

Raine & Horne

we'll look after you®

THE MARKET

Property is a significant asset class which continues to play a vital role in the economic health and wealth of Australia. In fact around 70 per cent of Australians own a home, one of the highest home ownership rates in the world.

Since 1992, Australia has enjoyed unprecedented economic expansion – the longest uninterrupted growth spurt in our nation's history. Add low levels of unemployment and inflation along with productivity, business investment and stock exchange highs, and it's easy to see why residential, commercial and rural property markets have continued to shine.

Australia's tax laws also favour property investment. Australia is one of only a handful of countries which have sensibly introduced unrestricted 'negative gearing'. Negative gearing was introduced in the 1980s as an initiative to encourage income earners to become landlords and as such support the supply of rental properties.

With 1.4 million landlords, it's fair to say the initiative has worked well. Indeed the appeal of negative gearing into property was further enhanced by the Federal Government's decision to halve the rate at which capital gains are taxed, back in the late 1990s.

ACHIEVEMENTS

Raine & Horne celebrates its 125th year of offering a complete professional Real Estate service to all Australians in 2008. The company has enjoyed an excellent reputation and goodwill is said to be amongst the highest in the industry with national sales figures amongst the best in Australia.

Since 1883, Raine & Horne has been inextricably linked to the Australian property market and today



boasts more than 5,000 people and over 400 offices Australia-wide, operating under the Raine & Horne banner. Combine this with over 40 offices in Asia/Pacific and Europe, and Raine & Horne is one of the world's most substantial real estate networks.

These worldwide offices provide an invaluable source of local demographic and market information for all Raine & Horne clients. The global network also provides every Raine & Horne client with a platform to market their property internationally in a cost effective, direct, and well-informed way. As with any other commercial endeavour, knowledge is power and in the international arena, power is everything.

Raine & Horne is a success not only because it employs the best people, but also because it aligns itself with the best organisations internationally. This enables Raine & Horne offices in Australia to promote properties to the international market place without the cost, saving clients thousands.



HISTORY

The Raine & Horne story is closely tied to the growth and progress of the real estate industry.

In 1883, real estate pioneers Tom Raine and Joseph Horne opened the doors of Australia's iconic property firm Raine & Horne for the first time.

Operating from Wentworth Court, Elizabeth Street in Sydney, Raine & Horne adhered to a set of

business practices that have been maintained to the present day. The property pioneers committed to personalised service and to meeting a client's property needs across sales, leasing, management and consulting services, for all types of property.

In the 1880s, the responsibilities of a land agent were all encompassing and included residential sales, valuations consultancy and rent collection. This broad background provided the foundation for Raine & Horne's outstanding reputation and has helped hundreds of thousands of homebuyers buy into the "Great Australian Dream".

By the 1970s and driven by the enthusiasm of current Chairman Max Raine, the Raine & Horne network stretched across Sydney. Not satisfied with the extent of expansion, the Raine & Horne Board decided that Raine & Horne would become only the second property group to pursue a franchising business model. This proved a major watershed for Raine & Horne, which opened its first franchised office, Raine & Horne Liverpool NSW, in 1976. As a result, Raine & Horne now has offices in the Australian Capital Territory, Queensland, South Australia, Northern Territory, Tasmania, Victoria, and Western Australia as well as more than 40 offices globally.

Raine & Horne is today one of the oldest privately owned firms in the southern hemisphere and through its 125 years has survived world wars, booms, busts and depressions. It is now into its fourth generation of family ownership with Angus Raine taking over as the company's CEO in December 2006.



THE PRODUCT

In 2007, Raine & Horne is a multi-branded organisation that provides a comprehensive and integrated range of property services.

The Raine & Horne Group is organised into five brands: Raine & Horne Real Estate; Raine & Horne Commercial; Raine & Horne Rural; Raine & Horne Financial Services and Raine & Horne Valuations. Raine & Horne also has one of the best and most experienced auction practices in Australia. The networks are also supported by the renowned Raine & Horne National Learning Academy.

Raine & Horne Real Estate boasts a network of over 440 offices throughout Australia and around the world. Raine & Horne Real Estate Agents are committed to exceeding customer expectations.

With the continuing sophistication of the global real estate market, Raine & Horne Commercial was launched in 1984 to concentrate on the commercial, industrial, retail and specialist property markets. Raine & Horne Commercial's network offers an Australia-wide coverage as well as an international strength of over 40 offices in Asia Pacific.

