

**rmaglobal**

# **Investor Update**

**August 2019**

# Highlights

- Prop tech company that connects agents with sellers/buyers and allows comparison of agent performance.
- Scalable platform, global opportunity, launched Australia/NZ/US.
- Multiple products give agents options to share and promote their performance and reviews:
  - Agents can share a review across multiple platforms; Google, Facebook and Instagram
  - Domain is incorporating RMA reviews into their site, significantly increasing the number of eye balls on our claimed agents.
- In Australia circa 31,500 agents (90% of all agents) have claimed their profile on RMA'S platform
  - 650,000 agent reviews collected.
  - c.43% of claimed active agents are paying a subscription.
  - Strategy to increase paying agents to 50% by 3Q FY20.
- In the US, there are so far circa 25,000 claimed agents with 12,500 reviews, both growing rapidly.
  - Since launching the first large MLS partnership, claimed Agent profiles have increased by 75%.
  - The near-term focus is on relationships with Multiple Listing Services to drive agent acquisition.
- As the US entry matures, launch in Canada and other countries.

# Agenda



**Business Overview**



**USA**



**Australia**



# Business Overview



# RMA exists to help agents connect with more sellers and buyers

## Vendors seek the best agents

### The process is unfamiliar and important

- Most people buy and sell a home only once a decade
- Housing market represents 30% of US household wealth

### The process can be stressful

### Agent choice can have large financial implications

- Quality of agent impacts price realised
- Average US commissions >5% of sales price
- 8 out of 9 people think the profession is untrustworthy

## The best agents struggle to stand out

### Large numbers of agents

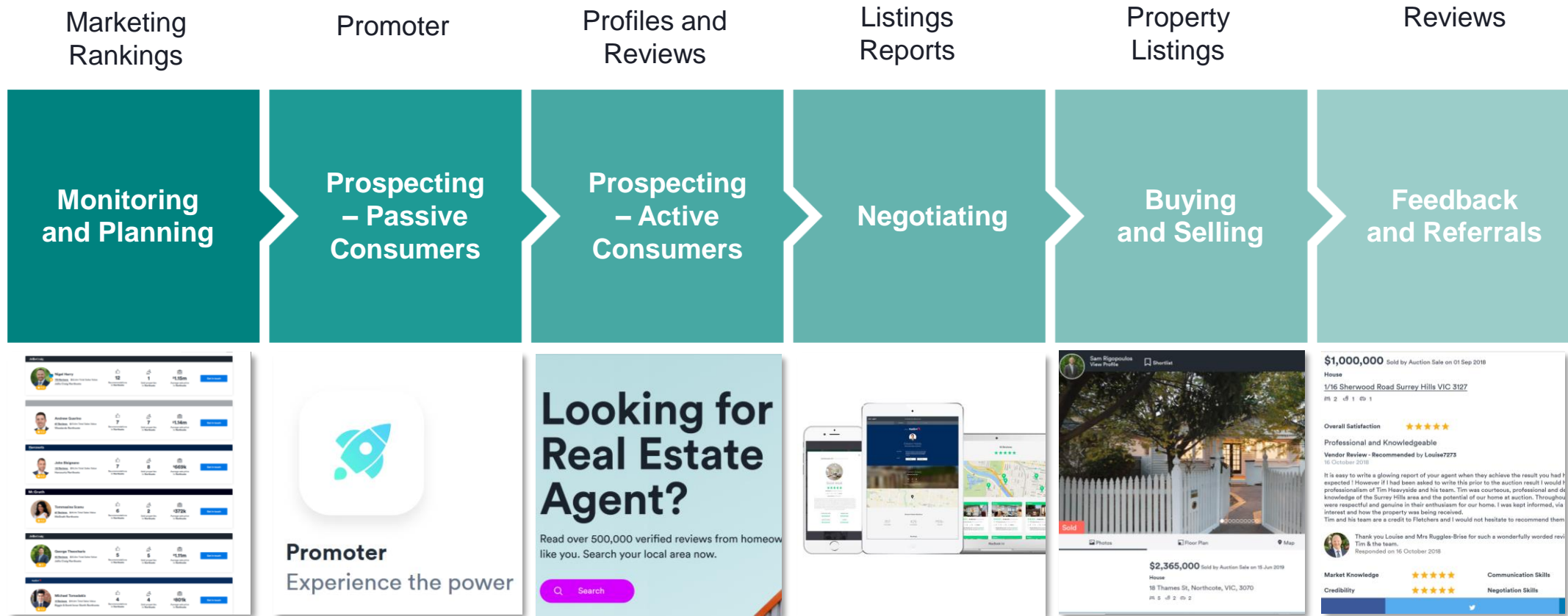
- 35,000 in Australia
- Over a million agents in the US
- 5,000 in New Zealand

