

The logo for RateMyAgent, featuring the text "ratemyagent" in a bold, lowercase sans-serif font. The text is white and is contained within a white speech bubble shape that has a small tail pointing towards the bottom-left. A small registered trademark symbol (®) is located to the upper right of the text.

ratemyagent®

Introducing RateMyAgent

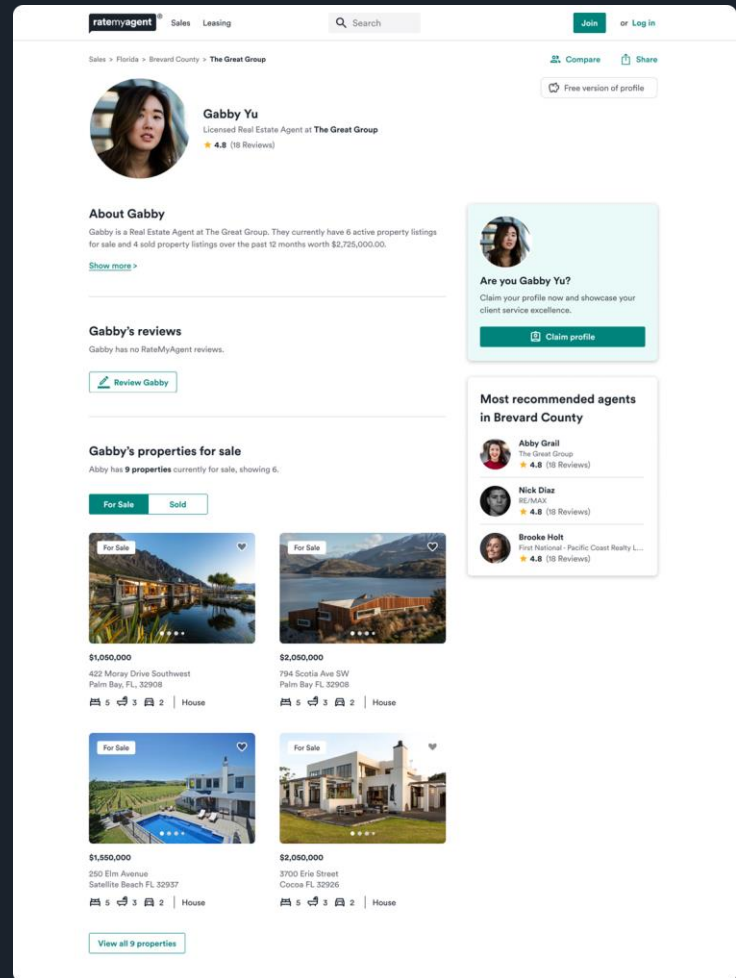
The Review platform helping Real Estate Agents win business



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.



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

The image displays three overlapping screenshots of the RateMyAgent interface. The top screenshot is a congratulatory email from RateMyAgent to John, congratulating him on his recent sale and asking for a review. The middle screenshot is a review request form for John, with fields for Name, Email, and Phone, and buttons for 'Edit details', 'Cancel opportunity', and 'Email preferences'. The bottom screenshot is a response message from LuAnn Shikasho to John, thanking him for his review and providing a link to his profile.

ratemyagent
Congrats, John!
Well done on the sale of 8182 Hubbard Valley Rd, Seville, OH 44131.
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
Email preferences

ratemyagent
Congrats, John!
Well done on the sale of 8182 Hubbard Valley Rd, Seville, OH 44131.
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
Email preferences

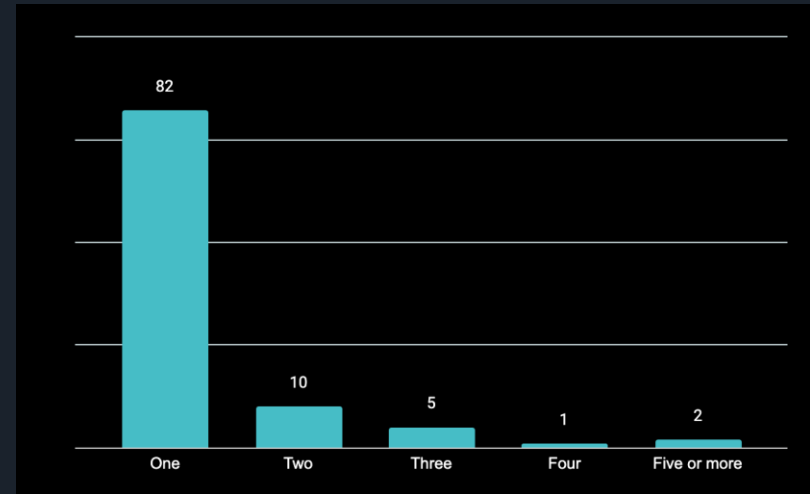
LuAnn Shikasho
EXP REALTY OF CALIFORNIA INC.
Hi Smiles Davis,
Congratulations on the sale of 7635 Tigerwoods Drive, Vineyard, CA, 95829. LuAnn Shikasho has invited you to provide a review about their performance during the sales/buying process.
A message from LuAnn
Hi Smiles,
It was a pleasure working 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, 44315. John Scaglione has invited you to provide a review on RateMyAgent.
Link: [rma.reviews/64j23cc](#)
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

