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REIA signs inaugural sponsorship agreement with realestate.com.au

The Real Estate Institute of Australia (REIA) is pleased to announce a unique new sponsorship agreement today in Adelaide with Australia's #1 address in property, [realestate.com.au](https://www.realestate.com.au).

REIA President, Adrian Kelly said the affiliation of the two key industry leaders represents an exciting phase for both the REIA and [realestate.com.au](https://www.realestate.com.au) who will be utilising and expanding on each entity's strengths.

"REA Group's flagship portal [realestate.com.au](https://www.realestate.com.au) will be the presenting partner for the REIA National Awards for Excellence 2021 and REIA's first ever Strategic Policy Forum.

"REIA was formed almost a century ago and now represents 85% of Australian real estate agencies across Australia.

"REIA is the leading body for Australian property and has been instrumental in lobbying governments for policies to protect consumers and agents alike.

"This includes the 2019 Federal Election negative gearing campaign which had an outreach of 10 million to Australian property customers, ensuring that commissioned real estate agents were included in the scope of JobKeeper and securing State based exemptions for automatic cross border occupational licensing for real estate agents.

"Working with real estate portals who are an important part of how our agencies reach property buyers and tenants is critical as we enter a new age of data-driven customer experience," concluded Mr Kelly.

REA Group CEO Owen Wilson added that the new sponsorship presented an excellent opportunity to forge an even stronger working relationship with Australia's national body for residential real estate.

"Fostering strong industry partnerships and working alongside our customers is pivotal to REA's strategic direction and long-term success. Our team is looking forward to celebrating the real estate industry's success and outstanding achievements as the presenting partner for the REIA National Awards for Excellence 2021.

"In addition, we are committed to working closely with the REIA to help support excellence in real estate industry standards and policy leadership through initiatives such as the upcoming Strategic Policy Forum," concluded Mr Wilson.

The REIA Strategic Policy Forum and the REIA National Awards for Excellence 2021 will be held in Darwin on 9 – 10 June 2021.

The REIA National Awards for Excellence 2021 is this year being proudly hosted by the Real Estate Institute of the Northern Territory and tables for the event can be purchased at <https://www.reint.com.au/events/2021-reia-national-awards-for-excellence>

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Pictured: REIA President Adrian Kelly and REA Group CEO Owen Wilson.

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