### Agent quality is hard to demonstrate

- Lack of independent and verified data
- Inefficient marketing such as letter box drops
- RMA provides the data that allows vendors and others to compare agent performance
- Agents who join the RMA site can amend their profile and request reviews:
  - C. 31,500 claimed in Australia
  - C. 25,500 claimed in the US
  - C. 1,000 claimed in NZ



# Products that help agents stand out and communicate their profile



# A unique agent focused marketing platform



- Provides **distributed**, agent-focused content across Domain, Google, Facebook, Instagram
- Better review content and presentation
- Focus on maximising *verified* review volumes
- Assist agents build their *own* online presence (e.g. their site, social media)
- Provides more flexibility around how and where reviews are used (e.g. widgets, APIs)
- Provides tools to use reviews more effectively to acquire clients (e.g. agent promoter)

# Global opportunity but near term focus on the USA, NZ and Australia



## RMA platform is built to scale

- Highly scalable cloud product to be used in multiple geographies
- Build enabling scaling of the platform and customer experience
- No legacy issues enables rapid product development and go to market

## Opportunity exists in multiple markets

	AU	NZ	USA	CAN	UK	SG	HK
Population (m)	25	5	329	37	68	6	7
Date of first paid sub.	2014	2018	2019	← Early exploration →			
Agent profiles claimed* ('000)	32	1	25	← Early exploration →			
Vendors' agents typical	✓	✓	✓	✓	✓	✓	✓
Buyers' agents typical	✗	✗	✓	✓		✓	✓
Data can be obtained	✓	✓	✓	← tbc →			
RMA position is unique	✓	✓	✓	← tbc →			

