

ASX Announcement

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Significant uplift in Agent Reviews in US

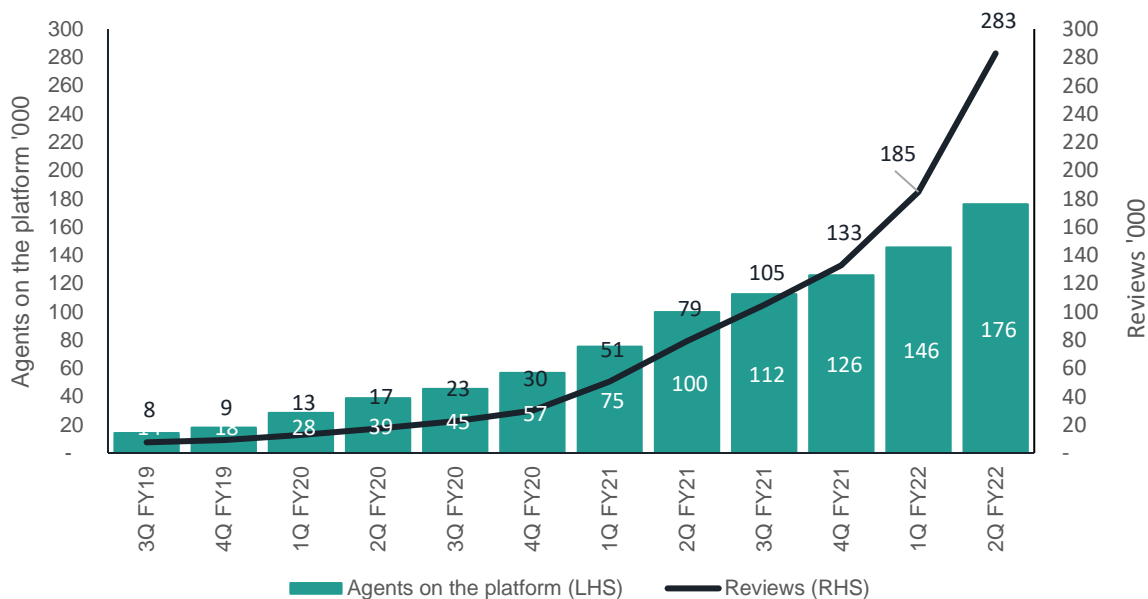
US real estate agents continue to embrace the RMA platform. At 31 December 2021 there were c.176,000 US agents on the platform, up 76% YoY.

Once on the platform, agents are accumulating reviews against their profile at a faster rate. Over 200,000 US reviews were received in 2021, a YoY increase of c.330% for a total of 283,000 reviews at year end. Pleasingly, 70,000 reviews were received in November and December. Some of this surge of reviews is thought to be associated with the upcoming Agent of the Year Awards. This review growth has continued in January and the Company now has over 300,000 US reviews. Reviews are a lead indicator of revenue.

By comparison, in Australia, there are c.45,000 agent profiles on the platform with c.1.17 million reviews. Therefore the average agent has over 20 reviews. Agents with multiple reviews are significantly invested in building their online profile and more likely to pay to use the platform. We expect to be able to extrapolate the Australian experience in the US (see table on next page).

As agents engage with the platform and continue selling properties, reviews will significantly outpace agents joining. The more reviews an agent has on their profile, the more valuable their profile is to them and to property owners looking to employ an agent.

Agents on the platform vs reviews (cumulative)



The Chairman of RMA, David Williams, said, “While there are more than 1.5 million agents⁽¹⁾ in the US, we are focused on the c.300,000 US agents who sell c.80% of all properties. We have been successful with this strategy in Australia and will be successful in the US.”

While the US growth is impressive, there is still much to achieve in the US. In the table below we have tried to reflect the potential upside in the US by extrapolating the Australian experience.

Business Funnel	Australia	USA	AU extrapolation to US Market
Active Agents*	37,000	858,000	0
Total claimed profiles**	45,000	176,000	
Active agents with a claimed profile	26,500	155,000	615,000
Number of reviews	1,170,000	283,000	27,144,000
Active agents under a paid subscription	12,000	2,600	278,000
Average Promoter campaigns per month	630	110	15,000

* Active agents are agents with at least 1 sale in the last 12 months based on RMA data

**The Australian database history goes back further than what we have for the US, so proportionately more agents have exited the industry

“The anecdotal evidence is that once an agent has more than three reviews, they embrace the benefits of the platform, engage more with it by asking for more reviews and ultimately take up a paid subscription. We expect the review growth in the US to be more exponential than linear,” said CEO, Michael Davey.

“The best agents collect reviews to build their profile, then take a paid subscription, and then use paid platform products like [Promoter](#) and [Promoter for Listings](#) to better market themselves through the platform and social media,” said Mr. Davey.

“The focus in the US is to get more agents on the platform. However, the priority is to increase the number of reviews as this is the lead indicator of subscription and platform revenue. Our vision is that RMA will be a ‘must have’ marketing tool for every active agent in the US, Australia and New Zealand,” Mr. Williams said.

Authorised for release by the Company Secretary

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¹ National Association of Realtors

About RMA Global Limited

RMA is an online digital marketing business providing extensive data on for-sale and sold residential property, sale results for individual residential real estate agents and agencies, as well as reviews of agent performance from vendors and buyers of residential real estate. This data can be used by agents to build their profile to market themselves, or by vendors to compare agents and find an agent or agency to sell their property.

RMA currently operates in Australia, New Zealand and the USA.