Long gone are the days when livestock agents monopolised the rural property market. Today, experienced Raine & Horne Rural agents are servicing the property needs of the farming, cropping, grazing and livestock sectors.

Raine & Horne Financial Services is one of Australia's leading financial innovators. Its lending specialists are all accredited mortgage broking professionals, who enhance its customers' Raine & Horne experience. With over 30 lenders and 300 plus products, it is one of the best full brokerage opportunities available today.

Raine & Horne Valuations is an Australia-wide network offering property valuations for all property asset classes from two bedroom apartments to multi story office buildings. Raine & Horne Valuations also provides property consultancy services to major government, semi government, major corporates, institutions and property owners.

RECENT DEVELOPMENTS

With www.rh.com.au, Raine & Horne is delivering the best IT services to the property market.

The Raine & Horne website is sophisticated, well designed and easy to navigate. It is consistently ranked in the top industry sites in Australia and Raine & Horne is committed to continuous improvement and innovation of the website.

With tens of thousands of properties displayed on www.rh.com.au every day, Raine & Horne's specialist search facilities ensure that buyers looking for a particular property will find it quickly and easily.

The Raine & Horne website provides an informative resource for buyers, sellers, renters and landlords. These groups have important assessments to make and Raine & Horne ensures they have adequate information to make informed decisions.

The Raine & Horne property group has also launched an innovative new service aimed at making it easier for buyers to find their ideal property.

The new .mobi site was launched on Raine & Horne's website (www.rh.com.au) in February 2007 and allows consumers to have details of properties sent to their mobile phone. These details include



photographs, open for inspection times, auction dates, price ranges and even location maps. Raine & Horne is the first major property franchise group in Australia to launch a .mobi service.

The property firm also launched Raine & Horne flashmag in 2007, an online virtual magazine, which looks and feels like a conventional magazine. It's a dynamic database driven application that allows each Raine & Horne office to create and publish its own online magazine in a matter of minutes. This means the information in the Raine & Horne flashmag is always up to date.



PROMOTION

The Raine & Horne name is marketed across a broad range of media, with millions of dollars spent in print, television, radio, outdoor media, public relations and e-marketing advertising every year.

This means any property listed with Raine & Horne will touch more potential buyers because of the reach and power of the Raine & Horne brand.

Raine & Horne also has a strong commitment to playing a role in its communities and for a number

of years has been a proud partner in Keep Australia Beautiful's Tidy Towns and Sustainable Cities programs. Sustainable Cities is one of the leading community and environment awards programs for communities across Australia, which recognises the efforts of communities in coming together to improve sustainability in their immediate environment.

Individual Raine & Horne offices also support community groups, associations and schools in their local areas. Apart from financial assistance, offices often supply branded marquees, people power and marketing advice to ensure the success of local events.

BRAND VALUES

Raine & Horne is rated as one of Australia's highest profile real estate companies with extremely high recall among buyers and sellers.

Raine & Horne's famous yellow and black colours are synonymous with real estate in Australia and this is the power of the Raine & Horne brand. The network's famous "We'll look after you" campaign which dates back to the 1980s has also been successful in underlining Raine & Horne's commitment to customer care as an Australian family business, and raising brand awareness.

Research carried out on public perception indicates Raine & Horne is rated as one of Australia's highest profile real estate companies with extremely high recall amongst buyers and sellers. The Raine & Horne brand is very well respected and represents the highest in professionalism, trust and integrity. For sellers and buyers this consistency of reputation and performance reduces risk.

Put simply, people are more likely to contact a company they know and have a connection with—rather than an agent they scarcely recognise. This is the Raine & Horne marketing advantage.

THINGS YOU DIDN'T KNOW ABOUT RAIN & HORNE

- Raine & Horne got its start looking after Vaucluse House and the expansive Wentworth Estate on behalf of the famous 19th Century politician, human rights activist and publisher William Charles Wentworth.
- Raine & Horne secured another early break in 1883 when it sold the Cooper Estate on behalf of emancipist Daniel Cooper.
- Raine & Horne is still 100% family owned and in the hands of its fourth generation.
- The first suburban office was opened in 1968 in the Roma Arcade in Double Bay, Sydney.
- The first franchise office was at Liverpool, Sydney in 1976.
- In 1982, the 100th office was opened in Armidale, NSW.
- Longest serving employee was Mr Harold Horsley who chalked up more than 60 years.
- Current Chairman Max Raine joined the firm in 1950.