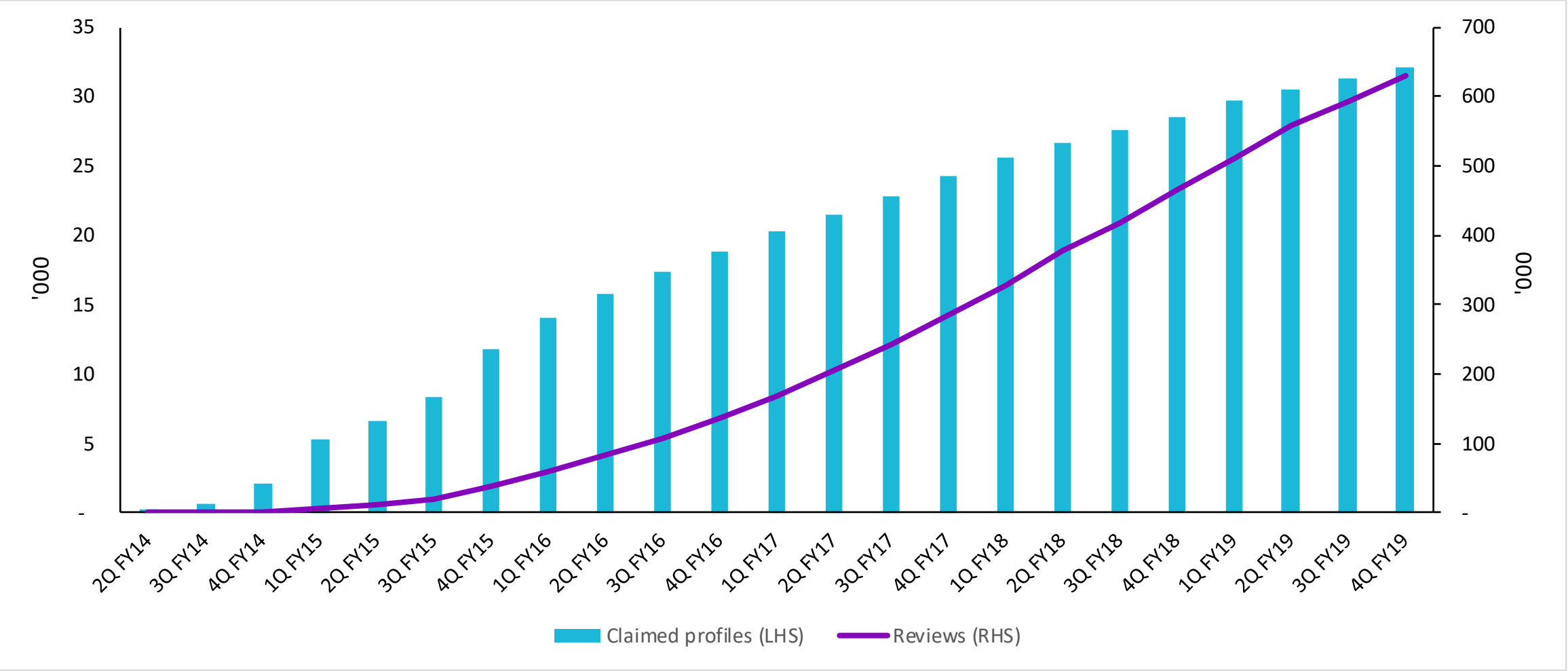
Global expansion





**Australia**

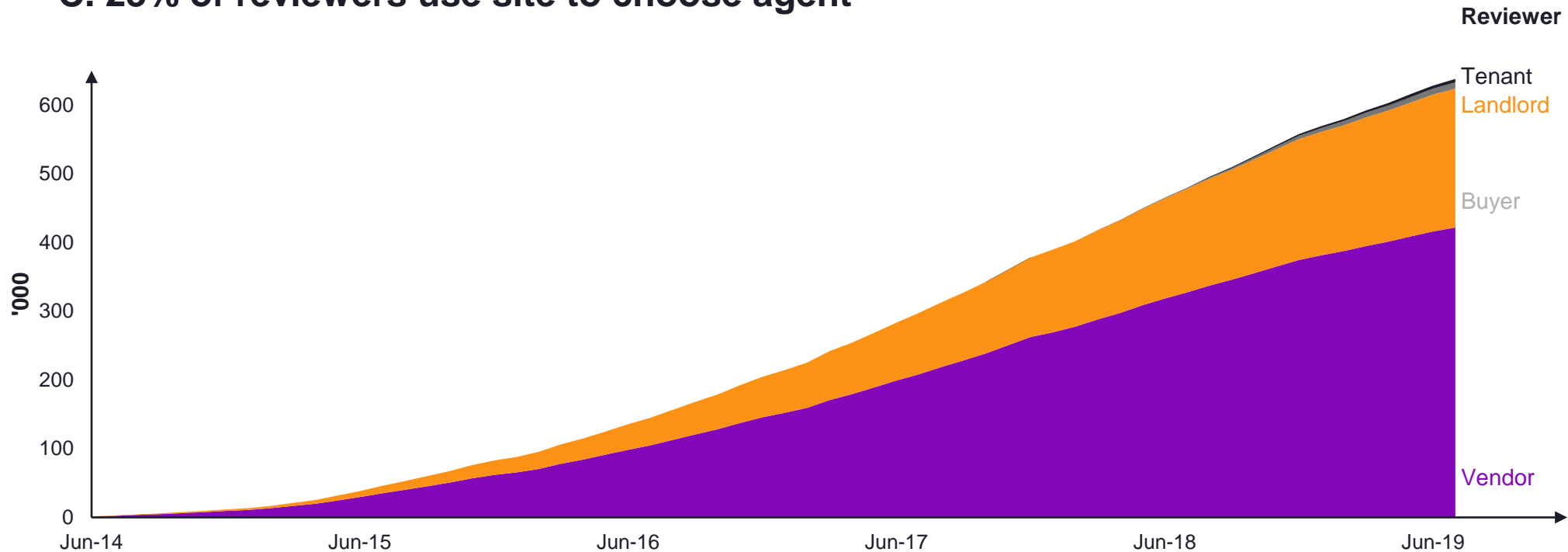
# Claimed Profiles





# Leading position in review volumes

- C. 640,000 reviews published and growing
- C. 23% of reviewers use site to choose agent

