

ratemyagent[®]

Introducing RateMyAgent

The Review platform helping Real Estate Agents win
business

How RMA Works

1. RMA connects to industry data feeds to build a complete database of property transactions
2. Profiles are created for each agent using their transactional history and can be claimed for free
3. Agents can collect and import reviews to build up their RMA profile
4. Agents upgrade to a paid subscription in order to:
 - a. Personalise and brand their RMA profile;
 - b. Syndicate their reviews around the web (eg Google, Realtor, their website);
 - c. Automate their social media feed with reviews and content from their listings; and
 - d. Simplify ad buying on FB, Instagram and Google

Agents using our tools have a steady stream of high quality marketing content, improving their visibility for sellers looking for a realtor.

The screenshot displays the RateMyAgent profile for Gabby Yu. At the top, there are navigation links for 'Sales', 'Leasing', and 'Search', along with 'Join' or 'Log in' options. The profile header includes 'Sales > Florida > Brevard County > The Great Group' and 'Compare' or 'Share' buttons. A 'Free version of profile' button is also present. The profile features a circular profile picture of Gabby Yu, her name, and her title 'Licensed Real Estate Agent at The Great Group' with a 4.8 rating from 19 reviews. The 'About Gabby' section states she has 6 active property listings for sale and 4 sold listings worth \$2,725,000.00. Below this is a 'Gabby's reviews' section with a 'Review Gabby' button. The 'Gabby's properties for sale' section shows four listings with 'For Sale' and 'Sold' filters. The listings include photos, prices, addresses, and icons for features like beds, baths, and carports. A sidebar on the right contains a 'Claim profile' button and a 'Most recommended agents in Brevard County' section listing Abby Grail, Nick Diaz, and Brooke Holt.

RMA is easy for clients and agents, so our agents get more reviews from their work

- Reviews from buyers or sellers in the transaction mean more meaningful reviews with less noise
- No login needed for reviewers
- TMS & CRM integrations for automation
- Personalization and control of requests
- Import historical reviews
- Response rate above 65%

>65%
REVIEW CONVERSION RATE

ratemyagent [View in browser](#)

Congrats on your recent sale, John!

Get a review for this sale, then share that positive client experience across your favorite social networks (excluding Facebook)

Sold

ratemyagent [View in browser](#)

Congrats, John!

Well done on the sale of 8182 Hubbard Valley Rd, Seville, OH

We're going to send a review request to your custom using the following details.

Name: Smiles Davis
Email: smiles.davis@gmail.com
Phone: 1234 1234

[Edit details](#)

[Cancel opportunity](#)

You have 48 hours to cancel. You can adjust your settings here.

Hi Smiles Davis,

LuAnn Shikasho
EXP REALTY OF CALIFORNIA INC.

Hi Smiles Davis,

Congratulations on the sale of 7635 Tigerwoods Drive, Vineyard, CA, 95829. LuAnn Shikasho has invited you to provide a review about their performance during the sales/buying process.

A message from LuAnn

Hi Smiles,

It was a pleasure working with you in the sale of your property at 5400 Nyoda Way, Carmichael, CA, 95608.

We would love to hear any feedback you had and would greatly appreciate it if you would complete a review about the experience you had while working with LuAnn.

Kind regards,

eXp Realty of California Inc.

RateMyAgent

Message Today 4:20 PM

Hi Smiles,

Congrats on the sale of 3976 Boardwalk Dr, Green, OH, 44319. John Scagione has invited you to provide a review on RateMyAgent.

Link: [rma/reviews/94123cc](#)

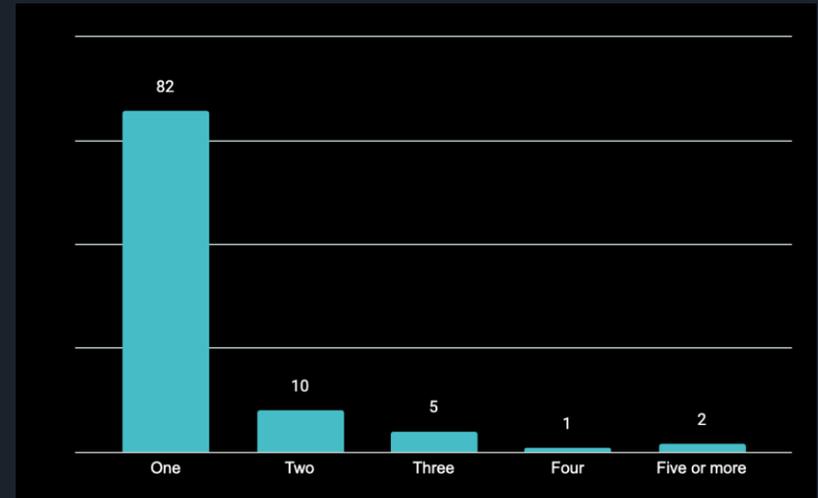
As an agent almost 100% of business comes from referrals and testimonials. So, thank you! We appreciate your time and honest feedback.

