

Media Release

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REIA AND REIP JOIN FORCES TO BOLSTER AUSTRALIA'S REAL ESTATE INDUSTRY

The Real Estate Institute of Australia (REIA) and Real Estate Industry Partners (REIP) have joined forces to sign a landmark Memorandum of Understanding (MOU) in a bid to bolster the real estate industry and its valued practitioners.

REIA President, Hayden Groves said the partnership was an exciting endeavour for both REIA and REIP with the MOU poised to promote and work towards creating a better community for agents and consumers alike.

“Both REIA & REIP are committed to working collaboratively to deliver a united and successful Australian real estate industry and bring together disparate real estate stakeholders.

“We are committed to this MOU to seek aligned opportunities for the benefit of Australia's real estate practitioners and the communities they serve including, but not limited to, policy development, learning and training, operational tools, PropTech, data collection, research and excellence programs.

“We see this MOU as a step forward to greater industry cohesion and unity in the Australian real estate industry where working together gives rise to more effective outcomes.”

REIP CEO, Sadhana Smiles said “We are excited about this relationship. It is through the collaboration of leadership organisations like ours that we bring a stronger voice to the table.

“REIP has very clear pillars around collaboration, industry relevance, fiscal and agent wellbeing and that we lead for everyone. This is why this relationship with REIA makes absolute sense.

“It is the first time two leadership organisations like ours have come together with aligned goals. I know that together we will be able to set new industry standards that will have a positive impact on our sector and the communities we serve.”

The MOU was formally launched in Sydney on 7 September 2023.

Image – REIA CEO, Anna Neelagama and REIP CEO, Sadhana Smiles

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Media contact – REIA: Olwyn Conrau, 0413 600 350, olwyn.conrau@reia.com.au

Media contact – REIP: Sadhana Smiles, 0403271676, sadhana.smiles@eip.com.au

About REIA

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.

About REIP

Real Estate Industry Partners (REIP) is an organisation comprising of the largest real estate brands, groups and independent agencies. REIP is working collaboratively to unite and lead the Real Estate Industry, future proofing the long term business and agent success.