

ASX Announcement

21 January 2021

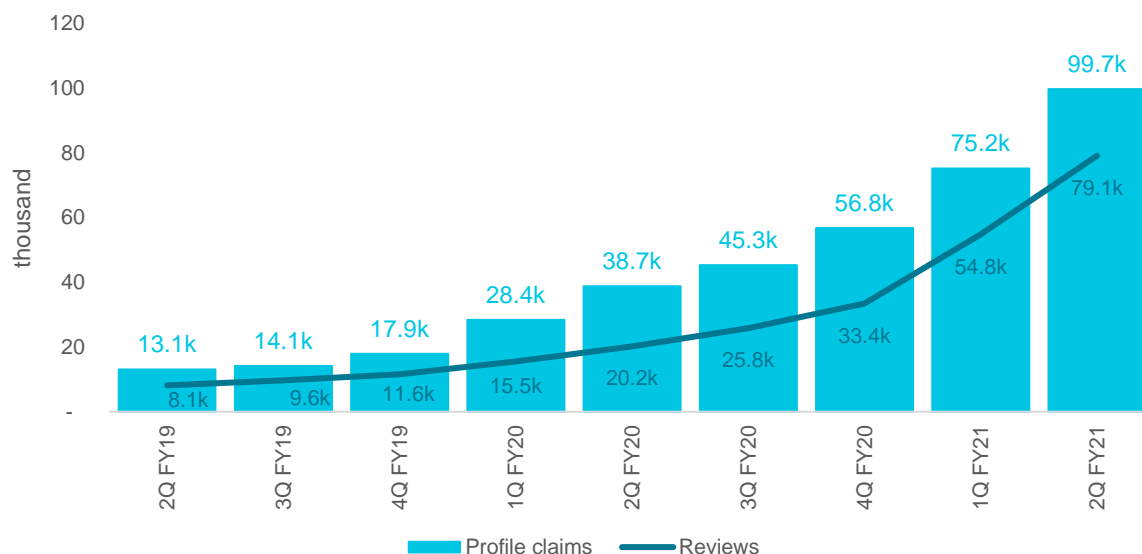
Strong growth: over 100k US agents on the platform

RateMyAgent has reached a major milestone in the US where there are now over 100,000 agents on the platform. There has also been a disproportionate increase in reviews which as 20 January 2021 were at 83,400 reviews against 101,200 agents on the platform.

Agent profile claims and reviews increased 158% and 292% YoY respectively in H1 FY21.

The growth in US agents using the platform is attributed to the growing awareness of RateMyAgent and a new onboarding process introduced at the end of 2020.

USA - Profile claims vs reviews (cumulative)



The Company expects growth to continue in FY21 and to be underpinned by the inaugural US Agent of the Year Awards, to be held late January. Agents love self-promotion and the Awards are a way for agents to differentiate themselves from other agents. This is a key feature for agents to be able to promote themselves as the best agent in their area and to create unique marketing campaigns using the RMA Promoter product to showcase their Award.

To assist agents with reviews on other platforms, RMA now allows and facilitates cross-platform integration. Review aggregation was launched in November 2020 and facilitates the importing of reviews from other platforms, links them to the underlying property transaction and creates a unique review webpage that can then be used in all of our digital marketing tools.

The heat map attached shows the current geographical reach of RateMyAgent.com across the US. In particular, agents in California, Florida, the North East and Midwest are the strongest users of the platform.

The Chairman of RMA, David Williams said “Our near-term objective was to get to 100,000 agents on the platform by the end of 2020. With that achieved, next step is to reach 200,000 agents on the platform”.

The CEO, Michael Davey said that, “We are delighted with our continuing progress in the US in attracting agents. While our short-term focus is on growing agents on the platform and reviews, we intend to move to active monetization of the existing agent base later in CY2021.”

This announcement has been authorised by the Company Secretary, Mr. Scott Farndell.

Further information:

Michael Davey
Chief Executive Officer
Mobile +61 400 888 120
michael.davey@ratemyagent.com

David Williams
Chairman
Mobile +61 414 383 593
dwilliams@kidder.com.au

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 include leased properties and to mortgage broking.

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

Agents on the RateMyAgent.com platform

