

24 October 2016

## BUYMYPLACE ACHIEVES ANOTHER RECORD QUARTER AND LAUNCHES NEW PRODUCT OFFERING THROUGH PARTNERSHIPS

ASX: BMP

Issued Capital:

28.736M Fully Paid Shares

26.407M Fully Paid Shares –  
subject to escrow

14.63M Options (Unlisted)

14.63M Performance  
rights (Unlisted)

Paul Heath  
CEO

Matthew Driscoll  
Chairman

Cameron Fisher  
Executive Director

Peter Butterss  
Non-Executive Director

Robert Kipp  
Non-Executive Director

Paul Spottiswood  
Non-Executive Director

Leah Watson  
Company Secretary

Registered office:

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St Kilda VIC 3182

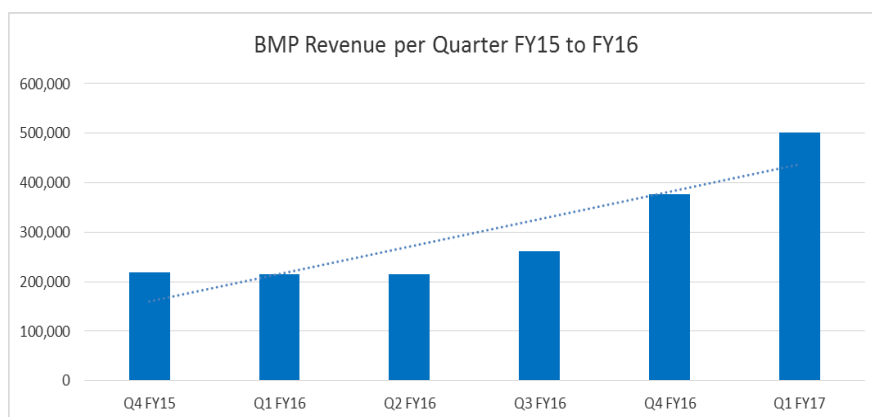
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### Highlights

- Q1 FY17 Revenue up 111% on Q1 FY16 to \$467,000 and up 23% on prior quarter
- Q1 FY17 Total Listings up 77% on Q1 FY16 and up 19% on prior quarter
- Q1 FY17 Gross Profit up 92% to \$325,000 on Q1 FY16 and up 31% on prior quarter
- Website Unique Visitor<sup>1</sup> traffic up 88% on Q1 FY16 and 17% on prior quarter
- Strategic partnership with [beforeyoubid.com.au](http://beforeyoubid.com.au)



Leading commission-free real estate company buyMyplace has recorded another impressive quarter achieving record results in revenue, gross profit and listings, with revenue growth up 111 per cent on Q1 2016 and 23 per cent on the prior quarter.

Despite a total market downturn of 4.9 per cent on the same period last year<sup>2</sup>, buyMyPlace has forged ahead to grow revenue, gross profit and listings whilst simultaneously building its product offering through strategic partnerships and exploring potential acquisitions.

<sup>1</sup>Based on daily Unique Visitors

<sup>2</sup>Source: Core Logic RP Data

"It has been an extremely productive quarter for the team at buyMyplace, with an equal focus placed on growing the business and enhancing our product offering, at a time when new players are entering the market and increasing competition," says Paul Heath, CEO of buyMyplace.

"We have essentially doubled the business in just two quarters whilst at the same time as introducing new products and services - and it is paying off" he continues.

buyMyplace is also heavily promoting its national auction capabilities from October, giving vendors throughout Australia a wider suite of options to sell their property themselves.

"Auctions are an increasingly important element of our services and key to our growth in Sydney, Melbourne, Brisbane and Gold Coast, where auctions are more common", says Heath. "We can provide virtually any vendor in Australia some of the best Auctioneers in their local area who will not only auction the property, but will also oversee the signing of the contracts, once the property is sold", Heath continues.

## **NEW PARTNERSHIPS**

In line with its promises at listing on the ASX in March, buyMyplace has previously announced strategic partnerships with AFG to offer mortgages, finance and insurance, plus Movinghub for utilities connection services. It has now added [beforeyoubid.com.au](http://beforeyoubid.com.au) to the partnership stable, offering vendors and buyers the option to arrange independent pest and property inspections for the property and recover a portion of the cost to other potential buyers requiring the reports. This will streamline the sales process plus reduce cost for both vendors and buyers. The more buyers who purchase the report, the cheaper it is for all parties. This is especially convenient for auctions, enabling buyers to act quickly without have to wait for an inspection.