This screenshot shows the RE/MAX profile for Emily K Clemens, a Realtor in Hancock County. The profile includes her photo, name, and contact information. It highlights her sales performance with statistics: 8 years in business, 188k average sale price, 3 properties for sale, and 17 sold properties totaling \$3.2m. A 'Free Market Report' and 'Email' button are visible. The 'About Emily' section describes her experience and commitment to clients. Social media links for Facebook and Instagram are also present.

This screenshot displays the 'Reviews' section of Emily K Clemens' profile. It lists four reviews from clients, each with a star rating and a brief description of their experience. A map on the right shows the locations of these transactions, with orange pins marking the properties. The map includes labels for various locations like 'Long Beach', 'Gulfport', and 'Pascagoula'.

This screenshot shows a collection of reviews for Emily K Clemens from various online platforms. Each review includes a star rating, a photo of the property, and a short text snippet. The reviews are organized into a grid, with each entry showing the review text, a star rating, and a small photo of the property.

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

- Amanda Stone** received a review from **Jake Hailey**.
From the moment I met Amanda in the middle of November, she has been an amazing agent. I felt her know what we...
[Read more](#)
- Kaeli Herrick** received a review from **Tom Oswald**.
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](#)
- Leah Chang** received a review from **Buyer**.
Ms Chang handled our purchase very professionally. She kept us updated on every step of the process, and got us the...
[Read more](#)
- Cathy Griffin** received a review from **Vendor**.
Cathy is the ideal professional realtor. She knows her trade well and her experience shows. She led us to the appropriate...
[Read more](#)

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

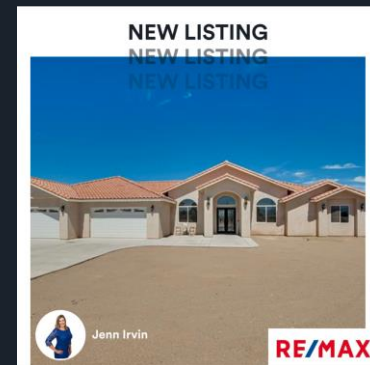
Maya Togov
Prestige Waterfront Realty
Based on activity in Broward County
87 Reviews
46 Recommendations
54 Sold properties
\$643.55k Average sale price
\$34.75m Total sales value
[Free market report](#)
[Get in touch](#)
[Compare agent](#)

Monica Davis
Keller Williams Legacy Realty
Based on activity in Broward County
139 Reviews
34 Recommendations
58 Sold properties
\$277.3k Average sale price
\$16.08m Total sales value
[Free market report](#)
[Get in touch](#)
[Compare agent](#)
Top 5 Agent in Broward County

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



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

★★★★★

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




1220 Santa Cruz Ave, Titusville FL

★★★★★

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



114 King St, Palm Bay, FL

★★★★★

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

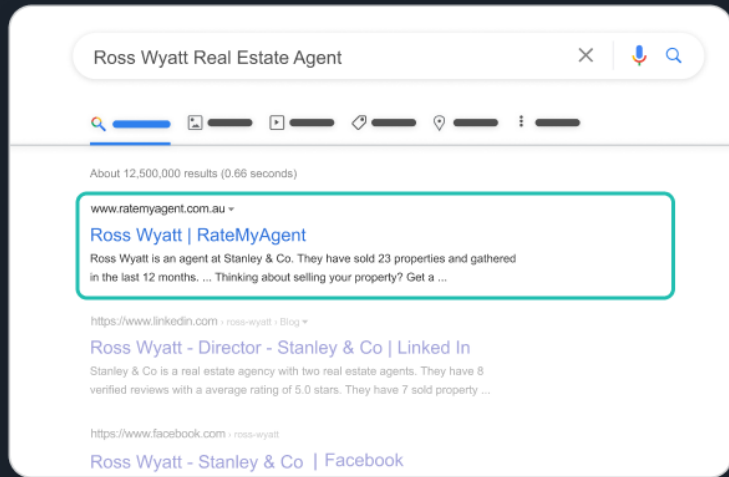
Verified Reviews, submitted by the customer directly involved in the transaction.