Reply STOP to unsubscribe

Reviews help agents win listings

- **82% of sellers** only contact one agent
- Most important factors are their **Reputation** (32%) and being **Honest & Trustworthy** (19%) - reviews are perfect methods to show these
- **Typical seller process:**
 - Ask friends and network for referrals
 - **Look them up (Google, Website, Socials, Other sites)**
 - Call one
- **Reviews help agents get that first call**

Number of agents contacted before Seller selected their agent (%):



A claimed profile acts as a digital resume

Once claimed, agents can optimize their profile with a paid subscription that enables:

- Detailed reviews stored on agent profile
- Personalized branding to stand out online
- Reviews shared with clients with a single link
- Mapped transactions with reviews
- Site and service feeds Google and improves the agent's SEO ranking
- Acts as a digital Resume for Realtors

And much more

Sales > Hancock County > RE/MAX Along The Way > Compare agent < Share

RE/MAX

Emily K Clemens
Owner / Realtor / Broker at RE/MAX Along The Way
Real Estate Broker: 91920
5 (54 reviews)

Pay for extra features

Emily's sales performance at a glance
See how Emily has performed in the last 12 months on RealtyAgent®

8 Reviews
Average sale price: \$188k

3 Properties for sale
Total sales value: \$3.2m

17 Sold properties

RE/MAX
Free Market Report
Free Market Analysis
Email
229...

About Emily
Born & raised in the area I serve, I'm familiar with the local communities as well as the local real estate market. This combination allows me to offer clients knowledge and experience from every angle. I recognize that each client and circumstance is unique and provide personal and quality representation to meet those individual requirements. Your best interest is my top priority!

Social profiles

Reviews > Sell > For Sale > View profile > Showing 44 reviews

RE/MAX

Emily K Clemens
44 reviews

246 9th Street, Long Beach, MS, 39600
5 stars 23 days ago
Emily worked with my husband and I over several months and looked at several homes until we found what would be our retirement home. Emily was patient, knowledgeable, and through. Her experience...

102-548 West Beach Boulevard, Long Beach, MS, 39600
5 stars 4 months ago
We were selling a condo in Long Beach from two states away and were worried that this would be a... Read more

Emily listing (Self)

400 Orange St, Pass Christian, MS, 39571
5 stars 8 months ago
Emily is the best in the profession! She made everything easy for us and was in frequent contact to... Read more
Tom & Kelly (Client)

618 Altamare Avenue, Gulfport, MS, 39501
5 stars 11 months ago
Get in touch

Emily has 44 reviews across 11 different locations, showing 4.

Emily's reviews 5

Hour Review 5 stars 21 days ago
Great experience!
Emily worked with my husband and I over several months and looked at several homes until we found what would be our retirement home at the beach. Emily was patient, knowledgeable, and through. Her experience...

Sale Review 5 stars 4 months ago
Excellent Sale Ever
We were selling a condo in Long Beach from two states away and were worried that this would be a nightmare for us, but Emily actually made this the easiest sale ever! Her knowledge of the area and market, her professionalism...

Hour Review 5 stars 4 months ago
Highly Recommend!
Emily is the best in the profession! She made everything easy for us and was in frequent contact to keep us informed of the status of our transaction. Although our purchase was small, she treated us as though we were top...

Sale Review 5 stars 4 months ago
Very Professional and Great for Business
Was always available to answer any questions regardless of the time of day. Rates high in customer satisfaction. Knows her business and the area she serves.

Emily's reviews from around the web

Emily has 14 reviews collected on other rating platforms.