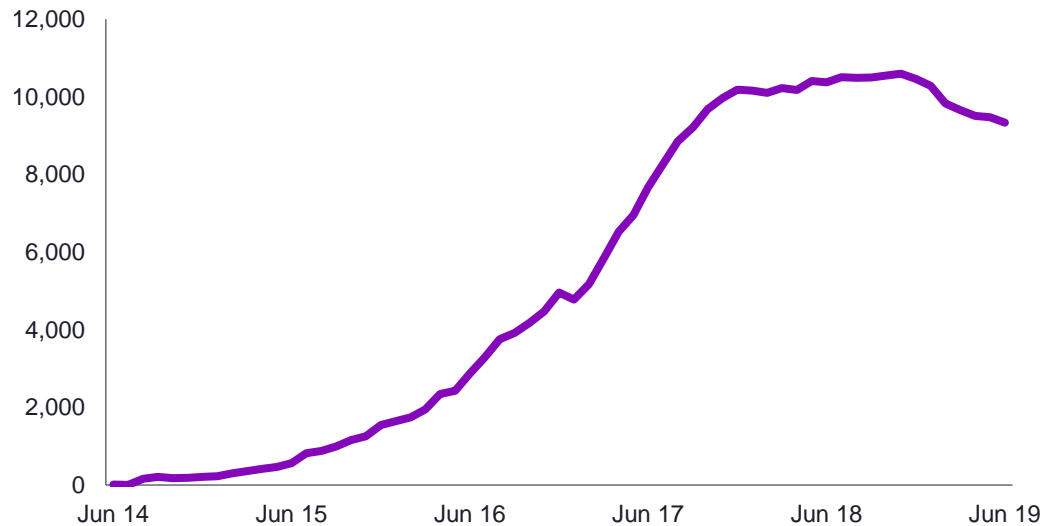


Source: RMA data.