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.

How You Compare

Non subscribed agent (95 Exposures)



You! (5,249 Exposures)



54x more exposure

Based on agents who sell the same amount of properties



Exposure

Number of times you have been viewed across the RateMyAgent network and beyond.

Total Exposures

5,249

Times people have seen your content

Unique Devices

2,938

Distinct devices that have seen your content

Unique Sessions

2,953

Unique visits to your content

This data is collected from sources such as visits to your profile, property & review pages, website widgets and much more.



Social Media Analytics

How many people are seeing and engaging with your RateMyAgent social posts

Total posts

63

Posts shared to social media

Total Views

4,355

Times your posts were viewed

Total Clicks

52

People clicked on your posts

Total Reactions

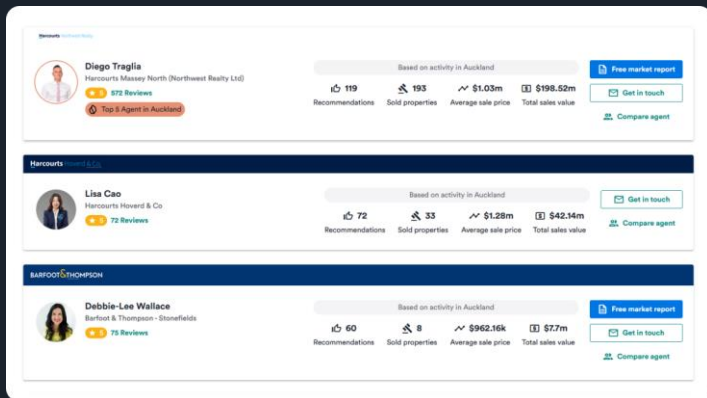
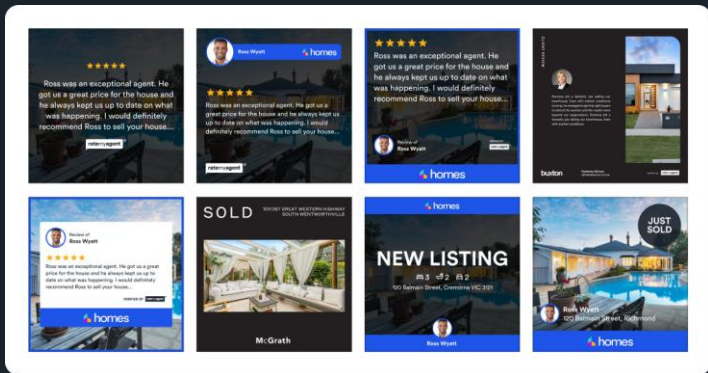
146

Reactions made on your posts

This data was collected from your connected Instagram, Google, Facebook accounts.

