

FINANCIAL REVIEW

SE **Property**
HD **Ray White plays Chinese checkers with REA Group**
BY Larry Schlesinger
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Australia's biggest **residential** real **estate group**, Ray White, has fired a shot across the bows of REA **Group**, publisher of realestate.com.au, by choosing rival Juwai.com to market all of its overseas Australian listings.

From September 1, all of Ray White's **residential**, **commercial** and rural listings will appear on **Chinese** language portal Juwai.com rather than on myfun.com, which REA **Group** launched in January this year and is looking to expand.

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In Australia, the online real **estate** market has become a battleground between **estate** agents and realestate.com.au (plus other portals) after REA **Group** announced a new pricing model aligned to postcodes and median house prices, which has increased average advertising rates.

Ray White has backed Real **Estate** Digital Marketing Services (REDMS) a collective of real **estate** agents seeking to negotiate better rates with REA **Group** as well as other portals, including Domain, owned by Fairfax Media, publisher of The Australian Financial Review.

Ray White **Group** chairman Brian White said: "This agreement makes Juwai.com our exclusive **Chinese** partner and will lead to new **transactions** and better outcomes in Ray White offices across the country.

"[The] **Chinese** spent almost \$6 billion on real **estate** in Australia last year, generating \$147.5 million in commissions for agents. With spending by US and UK buyers plummeting, **Chinese** buyers are virtually the only major foreign buyer **group** that hasn't cut back on its investments in Australia," Mr White said.

The decision is a blow for REA **Group**, which recently acquired a 17 per cent stake in struggling south-east Asian listings operator iProperty, listed on the ASX and has a variety of tie-ups with other Asian real **estate** portals.

The Ray White agreement cements Juwai.com as the dominant **Chinese** platform for Australian real **estate** agents seeking to market properties to Asian buyers. It has also struck exclusive marketing partnerships with LJ Hooker and RE/MAX among others.

Juwai.com was founded by Australians Andrew Taylor and Simon Henry in 2011. It ranked as the No. 1 **Chinese**-language global **property** portal based on listings, online pages and search rankings, according **Chinese** search engine Baidu.com

Mr Taylor, a former senior executive at the REA **Group**, said Juwai.com was now the exclusive **Chinese** partner for all four of the top networks in Australia.

He said Juwai.com had delivered \$3 billion worth of leads to Australian agents and vendors in the first half of 2014.

"While the majority of our consumers are in **China**, a significant share of leads we generate for Australian **property** comes from **Chinese** speakers residing in Australia," he said.

"Australia is the second most popular country in the world for **Chinese** buyers on Juwai.com, after the USA. The UK, Canada and Germany follow on in third, fourth and fifth places. The Australian locations that receive the most **Chinese** buyer interest are, in order: Sydney, Brisbane, Melbourne, the Gold Coast and Adelaide," he said.

In its agreements with Australian real **estate** groups, all their listings are carried on Juwai.com in a basic format. **Estate** agents can then **purchase** upgrades and enhanced branding of properties they want to get greater exposure on the **site**.

CO rlesta : REA Group Limited | newsli : News Limited | nnewz : News Corp

IN ireest : Real Estate | irreal : Residential Real Estate | i85 : Real Estate Transactions | icre : Real Estate/Construction | i834 : Real Estate Agents/Brokers

NS ereal : Real Estate Markets | ccat : Corporate/Industrial News | e11 : Economic Performance/Indicators | ecat : Economic News

RE austr : Australia | china : China | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | bric : BRIC Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia

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