



MEDIA RELEASE

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INVESTORS UTILISING AGENT COMPARISON IN RECORD NUMBERS

Over 30,000 Australian property investors have utilised LocalAgentFinder to compare and appoint real estate agents this year. This figure represented a record number for the platform and a large 30 per cent increase compared to the same period in 2021 (year to November 15, 2022 vs year to November 15, 2021).

“I think a common misconception about agent comparison is that it is exclusively used by owner-occupiers. This couldn’t be further from the truth,” said LocalAgentFinder CEO, Richard Stevens.

“Nearly half of all users of LocalAgentFinder are now property investors and this proportion looks set to grow as more and more investors understand the unique benefits of the platform.”

Mr Stevens said that he believed there were three key features of agent comparison that had resonated very strongly with property investors over recent years.

“Savvy investors place an enormous amount of value on assessing objective agent data and real-world agent reviews. They understand that finding the right agent can be the difference between an average sales result and a fantastic one,” said Richard Stevens.

“LocalAgentFinder provides key and objective agent data to property investors in real time and free of charge, empowering them to find the right agent for their needs,” said Richard Stevens.

Mr Stevens said that the national coverage the platform provides was also attractive to property investors, “Whether investors are looking for yield, capital gains or a combination of both, many don’t mind purchasing properties far from home so long as the properties in question fit their investment criteria,” said Richard Stevens.

“Thanks to the emergence and growth of new technologies, gone are the days when investors would have to travel to a local market (often at great expense and for a lengthy period) to assess a market and connect with the agents that operate within it.

“This benefit of the platform was probably never so realised as during the last two years where certain sellers couldn’t travel (or didn’t want to) but needed to appoint the right agent to suit their individual needs in order to sell an investment property. The agent comparison model was introduced to thousands of new investors over this period,” said Richard Stevens.

Mr Stevens said that property investors also benefited from the convenience of the platform.

“Like many investor groups, property investors are often time poor and bombarded with information from multiple sources on a daily basis. By providing key agent data to this group quickly and free of charge, investors are empowered to make efficient decisions which can ultimately mean that they have more time and resources to grow their portfolios,” said Richard Stevens.

“In addition to this, working closely with the agents on our platform gives us the ability to understand what they need to better service a property investor coming through our platform. This in turn provides a smoother experience for the property investor and ultimately helps to achieve a much better outcome,” said Richard Stevens.

Mr Stevens believes that agent comparison will continue to remain popular with property investors so long as the platform continues to respond to the core and changing needs of this group.



“At LocalAgentFinder we are honoured to have so many investors use the platform on a daily basis, however, we are conscious that needs, technologies and markets change rapidly. With this in mind, we are constantly surveying property investors to find ways to improve and enhance the platform and the experience that it provides,” said Richard Stevens.

Interested property investors can visit localagentfinder.com.au to compare and connect with thousands of real estate agents across Australia.

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