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

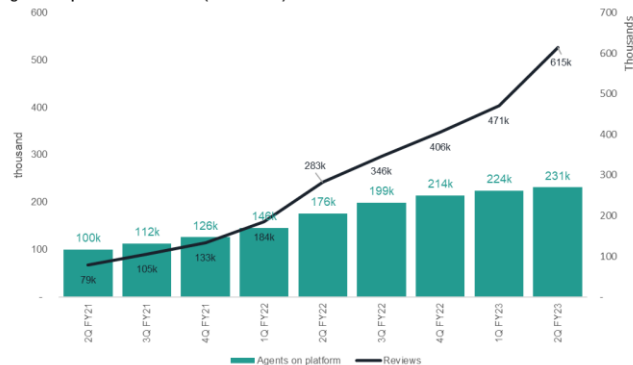


Accelerating our US revenue growth

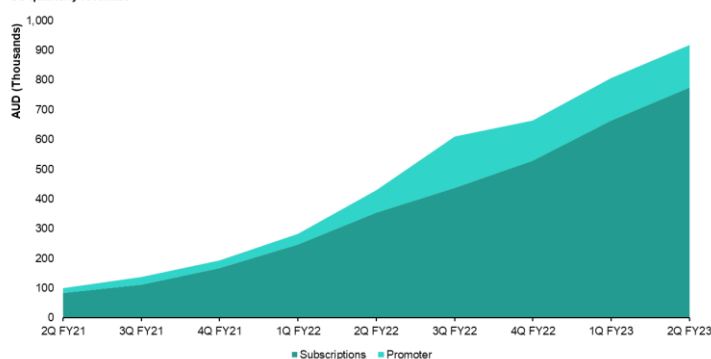
Since restricting our free tier, our 14-day trial offer is converting at c.80% to paid subscriptions

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

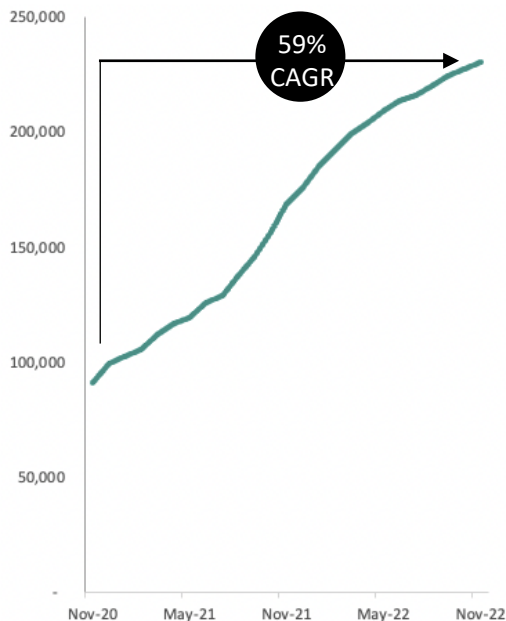


- Continued product improvements such as review automation, Wordpress integration, profile design uplift, recognition badges with more to come

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.

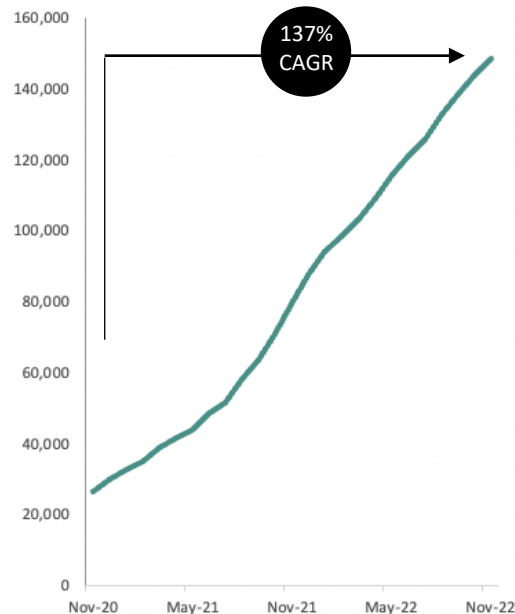
Large US agent account base



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

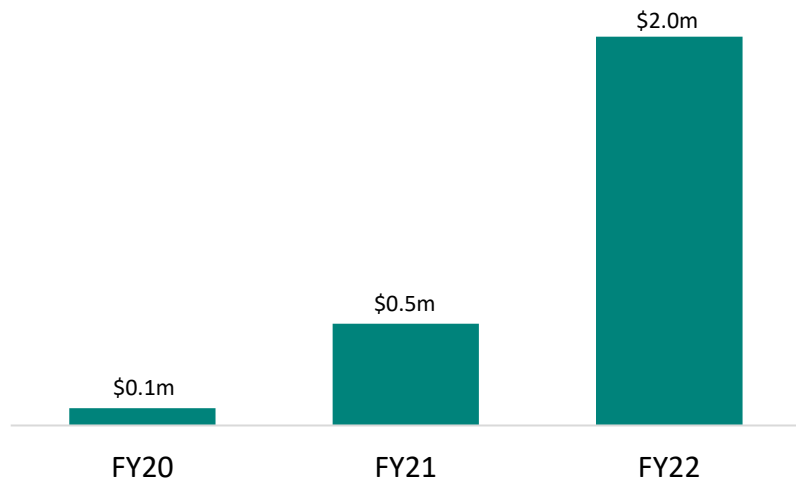
- Leasing & rentals; Mortgage finance & brokers; Conveyancing and settlement; Data services.
- Other international markets

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