We were selling a condo in Long Beach from two states away and were worried that this would be a nightmare for us, but Emily actually made this the easiest sale ever! Her knowledge of the area and market, her professionalism...

Emily is the best in the profession! She made everything easy for us and was in frequent contact to keep us informed of the status of our transaction. Although our purchase was small, she treated us as though we were top...

Emily clients with 48 total reviews have used the professional service and the professional process was outstanding.

Emily clients with 48 total reviews have used the professional service and the professional process was outstanding.

Agents then show up in location searches for the best agents

- Agents appear on our location or neighbourhood rankings
- Rich content that appears in Google
- Agents can use rankings to prove their expertise and credentials to future buyers and sellers

Overview of Broward County
There are 26,779 active real estate agents and 6,070 active real estate offices in Broward County. There have been 46,495 active and sold properties over past 12 months, with 19,781 reviews in total.

Overview | Reviews | Agents | Offices | For Sale | Sold | Awards

Latest Reviews

- 5 stars**
From the moment I met Amanda in the middle of November, she has been an amazing agent. I just don't know what we...
[Read more](#)
Amanda Stone received a review from Jake Halley
- 5 stars**
Kaeli made the sale and transfer as easy as could be for all parties. She even helped us work out problems with the then current...
[Read more](#)
Kaeli Herrick received a review from Tom Oswald
- 5 stars**
Ms Chang handled our purchase very professionally. She kept us updated on every step of the process, and got us the...
[Read more](#)
Leah Chang received a review from Buyer
- 5 stars**
Cathy is the ideal professional realtor. She knows her trade well and her experience shows. She led us to the appropriate...
[Read more](#)
Cathy Griffin received a review from Vendor

Top agents in Broward County
Based on most recommendations in the last 12 months.

Maya Tegov
Prestige Waterfront Realty
87 Reviews

Based on activity in Broward County

46 Recommendations | 54 Sold properties | \$643.55k Average sale price | \$34.75m Total sales value

[Free market report](#)
[Get in touch](#)
[Compare agent](#)

Monica Davis
Keller Williams Legacy Realty
139 Reviews
Top 5 Agent in Broward County

Based on activity in Broward County

34 Recommendations | 58 Sold properties | \$277.3k Average sale price | \$16.08m Total sales value

[Free market report](#)
[Get in touch](#)
[Compare agent](#)

Syndicate reviews across the web

Transform reviews, sales & listings into digital content and distribute via automated social media management, or transform into paid ad campaigns.

- Promoter campaigns generate connections through professionally designed ads and landing pages
- Social Media Manager posts fresh content to your social platforms to help build & maintain trust

A review card for Keri Sternberg, a RE/MAX agent. It features a circular profile picture of Keri, her name, and the RE/MAX logo. Below this is a five-star rating and a testimonial: "Keri is fantastic and the best realtor I've ever gotten to work with. She is very well versed in VA issues and knows exactly who to talk to in the Sacramento area to help folks find a house. She was...". A small "rateMyAgent" logo is at the bottom left.

A "Just Sold" card for Jenn Irvin, a RE/MAX agent. It features a photograph of a large, modern house with a white garage door and a large tree in the foreground. A black circle with the text "JUST SOLD" is in the top right corner. Below the photo is Jenn Irvin's profile picture, name, and address: "7058 Alondra Avenue, Hesperia, CA, 92345". The RE/MAX logo is at the bottom.

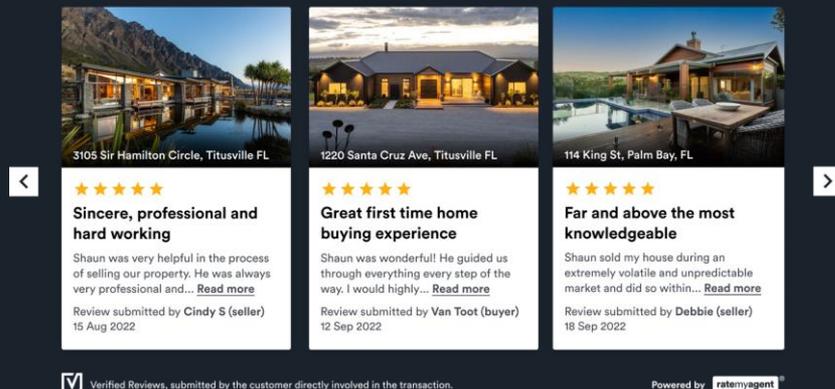
A "New Listing" card for Jenn Irvin, a RE/MAX agent. It features a photograph of a large, modern house with a white garage door. The text "NEW LISTING" is repeated three times in a light blue font at the top. Below the photo is Jenn Irvin's profile picture, name, and the RE/MAX logo.



