

**Media Release**  
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**REA Group introduces a new specialised service model**

REA Group has announced it is doubling down on servicing customers with a new service model set to put more boots on the ground.

The more specialised, personalised and efficient model is designed to help REA customers maximise the value of doing business with REA.

From November, dedicated Relationship Managers will become the go-to REA contact for customers who had an Account Partner under the previous service model. This key person will know their customer's business inside out and combined with a deep understanding of the market and REA's audience, they will ensure customers are perfectly positioned to maximise the value of their subscriptions.

The team of experts also includes Specialist Sales team members, who will provide expert recommendations about the best suited products, services and tools. In addition, Customer Success Consultants will be on hand to onboard and train customers, and Customer Support will be available at extended hours to troubleshoot any time-critical issues.

REA Group Chief Customer Officer, Kul Singh, said the new model will increase the face-to-face customer teams across the country and proactive customer contacts.

"Delivering the best customer service is a key priority and our new model is designed to simplify the process of connecting with REA. On average, we deliver two product/feature updates every week, and our goal under the new specialised model is to make it easier for customers to make the most of these enhancements," Kul said.

"Our customers have access to more products, options and flexibility than ever before, and we are investing in expanding our customer facing teams who will specialise in helping customers choose the best products and services to meet their needs. With a team of experts on hand, our new service model will support customers to reap the benefits of the REA value offering faster."

REA Group National Sales Director, Nathan Gallagher, will lead the core sales team and will be a key driver of the new model, ensuring Relationship Managers support customers to achieve bigger and better results.

Nathan commented: "With more boots on the ground we are set to better support customers in maximising the value of doing business with REA. We've run pilots in Tasmania, Victoria and the NT over the last few months and the feedback has been incredibly positive. Customers involved in the pilot have told us our new approach is already helping unlock new value, and we're excited for what's to come."

The new service model comes after REA announced organisational updates last month. Doubling the size of the Customer Group, a new customer platforms and services team, which includes platforms such as Ignite, joins the sales, customer marketing and support functions in the Customer Group from today.

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**For more information:**

Rebecca Ludbrook

REA Group Senior Corporate Affairs Manager

Mobile +61 422 051 102

Email [rebecca.ludbrook@rea-group.com](mailto:rebecca.ludbrook@rea-group.com)

**About REA Group** ([www.rea-group.com](http://www.rea-group.com)): REA Group Ltd ACN 068 349 066 (ASX:REA) ("REA Group") is a multinational digital advertising business specialising in property. REA Group operates Australia's leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns Mortgage Choice Pty Ltd, an Australian mortgage broking franchise group, PropTrack Pty Ltd, a leading provider of property data services, Campaign Agent Pty Ltd, Australia's leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market and Realtair Pty Ltd, a digital platform providing end-to-end technology solutions for the real estate transaction process. In Australia, REA Group holds strategic investments in Simpology Pty Ltd, a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries and Arealytics, a provider of commercial real estate information and technology in Australia. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands Housing.com and PropTiger.com. REA Group also holds a significant minority shareholding in Move, Inc., operator of realtor.com in the US, the PropertyGuru Group, operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam and Easiloan, a technology platform for end-to-end digital processing of home loans in India.