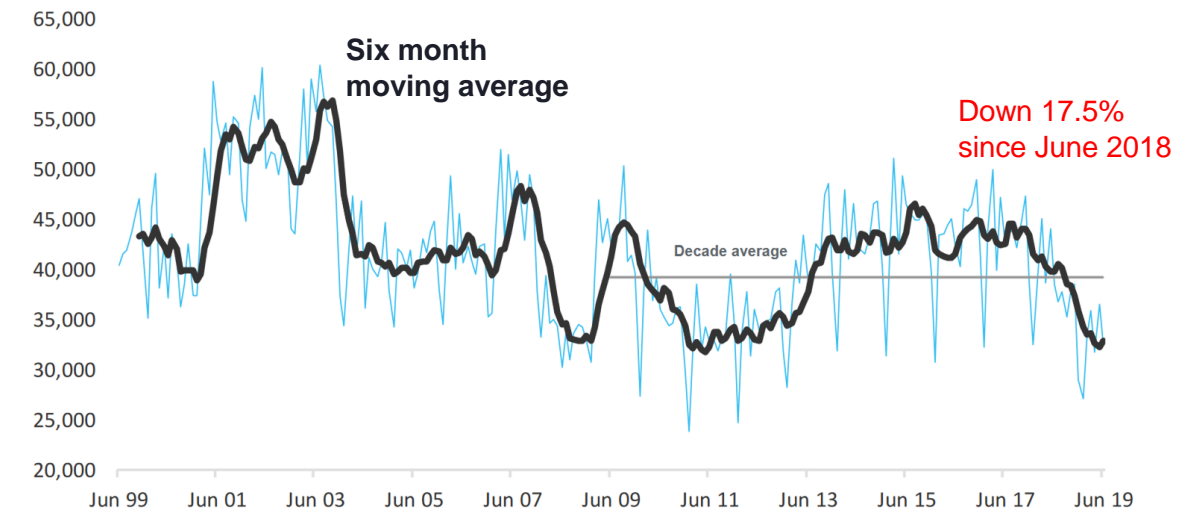
# Australian market



## Agents covered by subscriptions<sup>1</sup>



## Monthly home sales\*



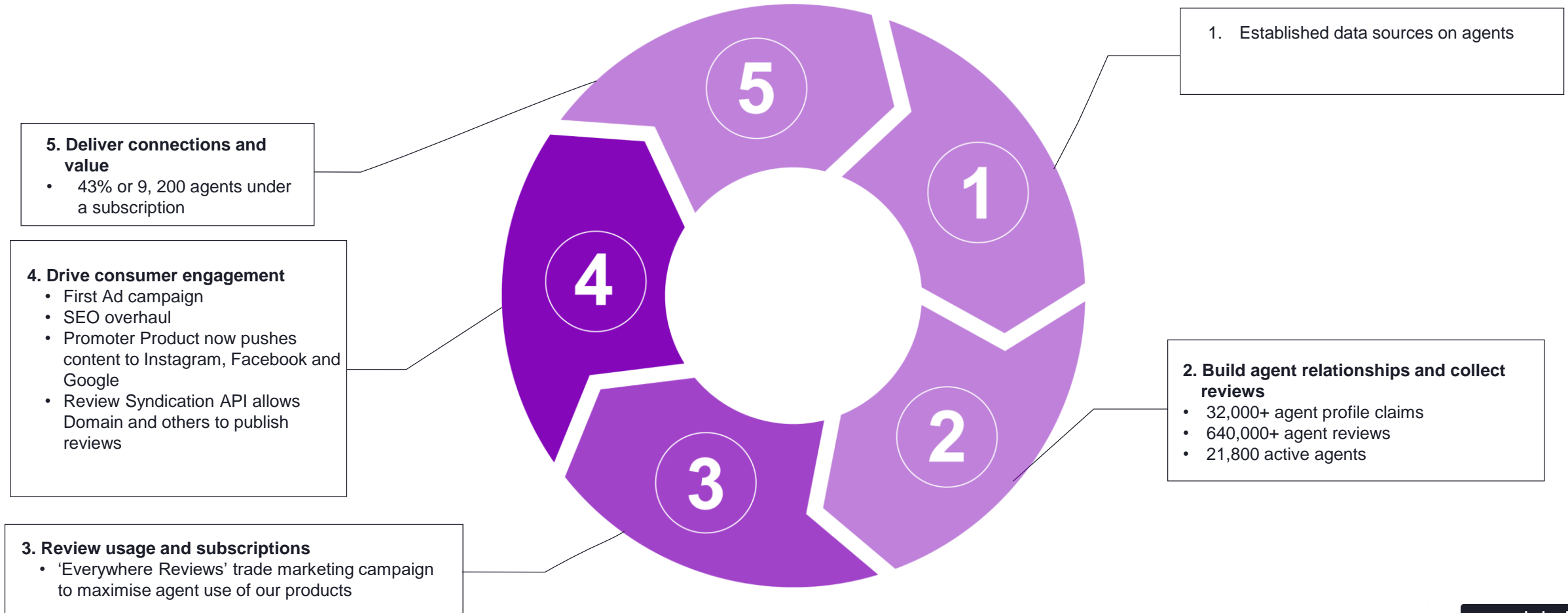
### Addressing churn and driving growth

- Numerous opportunities to improve customer value in Australia and US markets
- Restructuring team, systems and processes to quickly deliver compelling products and improved customer experience
- Targeting subscription penetration of 50% active agents by end CY20

1. Including agents and covered under Agency Subscriptions. Flat because of property market downturn.



# Increase agent usage of their reviews and engage consumers with content to increase subscriptions





**USA**

# US structure expected to lead to accelerated uptake



## Typical business structures

- Salaried team members
- Share systems, data and office
- Primacy to agency brand



- Independent commission-driven micro-businesses
- Disparate systems, data and locations
- Personal reputation more important than agency
- Circa 5% to 6%% fee

- Subscription penetration is expected to be faster in the US

# US Agent



**Numbers = 25x Australia and represent buyers and sellers**

			Ratio: US/Australia
Annual home sales	6.0m	0.4m	15
Annual agent 'transaction sides'*	12m	0.4m	30
Average home price	A\$323K	A\$637K	0.5
Typical total commission rate	5% – 5.5%	2% – 2.5%	2.5
Commission/home sale	A\$16K	A\$13K	1.2
Annual agent commissions	A\$97b	A\$6b	16
No. agents with transactions in last year	1m	40K	25

