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Online rental site sees agent listings double – www.rent.com.au

Posted on July 19, 2011 by Various



Rent.com.au has reported a doubling of real estate offices placing listings on its online rental property site in the previous four months, a shift it attributed to more agents taking an interest in the property management space.

"Real estate agencies are gearing up now for more growth in investment property and for better property management solutions," said rent.com.au chief executive officer Mark Woschnak. "Property management was once seen as the poor second cousin of the real estate agency, it was always largely about the sales and the commissions that were driven from sales."

The company said more than 4,000 real estate agents now used the site, up from 2,000 four months ago. It said this surge in business was "a sure sign that agencies wanting to build their rental businesses in view of a slowing property sales market."

Woschnak said the site, which has around 30,000 rental property listings at any given time, now has between 50 and 60 per cent of all agent rental listings in Australia.

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