

Media Release



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REIA SIGNS THREE-YEAR PARTNERSHIP WITH FINTECH INNOVATOR REALTY ASSIST

Australia-based fintech innovator, Realty Assist, has signed an exclusive three-year partnership agreement with the Real Estate Institute of Australia (REIA).

REIA President, Mr Hayden Groves said the partnership will support future events and thought leadership including the REIA National Awards for Excellence and the Australasian Auctioneering Championships (AUSTROS).

Mr Groves said Realty Assist is an innovative business that provides agents and their customers fintech tools to provide seamless real estate sales and rental transactions.

“Realty Assist is a brilliant product and REIA, through its membership network of the state and territory Institutes, will ensure real estate practitioners are encouraged to use the suite of solutions it provides.

“Realty Assist has a range of solutions in place that can assist buyers, sellers, investors and tenants and enhance the real estate experience for all players in the Australian property market.

“The REIA looks forward to a long and mutually beneficial association with Realty Assist and we welcome the team into our partnerships portfolio.”

Chief Executive Officer of Realty Assist Mr Sam Rettke said that industry partnerships were a critical part of their growth plan.

“Partnering with REIA gives us the ability to assist more agencies Australia wide. As cliché as it sounds, Realty Assist with the core word Assist was founded to do just that and assist the real estate industry. Our partnership with the REIA broadens our market reach and allows us to help more agencies across the country. We see agencies look to the Institute for advice around compliance, regulatory requirements and more, so having the REIA give us their stamp of approval is something we’re extremely proud of.

“We’ve completely reworked the way agencies invoice their clients and the take up has been huge. We’re already positioned as the market leader in Australia and this partnership with REIA will only see the adoption of the Realty Assist portal increase even further which is super exciting.”

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Established in 1924, REIA is a federated body of State & Territory Real Estate Institutes representing 85% of Australian real estate agencies. We are a national advocate for the Australian real estate industry which is made up of 46,793 Australian businesses that employs 133,360 Australians. For more information visit www.reia.com.au