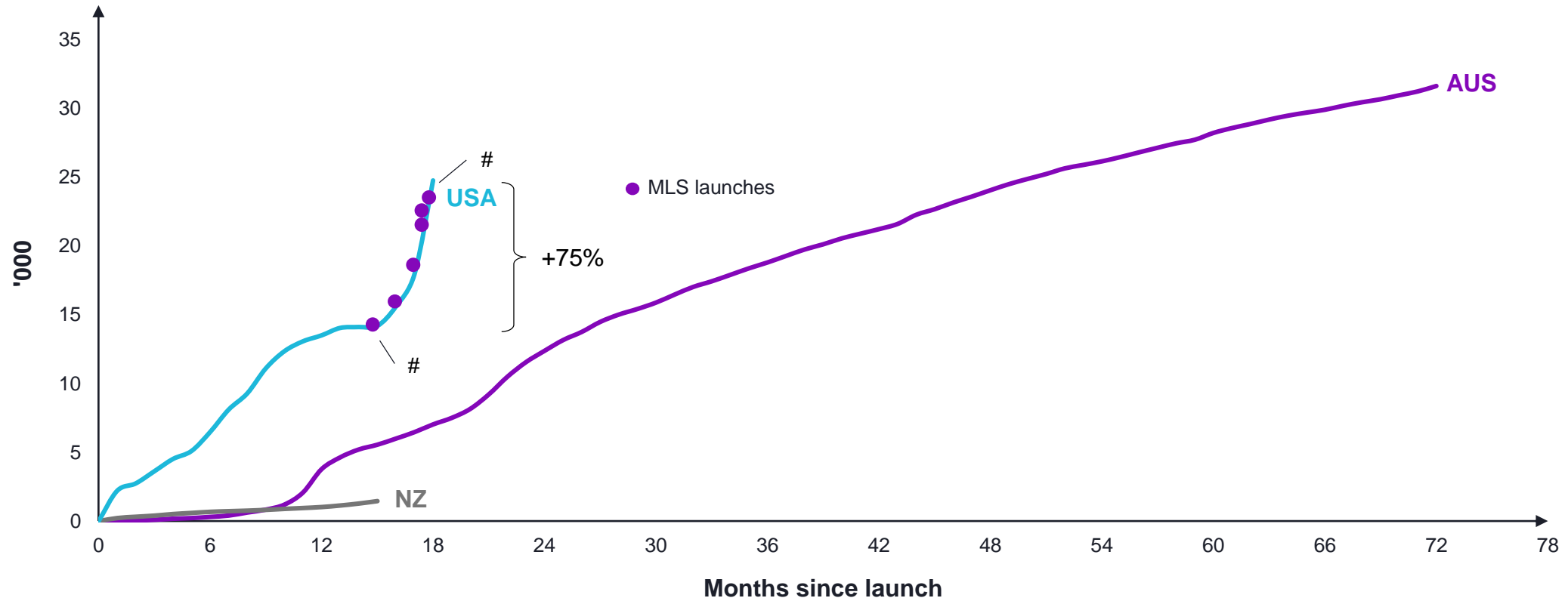
Source: US Census Bureau, National Association of Realtors, Zillow, Real Trends, CoreLogic, ABS, RMA Data and Estimates.





