an anticipated trend in the Australian property market of selling homes privately online, mirroring the adoption of this practice in the US, Canada and Europe. The business model has been validated with over 4,000 customers having sold their own properties using BuyMyPlace since 2009. BuyMyPlace generates revenues and profits by charging an up-front listing fixed fee, which incorporates a margin on the services it provides to the vendor. Buy My Home (Agency) Pty Ltd, a related entity of BuyMyPlace, holds real estate licenses in every state of Australia and customers can choose from four packages providing an automatic listing on major property portals realestate.com.au and Domain, a ‘for sale’ signboard, brochure ware plus unlimited free online and telephone support until sold. A range of additional products and services is also available, including professional photography, negotiation support, auctioneers, featured listings on the major property portals and expert advice from our team of real estate professionals.

buyMyplace.com.au Limited’s wholly owned subsidiary BuyMyHome (Agency) Pty Ltd provides a full service offering, including a licensed real estate agent, to vendors who seek an alternative offering through buyMyplace and is an extension to the existing advertising and marketing service provided by buyMyPlace which helps vendors to sell their homes themselves.”