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ASX Release

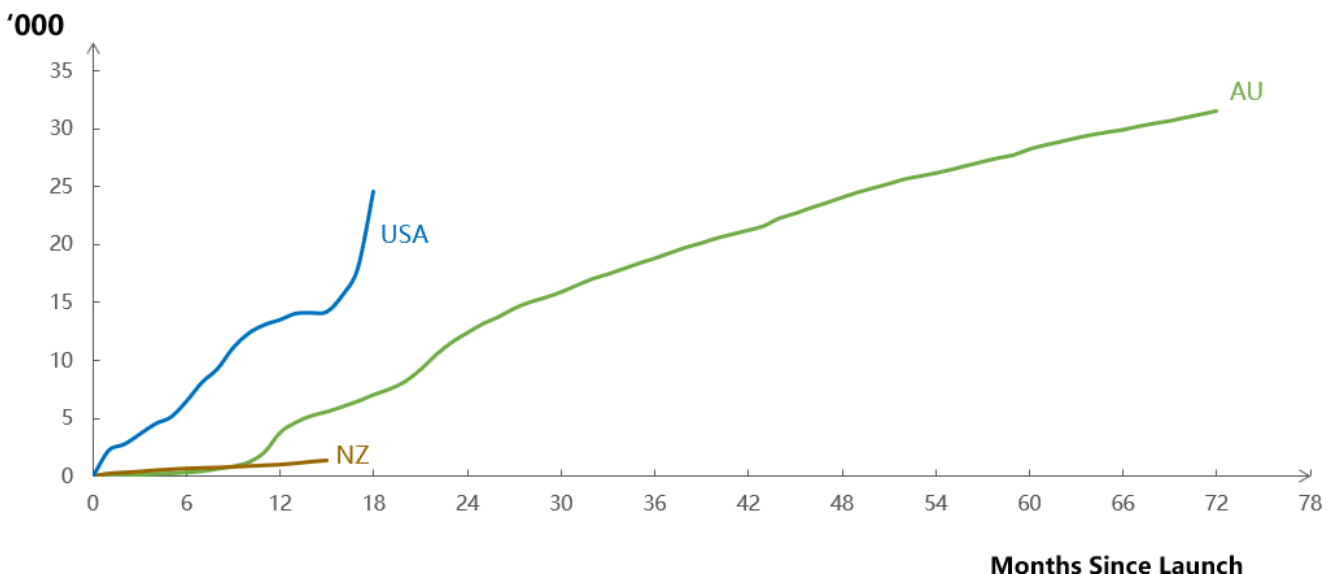
Significant uplift in US agents

Since announcing a partnership with the California Regional Multiple Listing Service (“CRMLS”), the largest MLS in the United States, and RMA’s acceptance into the REach® program, RMA has signed agreements with a further nine MLS including the second-largest, located in Florida. These MLS have a combined membership base of over 260,000 agents. The various MLS are promoting RMA as a review and marketing platform for agents to promote themselves.

RMA is still in the process of integrating data with four of these MLS but have launched with the remaining six. The reaction from agents to this new approach has been immediate. Since our first launch in May, the results have been spectacular. Circa 11,800 agents have claimed their profiles on the RMA platform since May and, of these, c.6,900 were in July.

As at the date of this release, c.25,000 agents have claimed their profiles and received c.10,500 vendor reviews. By comparison, in Australia, there are c.31,700 agents with claimed profiles and c.640,000 reviews.

Agents With Claimed Profiles



RMA expects a further and significant uplift in agents coming to the site in FY20.

Of the Australian agents with claimed profiles, c.21,800 are ‘active’ agents who have at least 1 sale in the last 12 months. Of these, c.9,300 have a subscription with RMA either directly or through their agency, reflecting a 43% market penetration.

In the US there are c.23,700 ‘active’ agents with claimed profiles on the RMA platform, nearly 10% higher than in Australia. However, there is a delay between a profile claim and agents paying a subscription, which typically follows an agent populating a profile with vendor/buyer reviews.

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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.

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.

About the National Association of Realtors® (“NAR”) and REach®.

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®.

REACH is a unique real estate technology accelerator created by Second Century Ventures, a strategic technology investment fund backed by the National Association of Realtors®, which leverages the association's more than 1.3 million members and an unparalleled network of executives within real estate and adjacent industries. The REACH Accelerator program helps technology companies launch into the real estate vertical and its adjacent markets. The program provides education, mentorship and market exposure to one of the world's largest industries.