# US claimed agent profiles increased 75% since connecting first large MLS

Targeting 50,000 agents on platforms by Q3 FY20



# MLS relationships accelerate agent engagement

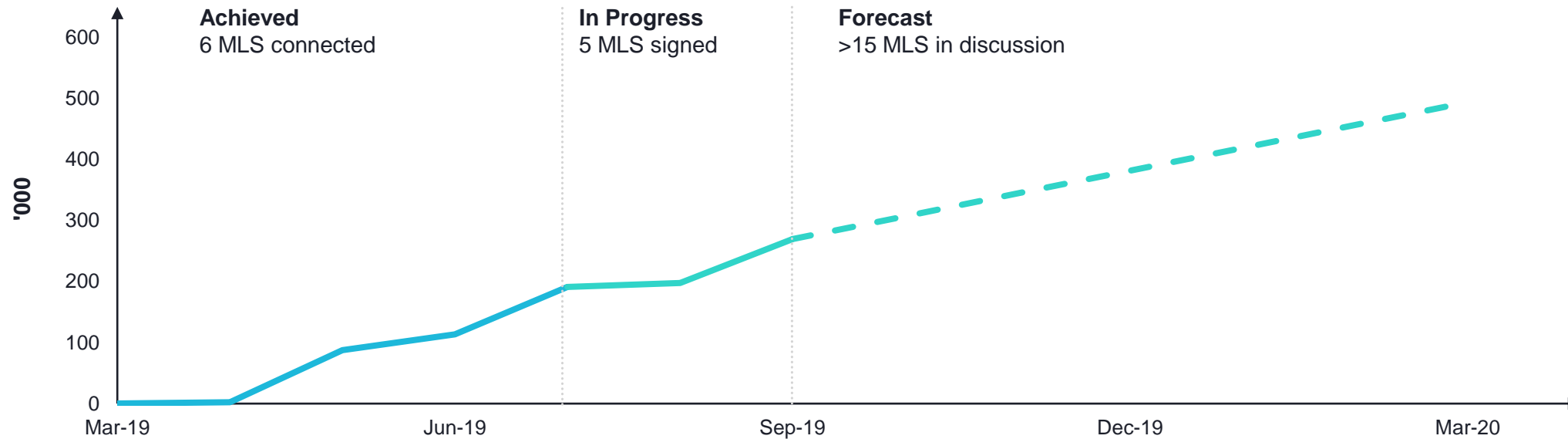


- An MLS is a data aggregation service for agents that facilitates real estate market clearing and communication between agents.
- Agents upload listings that are then accessible to all members and distributed to portals like RMA.
- Agents often look to their MLS for guidance. MLS compete with each other on value and service.
- There are several hundred MLS with most focused on a specific geography. A relatively small number of large MLS cover the majority of the agents.
- We have signed agreements with eleven MLS, including CRMLS (California, ~85,000 agents) and RAPB (Florida, ~56,000 agents).
- Connecting with an MLS gives RMA access to current and historic data for member agents, allowing us to provide a better experience for agents and consumers.
- An MLS allows us to communicate with agents via the MLS directly marketing RMA to their members.

