

Media enquiries: Damien McDonald
Sales & Marketing Manager EAC
PH: 9724 6999
Email: dmcdonald@eac.com.au

EAC Launches New realestateworld.com.au Platform

The Estate Agents Co operative, (EAC), today announced the launch of its redesigned real estate property listing website realestateworld.com.au. This release is a result of over 10 months of behind the scenes development and testing to bring both real estate agents and consumers the most comprehensive, technologically advanced, user interactive and friendly real estate website available to the NSW market.

The new platform will still incorporate all the characteristics previously available on the last release but now include several new features, resulting from qualitative market research, which EAC feel will give real estate consumers a more informed online experience whilst in the decision making process of purchasing or renting a new property. Some of these features include;

NSW Suburb Trends & Most Viewed Suburbs Statistics – Site visitors will now have access to a multitude of property and suburb related statistical information such as the NSW Top & Bottom Ten Suburb Trends. The information shown is based on the median price of properties compared to the previous quarter. Consumers can click on any suburb in the list to produce various median price and capital growth reports with the click of a mouse.

Real Estate Trending Reports – Consumers can also chose any NSW suburb for statistical reporting with the NSW Real Estate Trends Facility, This report retrieves median price statistics on a NSW suburb of choice, along with its surrounding suburbs. Once produced, consumers can drill down further and obtain Recent Median Sales History and Capital Growth Data using this tool.

Inspection Alerts - Whether you're looking for property to buy or rent, our Inspection Alert service makes the process easy by searching through our listings once a week to find new properties that match your criteria with upcoming inspections. Our inspection alert will notify consumers via email of properties that match your own personalised criteria.

realestateworld.com.au Community – The realestateworld.com.au community portal is where agents and consumers will find forums where they can seek or post information on any real estate related topics that they would like to discuss among other real estate consumers and industry experts. Also available is media news related stories and articles relating to realestateworld.com.au and Real Estate related material. There are also direct links to social networking sites such as facebook.

Property Search Page Views – Consumers will now be able to personalise their selected search page criteria utilising either a traditional Listing View, a Photo View or even a Property Map View which plots the properties on a map next to the listings.

Google Maps & Street View – Using the latest in Google Maps technology consumers will now be able to select from a series of map views, including Street View, which enables a virtual tour of the entire street where the property is listed. Another added feature is the ability to type in your current address to be supplied with road directions to one or several properties you may wish to inspect.

New Listings Search - In addition to the traditional search criteria, consumers can now chose to search solely from the most recently listed properties as they are uploaded to the site using the "New Listing" search facility.

"Today's real estate consumers are definitely much more focused on information technology, which they use in any decision making process when looking to purchase property. Buyer behavior reports now confirm that modern real estate consumers seek to obtain as much online information as possible on any prospective purchase before they even make contact with a real estate agent", stated David Crombie, Chief Executive Officer – EAC. "All in all I think our development team has produced a site which will provide consumers with all the information they will require to assist in this process".

Agents Benefits

"realestateworld.com.au currently has over 800 listing agents and is rapidly proving to be the fastest growing real estate web site in NSW, with over 25,000 properties listed in October 2008. In some areas agents are reporting a better consumer response rate to their listings than some of the other well known property sites." Commented Damien McDonald, Sales & Marketing Manager – EAC.

"The site is supported by six real estate publications of the same name throughout NSW as well as targeted consumer advertising, utilising regional TV and Radio. The most beneficial advantage to NSW agents is the availability of real time sales property data that is generated directly from the site and available through Red Square. For as little as a \$1 per day agents can have an Industry developed and owned site that provides all of their property marketing needs."

Agent Pricing

EAC Members	\$29.95
REINSW Members	\$29.95
realestateworld.com.au Publication Advertisers	\$29.95
Red Square Subscribers	\$39.95
Other	\$39.95

Existing realestateworld.com.au subscribers will be notified by mail of the new price structure and cut over in the next billing period. Any offices wishing to subscribe can contact realestateworld.com.au on PH: 1300 137 161 or email: info@realestateworld.com.au to receive an order form.