Reviews on your website

Showcase latest reviews and keep website content fresh

- Automatically syndicate reviews directly to your website.
- Automatically updates with each new positive review.
- Improve your site's SEO ranking and helps you improve your ranking in Google search results.



3105 Sir Hamilton Circle, Titusville FL

1220 Santa Cruz Ave, Titusville FL

114 King St, Palm Bay, FL

★★★★★

Sincere, professional and hard working

Shaun was very helpful in the process of selling our property. He was always very professional and... [Read more](#)

Review submitted by Cindy S (seller)
15 Aug 2022

★★★★★

Great first time home buying experience

Shaun was wonderful! He guided us through everything every step of the way. I would highly... [Read more](#)

Review submitted by Van Toot (buyer)
12 Sep 2022

★★★★★

Far and above the most knowledgeable

Shaun sold my house during an extremely volatile and unpredictable market and did so within... [Read more](#)

Review submitted by Debbie (seller)
18 Sep 2022

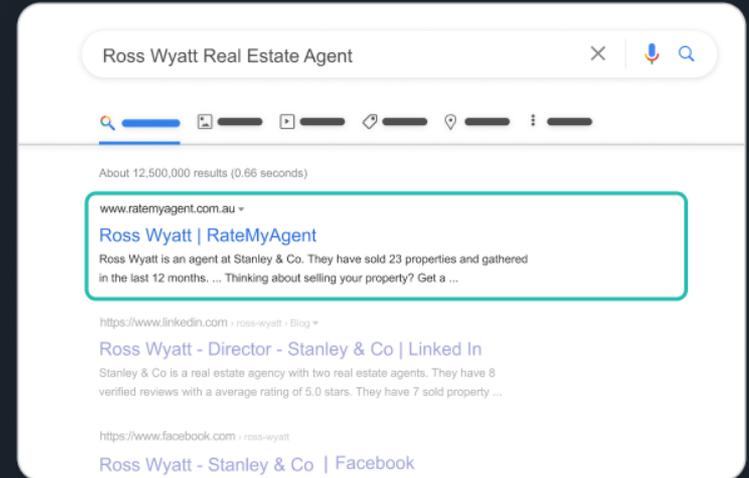
Verified Reviews, submitted by the customer directly involved in the transaction.

Powered by **ratemyagent**

Easily get found at the top of Google Search

The more reviews, the more opportunities to demonstrate your expertise and become easier to find on Google.

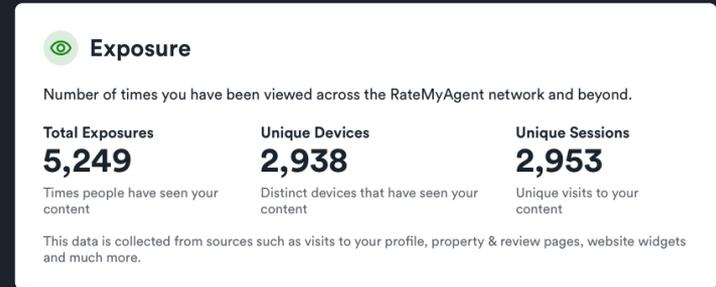
- Automatic Google Posts push fresh content to your Business Profile
- Prompt clients to convert their review into a Google Review
- One place to manage and reply to your Google Reviews
- Build trust by displaying Google Reviews on your public RateMyAgent profile



