

## ASX Announcement

30 September 2024

### **RMA signs strategic deal with Realty ONE Group to unlock network of 20,000 agents**

RMA Global Limited (ASX: RMY) (“the Company” or “RMA”) is pleased to announce that it has signed a strategic partnership deal with a major US brokerage Realty ONE Group (ROG). This agreement expands RMA’s relationship with ROG’s nearly 20,000 US agents.

The partnership deal will see RMA become integrated into ROG’s technology architecture to gather agent and team reviews, and syndicate these on the Realty ONE Group website. This integration agreement represents a step forward in the RMA strategy of partnering with brokerages to provide them with a scalable way to enable their agents to gather and promote their reputation and win listings. The ultimate revenue opportunity from this new agreement will be driven from our improved ability to jointly market the upsell opportunity to Realty ONE Group’s base of agents and teams.

RMA will be an integrated part of a suite of reputation building and promotional services that ROG offers their agents. This suite includes automated review collection and distribution, search engine marketing and social media services.

RMA CEO Jim Crisera said, “Realty ONE Group is one of the fastest growing residential real estate brands in the US. Our ability to provide independent collection and validation of agent performance will help Realty ONE Group’s brand building, and enable their top performing agents and teams to stay top of mind and win more listings. We are excited to be more deeply integrated into their tech and to help support the growth of their business as well as each of their agents. It is fantastic to prove that we can expand the RMA footprint in a wholesale leap by collaborating with a premium brand.”

RMA Chairman David Williams said, “This is tangible evidence of our new strategy resonating with brokerages in the US. There are two prongs to our wholesale strategy. The first involves establishing strategic partnerships with large brokerages, integrating their entire network of agents and delivering comprehensive, firm wide reviews and testimonials, strengthening their branding and market positioning. The second is driving additional agent revenue by offering a suite of premium services tailored to each agent in the brokerage, helping them to elevate their performance and better serve their clients. In essence, our wholesale relationship with the brokerage not only delivers a direct revenue stream from brokerages but also brings a substantial influx of new agents to the RMA platform creating significant upsell opportunities.

Authorised for release by the Chairman of RMA Global Limited.

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### **About Realty ONE Group**

Realty ONE Group International is one of the fastest growing, modern, purpose-driven lifestyle brands in real estate whose ONE Purpose is to open doors across the globe – ONE home, ONE dream, ONE life at a time. The organization has rapidly grown to more than 20,000 real estate professionals in over 450 locations across 20 countries and territories because of its proven business model, full-service brokerages, dynamic COOLTURE, superior business coaching through ONE University, outstanding support and its proprietary technology, zONE. Realty ONE Group International has been named the number ONE real estate brand by Entrepreneur Magazine for three consecutive years and continues to surge ahead, opening doors, not only for its clients but for real estate professionals and franchise owners.

visit [www.RealtyONEGroup.com](http://www.RealtyONEGroup.com).

### **About RateMyAgent**

RateMyAgent (ASX: RMY) helps homeowners select trusted real estate professionals. Operating in Australia, New Zealand and the United States, RateMyAgent continues to lead the global market in championing agents that are dedicated to exceptional client service. RateMyAgent is both a platform for consumers to find and compare real estate professionals, and a powerful marketing tool for client-focused agents to build their reputation online. RateMyAgent is used by over 348,000 agents and over 9,800 real estate offices worldwide.