



MEDIA RELEASE
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LOCALAGENTFINDER SET TO ANNOUNCE TOP AGENTS FOR THE FIRST TIME

For the first time in the company's history, LocalAgentFinder is set to announce the top performing agency groups, offices and agents from its popular comparison platform.

The 2018 LocalAgentFinder Agent Awards will recognise high achievers based purely from objective sales, value and listing data from the 2017 calendar year.

There are sixteen award categories, with awards being given out on national, state and territory levels. With a very high percentage of Australia's top performing offices and agents utilising the platform, the awards are expected to be keenly watched by the industry.

Winners will be able to leverage the popularity of the LocalAgentFinder brand with consumers by branding and promoting themselves as one of the best in the business. The CEO of LocalAgentFinder, Matt McCann said that the awards were designed to recognise top achievers in a non-subjective way while providing a mechanism for this hard working group to leverage the LocalAgentFinder brand to their advantage.

"LocalAgentFinder invests millions of dollars each year promoting its brand and value proposition to consumers. This helps drive the high volume of leads that the platform generates, and has also built equity and trust in the brand over time.

"We view agents as our partners and a group we keenly listen to and survey on a regular basis. With this in mind, we wanted to be able to recognise and reward our agent network in a new way.

"Top performing agents, agency groups and offices are expert at creating points of differences to attract new business. Each year the awards will recognise top real estate achievers based purely on listing and transaction data, which in turn will enable them to leverage a new and valuable point of difference in their local markets," said Matt McCann.

The 2018 LocalAgentFinder Agent Awards will be publicly announced on August 22nd, 2018.

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