# MLS rollout proceeding rapidly



## Number of agents connected via MLS<sup>1</sup>

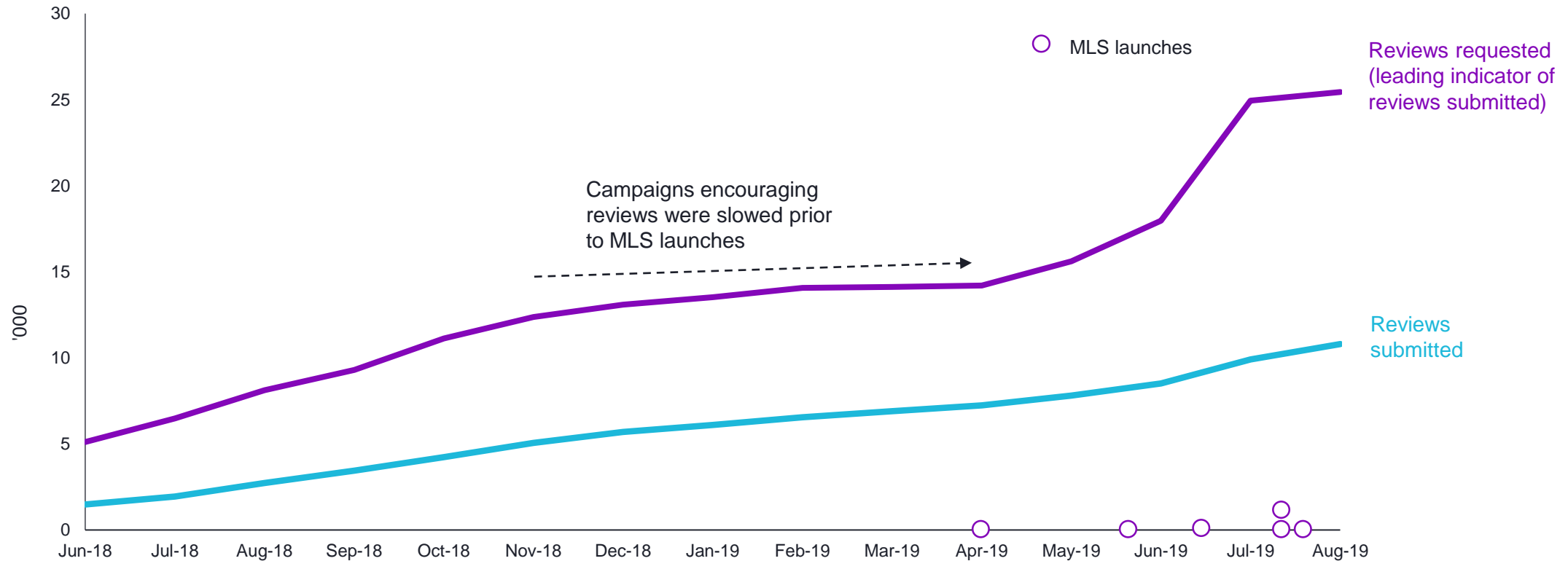


1. We consider an MLS and agent to be connected when RMA is receiving a relevant data feed from the MLS.



# MLS Launches Increase Review Requests and Reviews

- Platform use is growing and revenues will follow



# US agent feedback positive



We have tried other platforms for getting reviews and this seems to be the only one they respond to. Definitely recommend!”



**Priscila Peck**  
Keller Williams Advantage  
Oklahoma



Love the integration with social media!  
Has really helped my business!



**Alan Oliver**  
JP & Associates Realtors  
Texas



Love the ease of sending and getting reviews and then seamlessly posting to social media. Thank you!



**Ingrid Pierson**  
Pierson Real Estate  
& Investments  
California



an awesome platform for any real estate agent who is looking to easily get reviews from clients and a powerful tool for displaying those reviews on social media.



**Kim Clayton**  
Realty One Group Edge  
Georgia



...so very easy to request reviews from your customers using RateMyAgent, and it is so easy for your customers to take a few minutes to review your performance...



**Maggie Dominguez**  
Yellow Finn Realty  
Florida



It's easy. I tell all of our agents to send their clients here for reviews.



**Veronica Bishop**  
Shamrock Realty Group  
Maryland

Source: Facebook recommendations, agent satisfaction surveys.

# Company Board



**David Williams**  
Non-Executive Chairman

David has 35 years' experience working with and advising ASX-listed companies. David is currently Chairman of Medical Developments International Ltd. (ASX:MVP), PolyNovo Ltd (ASX:PNV) and is Managing Director of corporate advisory firm Kidder Williams Ltd.



**Sigal Pili**  
Non-Executive Director

Sigal has over 20 years' experience in senior finance roles across a range of industries, including tech, digital (ecommerce), manufacturing and engineering. Sigal is currently the Chief Operating Officer of Assembly Payments Pty Ltd. Prior to this, Sigal was the CFO of online marketplace Envato Pty Ltd for just under 8 years. Sigal has an MBA from Tel Aviv University and a BA (Economics & Accounting) from The Hebrew University of Jerusalem.



**Philip Powell**  
Non-Executive Director

Philip has over 20 years' experience in investment banking. He spent 10 years in senior roles at financial services group OAMPS Ltd, and 10 years in audit at Arthur Andersen & Co. Philip is a non-executive Director of Medical Developments International Ltd (ASX:MVP) and PolyNovo Ltd (ASX:PNV).



**Mark Armstrong**  
CEO and Co-Founder

Mark is an experienced real estate professional, Certified Practising Accountant and a Co-Founder of RMA. Mark holds a Bachelor of Business (Accounting) from RMIT University and is a member of the Australian Institute of Company Directors.



**Edward van Roosendaal**  
CTO and Co-Founder

Ed has more than 14 years' industry experience and leads the strategic direction for the Company's Product and Technology teams. Ed holds a Bachelor of Information Technology from Swinburne University of Technology and is a member of the Australian Institute of Company Directors.