

MEDIA STATEMENT

SEPTEMBER 2009

AUSNET SECURE WA LICENCE FOR 1300 REAL ESTATE

Alan Hancock, Chairman Ausnet Real Estate Services

Ausnet Real Estate Services is pleased to announce that it has secured the exclusive rights to 1300 REAL ESTATE for Western Australia.

1300 REAL ESTATE will be officially launched in October 2009 in Western Australia and is a world first real estate marketing solution.

According to Alan Hancock, Chairman of Ausnet Real Estate Services, 1300 REAL ESTATE will give its membership a major competitive advantage in the Western Australian real estate market.

“It’s a smart, fast and easy way for buyers and sellers to connect to a local agent in their desired area.

“Phone words are now revolutionizing marketing in Australia and this is underlined by the fact that a large number of leading brands such as Westpac and Pizza Hut are now replacing their traditional numbers in favour of phone words.

“The new system for which Ausnet Real Estate Services has secured the license combines the ultimate industry phone word with ground breaking voice recognition.

“If you have any query regarding real estate, whether you are buying, selling or leasing, then all you now have to do in Western Australia is ring 1300 REAL ESTATE and the caller will be directed to one of our members.

“This highly sophisticated system seeks to capitalize on the fact that 85% of consumers either seek advice or book appointments using the telephone.

“Research shows that 80% of customers believe companies using phone words are ‘making it easier for them’ while consumers are four times more likely to agree that companies using phone words are ‘customer focused’ and ‘innovative’

“1300 REAL ESTATE also increases advertising memorability by up to 23 times and will provide our members with a totally unique marketing package,” he said.

1300 REAL ESTATE is a national marketing system which is being released on an exclusive rights basis within each State and Territory of Australia. Ausnet Real Estate Services have secured the rights to Western Australia while leading Victorian Real Estate Agency Barry Plant has secured the license for Victoria.