Reviews provide great online exposure when sellers are selecting their agent

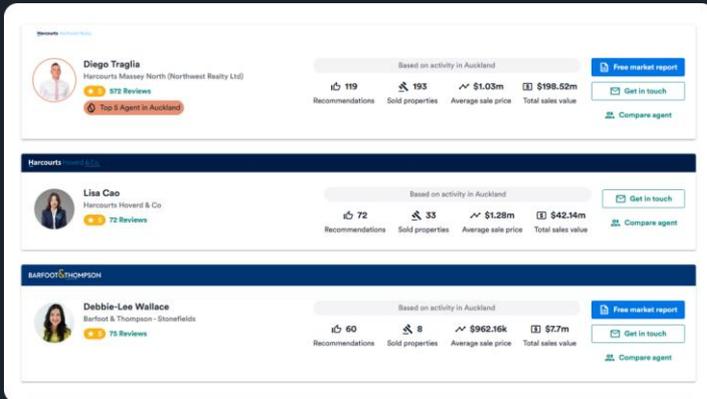
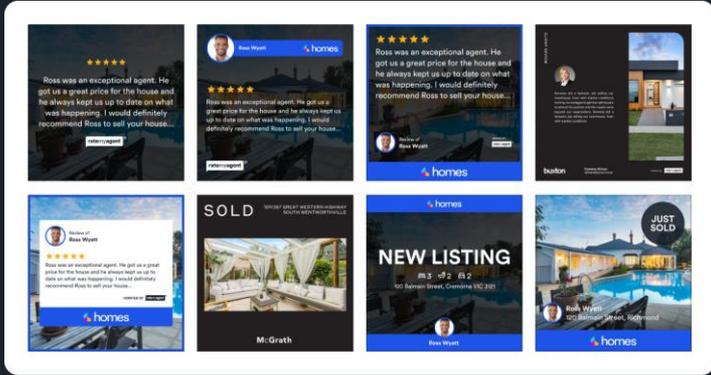
See what your reviews are doing for you with our analytics and tracking.

- Sellers have asked their network for recommended agents and are doing their research on who to use.
- Sellers read reviews before deciding who to call.
- Most sellers only contact one agent.
- RMA is the marketing strategy to ensure those sellers are reading your great reviews when deciding who to call.



RateMyAgent

A digital marketing & reputation platform for agents to stand out using verified reviews



- RateMyAgent (RMA) is a review & marketing SaaS platform specialising in Real Estate, uniquely linking reviews and transactions
- RMA group recurring revenue of \$15.2m in FY22 growing at 38% year on year (YoY).
 - US revenue growing at 282% YoY in FY22.
 - Established ANZ market growing at 26% YoY in FY22.
- Significant US market presence with over 235,000 agents on the platform and over 645,000 US reviews
- US 14-day free trial converting at ~c.80% to paid subscriptions.
- Recent capital raising to raise up \$5.5m via an accelerated non-renounceable entitlement offer to existing shareholders to accelerate US monetisation and deliver positive cash flows

A validated business model

Execution of strategy has generated strong operational and financial growth

	FY22 (globally)	% increase (vs. FY21)
Increase site activity through new agent reviews	545,000	 57%
Increase number of agents on the platform	268,000	 57%
Increase conversion to paid subscriptions	A\$10.7m	 37%
Monetised other revenue (Promoter¹ revenue)	A\$4.5m	 41%
Growing Annual Recurring Revenue (ARR²):	A\$15.2m	 38%

Repeatable business model to drive international success

Delivering expansion into international markets

Increased monetisation

Australia & New Zealand

- ✓ c.77% of active agents on the platform
- ✓ Market leading platform
- ✓ Embedded within agent workflows
- ✓ Collecting reviews for 1 in 3 homes sold in Australia
- ✓ 33% of active agents in Australia & New Zealand have a paid subscription
- ✓ \$13.2m FY22 revenue (26% growth)



Growth Strategy

1. Leverage relationships to gather transaction data and grow agents on the platform
2. Grow agent reviews and site traffic
3. Increase subscription rates with high value offering and increased referrals
4. Offer additional marketing products to increase platform spend e.g. Promoter

Rapid traction

United States

- ✓ \$2.0m FY22 revenue (282% growth)
- ✓ Over 235,000 agents with profiles
- ✓ Over 645,000 completed reviews
- ✓ Data relationships in place for over 1.1m agents
- ✓ Agents used by both buyer and sellers in a transaction
- ✓ Partnerships in place with large brokerage firms and networks
- ✓ Market potential with <1% of active agents with a paid subscription