Says Heath: "Our aim is to offer a complete suite of services to support vendors through the sale of their home and transition them into a new property, while saving tens of thousands of dollars in the process."

## **NEW PRODUCT OFFERING**

From October, buyMyplace launched the "Ultimate Exposure" package to vendors at \$1,795 which will include professional photography, copywriting, vendor support from one of our licensed real estate agents, professional negotiation and a feature listing on [realestate.com.au](http://realestate.com.au) or priority placement on [domain.com.au](http://domain.com.au).

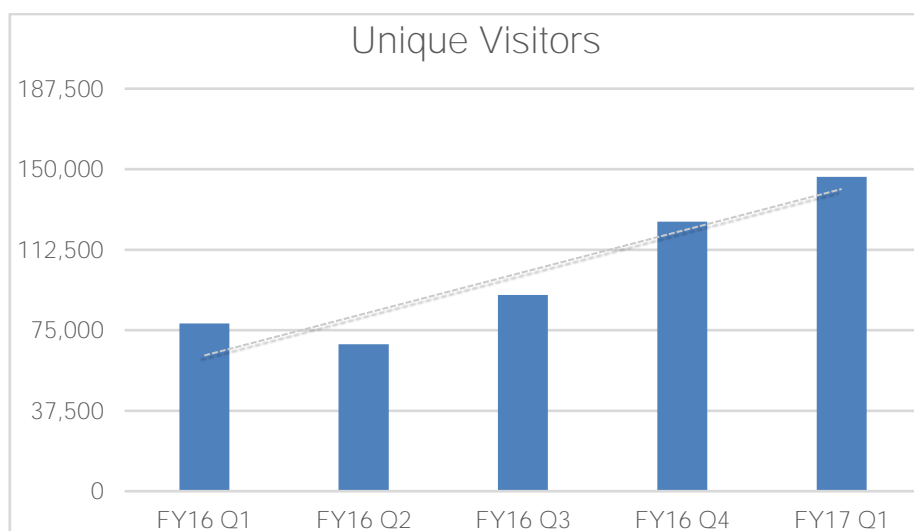
“For under \$2,000, we want to provide vendors virtually everything they might expect from a traditional real estate agent, and remove the stress of negotiations, which some people may feel uncomfortable managing alone,” says Heath. “Not surprisingly, we have already had strong interest in this package, as well as sales to a number of vendors.”

## MAINTAINING RECORD BREAKING MOMENTUM

buyMyplace has recorded a 238 percent increase in leads on Q1 FY16 indicating the record breaking quarters it has achieved are projected to continue in the future. Gross Profit is up by 31 per cent on prior quarter and more than 3,000 vendors have successfully sold their properties via buyMyplace.

Heath believes much of this success is attributable to a combination of factors: “We have seen very strong results from our expansion of online marketing and continued investment in TV advertising, a relaunch of the website front end providing an improved user experience for vendors, buyers and renters alike, plus the integration of “live chat” to provide better customer service.”

“We are also very pleased with how our increased marketing has performed with unique visitor traffic to our site in Q1 up 88% on prior corresponding period and up 17% on prior quarter”, Heath continues.



He concludes: “Through our intense focus on all areas of the business, we are establishing a strong foundation of increased awareness of our commission-free proposition for Australian property vendors. We are expanding our offer to provide virtually everything a traditional agent does, and with savings of around \$20,000 on commissions and fees, vendors are fast becoming very aware of this.”

-Ends-

**For further information or to arrange an interview:**

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**About buyMyplace**

buyMyplace, is an online real estate company enabling Australians to sell their homes without paying fees and commissions to real estate agents. The company was established to capitalise on an anticipated trend in the Australian property market of selling homes privately online, mirroring the adoption of this practice in the US, Canada and Europe. The business model has been validated with over 3,000 customers having sold their own properties using buyMyplace since 2009, representing circa \$1.5 billion in property sales. buyMyplace generates revenues by charging an up-front listing fixed fee plus a range of additional services, which incorporate a margin on prices charged to the vendor.

buyMyplace holds real estate licenses in every state of Australia and customers can choose from four packages providing an automatic listing on major property portals realestate.com.au and domain.com.au, a 'for sale' signboard, brochure ware plus unlimited free online and telephone support until sold. Up to seven additional portals are available to vendors as well as a range of additional products and services is also available, including professional photography, negotiation support, auctioneers, featured listings on the major property portals plus unlimited phone and online vendor support until their property is sold.