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Trade Me set to buy Viewing Tracker

Trade Me has entered into an agreement to purchase Viewing Tracker (viewingtracker.com), a small Wellington company that minimises hassle for tenants and property managers making arrangements to view rental properties. The business has been going for 18 months and has one staff member, founder Aaron Clancy, who will join the Trade Me team before the end of the year.

Head of Trade Me Property Nigel Jeffries said Viewing Tracker was a clever product that clients loved and deserved a wider audience. "We liked the product and we liked Aaron. We want to increase the value we add and make the user experience on Trade Me Property better for both property managers and tenants. Aaron's a smart guy with lots of knowledge around property management and rentals, and we're looking forward to having his nous on board."

The acquisition is expected to be completed before Christmas and is cash funded. The purchase price is confidential but not material.

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