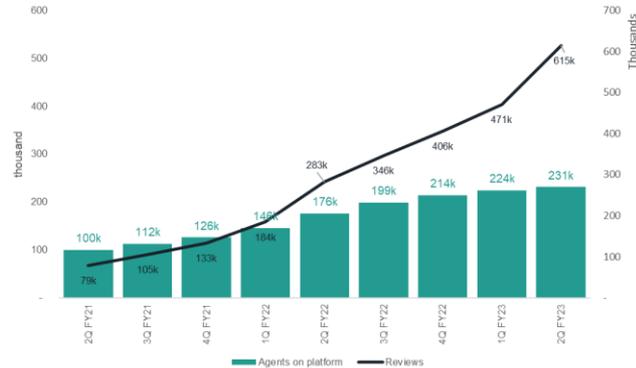


Accelerating our US revenue growth

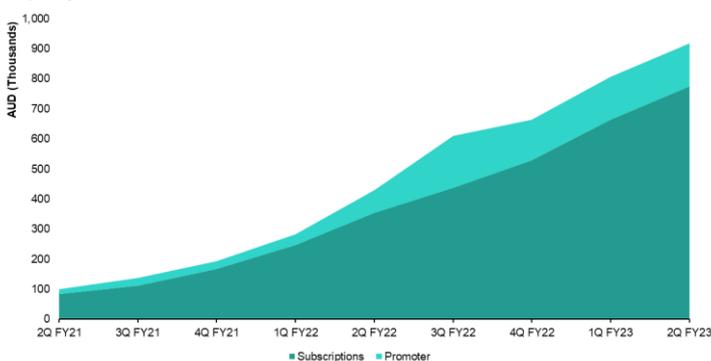
Since restricting our free tier, our 14-day trial offer is converting at c.80% to paid subscriptions

Strong uptake and revenue momentum in the US market

Agents on platform vs reviews (cumulative)



US quarterly revenues



Monetisation Initiatives

- Moved important marketing functionality from free tier into paid tiers
- Simplified our product tiers and purchasing flow and restricted the "free" tier
- Streamlined partnership offering, consistent across channels
- Go To Market partnerships in place

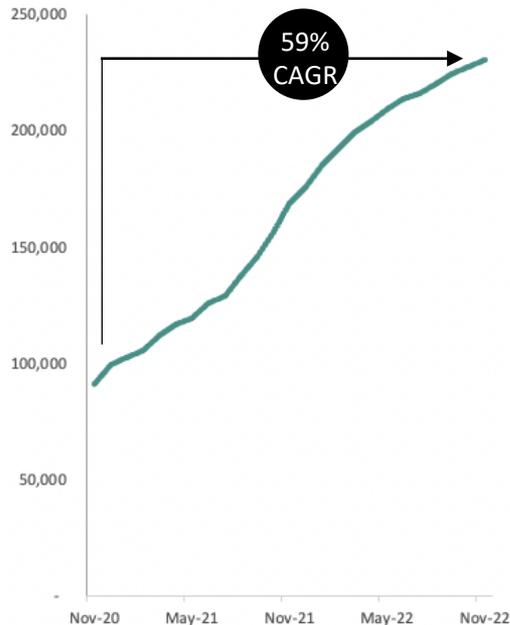


- Continued product improvements such as review automation, Wordpress integration, profile design uplift, recognition badges with more to come

Our product changes continue to deliver US growth

US footprint initially built with free usage. Attention now focused on monetising California and Florida markets with our free trial offer.

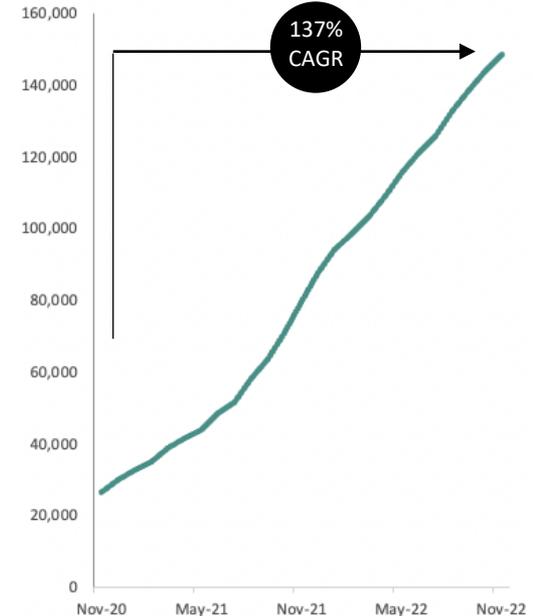
Large US agent account base



Improved monetisation

- ✓ Introduced new product and pricing tiers - Free, Lite, Pro, Premium
- ✓ Introduced 14-day free-trial, currently converting at c. 80% to paid subscriptions
- ✓ Realigned partnership offering in line with improved product mix to drive growth in 2023

