



Agents Alliance Announce New National Portal Launch

12th September 2011

After 14 months of intense planning and preparation a group of Australian real estate agents, and IT developers are on the cusp of launching a new Industry owned and managed national real estate website at www.viewproperty.com.au that will allow all Australian agents to present their listings direct to the public within hours of them coming to market, newly appointed CEO Ross Bulman of View Property Australia announced today.

“The agent group behind this project have a common focus and purpose, that is to give the industry more control over increasing online costs and providing an affordable, user friendly portal where members of the community can view every Australian listing in one place”, Mr Bulman said.

“My history in the media, advertising and online space is extensive including involvement with major portals with Fairfax Media and PBL Media. Having worked with and experienced the integrity and professionalism of the people involved with its planning and strategy I am very proud to have been appointed CEO of www.viewproperty.com.au. This is an exciting initiative where agents may at last have the opportunity to actually own and control their internet presence and future costs.

“Today agents find themselves in an online dilemma as portals controlled by the major media companies are dominating the space at the expense of the industry and ultimately increasing costs to the public.

“It is time the industry came together nationally to provide a cost effective alternative whereby agents can invest and have meaningful input to provide a powerful web alternative for the Industry and the broader Australian community.

The real estate institutes in each state and territory do a great job but are understandably focussed on looking after the interests of member agents in their own states and they should continue to do that good work however this is about providing one industry owned site servicing the whole country.

“The new website and the strategy behind it have been developed over the past 14 months and it is already populated with over 20,000 property listings and increasing daily. We are very confident we will easily meet our launch target of 50,000 listings.

“An industry shareholder model is currently being finalised and details will be circulated at the appropriate time after it has met all statutory and other requirements. Importantly, no one individual, group or entity will hold a significant ownership and the size of share holdings will be restricted.

“The objective for www.viewproperty.com.au is for it to be a national ‘co-operative’ website which is owned and driven by our Industry with the following key features:

- It is owned only by industry members.
- No group or individual dominates share holding.
- Representation for www.viewproperty.com.au in all Australian states.
- Only after it is attracting the required traffic and search engine presence, a fair monthly service charge is paid. A service charge that is a small fraction of what has come to be expected.
- Sales data, reports and benchmarking information will be provided to agents at no extra charge.
- Advertising products are offered at highly competitive rates and no agent or individual can dominate a particular area or suburb.
- Feeds are enabled by all the current providers.
- Agents’ feedback is always welcome to assist in the ongoing development of the site.
- The expense of on the ground salespeople, fleets of company cars and other such costs will be avoided.
- All profits from www.viewproperty.com.au will go back to the Industry.



“The website will provide an attractive and cost effective online alternative, in the same way the agent owned Real Estate WA newspaper provided a new cost effective print alternative for the Industry when it was launched in 1997 and it now services a significant portion of Perth.

“While competing with the majors appears daunting, the paper did succeed and is now a very profitable and viable entity. With a substantial level of shareholder support, Real Estate WA also dropped the average price increases of competitors by more than half of what they had been previously and the paper has grown from strength to strength every year aided by the support of agents and the Industry.

“The time is right to evaluate the state of play for online real estate advertising around Australia and make positive steps to improve the landscape for the betterment of the Industry and the public.

“As with the newspaper, it is not suggested that members cancel their current online subscription but rather they take collective action to support www.viewproperty.com.au and in so doing begin to control costs and ultimately the long term outlook.

“It has become more and more obvious in recent times that agents across Australia want their own Industry controlled and owned website to enable them to promote their clients’ listings nationally, to be given an alternative source of sales and other data, to provide members with affordable marketing opportunities and to ensure the major multinational sites have certain checks and balances to keep pricing affordable.

“In other words, to form an online ‘cooperative’ website where no one person or party has ownership and where the site is not being set up to generate significant profits or to be sold at a later date.

“We are heartened by the large number of agents across Australia who have assisted us with input in designing the site and who have already pledged their support and it is our intention to seek representation and continual input from members in all states”, Mr Bulman said.

ENDS

To register your interest please go to the www.viewproperty.com.au landing page