Strong Review Growth in Florida



Building the platform

	California	Florida	Next 8 US States ⁵	Australia & NZ
Population ¹	39.2m	21.8m	112.9m	30.8m
GDP ²	US\$3.4tn	US\$1.3tn	US\$8.2tn	US\$1.8tn
Active Agents ³	124,000	143,000	277,000	40,000
Agents with subscriptions ⁴	700	1,200	1,000	13.1k
RMY agent % penetration	0.6%	0.8%	0.4%	32.8%
RMY annual recurring revenue ⁶	~A\$0.32m	~A\$0.55m	~A\$0.45m	~A\$13.2m



Focus on California and Florida

- c.439,000 agents, of which c.267,000 are active
- Focus on driving free-trial uptake and conversion to paying, to reach positive cash flow



Expand into next largest US markets

- Target next largest US states with our validated model for entry and expansion
- 8 states collectively have c.277,000 active agents⁵



Adjacent market opportunities

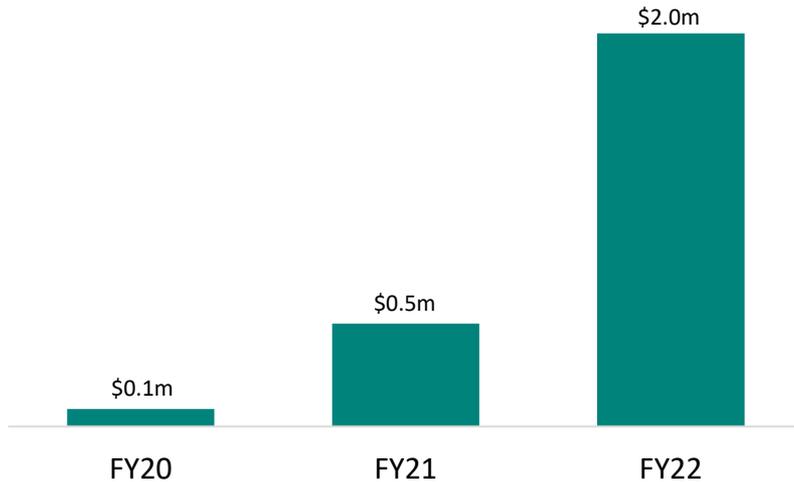
- Leasing & rentals; Mortgage finance & brokers; Conveyancing and settlement; Data services.
- Other international markets

1. US Census.gov (2021), World Bank (Australia, New Zealand, 2021)
2. 2021 GDP. US Bureau of Economic Analysis, World Bank (Australia, New Zealand)
3. Active Agents defined as an agent who has completed one or more transactions in the last 12 months
4. As at November 2022, rounded to nearest 100 agents
5. Next 8 largest states by agent count include Texas, New York, New Jersey, Arizona, North Carolina, Illinois, Georgia, Pennsylvania with 530,000 registered agents, of which 277,000 are estimated to be active (have had one or more transactions in last 12 months)
6. State based revenue based on overall per-average agent revenue in FY22

US presents a very large addressable market opportunity

Early traction is being seen in US with usage and revenue growth. The market offers a potential ~A\$300m addressable market opportunity if Australian performance benchmarks can be achieved.

Strong revenue growth momentum in the US market (AUD)



Large US addressable market

~865,000

Active agents

X

~A\$983

Average AUS agent spend in FY22¹

=

~A\$850m

Total addressable market

36%

AUS share²

~A\$310m Opportunity

Assuming Australian performance benchmarks are achieved

Summary & Outlook

1

Well positioned to capitalise on moving c.235,000 US agent customers on free tiers to paying

2

Validated model in Australia with demonstrated traction in US

3

Focused on driving US revenue growth to deliver positive cash flow

4

Recent restructuring provides stable cost base and operating leverage

5

Product and monetisation effort delivering revenue growth across all geographies

