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Realcomp II Ltd. and RateMyAgent Sign Partnership Agreement

*Top REALTOR® review platform to be provided to
Realcomp's 16,000 subscribers*

FARMINGTON HILLS, Mich. – [Thursday, June 20, 2019] – Realcomp II Ltd. and RateMyAgent have signed a partnership agreement that will bring RateMyAgent's REALTOR® review platform to Michigan's largest Multiple Listing Service (MLS). Realcomp will offer the technology at no additional cost to its 16,000+ REALTOR® subscribers across the state.

RateMyAgent is an international real estate reviews platform that allows real estate professionals to generate, share, promote and syndicate verified client reviews of sold properties across social media and other online channels.

This new partnership creates simple digital and social media marketing tools for tens of thousands of agents across Michigan, while also helping prospective clients make more informed decisions when choosing an agent.

More specifically, RateMyAgent technology offers:

- Comprehensive, visually appealing and personalized REALTOR® profile dashboards
- The ability to collect verified client review and link them to each transaction
- The ability to include any existing reviews from emails or other social and online platforms
- Listing review pages – each with unique web page/URLs for maximum searchability
- A Social Media Manager to efficiently share reviews to all social mediums
- A Website Widget that creates a feed of reviews to a REALTOR®'s website
- A number of Google integrated products to share reviews on Google or effortlessly create display ads and target specific locations across the Google Display Network

“Online ‘digital interviewing’ clearly demonstrates the significance of online reviews in consumer decision-making, including in choosing a REALTOR®,” said Mark Armstrong, CEO and founder, RateMyAgent. “In fact, 97 percent of consumers seek out online reviews, while 85 percent now trust online reviews as much as a personal recommendation. We are greatly looking forward to bringing this high level tech to Realcomp subscribers.”

“RateMyAgent is a proven global leader in agent review and digital marketing tools,” said Karen Kage, CEO, Realcomp II, Ltd. “Realcomp continues to identify and implement tools that support REALTOR® success. This incredible platform will leverage the power of positive client reviews as a vital and extremely searchable marketing tool. That has never



The logo for ratemyagent consists of the words "ratemyagent" in a white, lowercase, sans-serif font, set against a dark blue, rounded rectangular background. A registered trademark symbol (®) is located at the top right of the background.

been more important than in a marketplace today where 75 percent of sellers only contact one agent before choosing an agent.”

For more information for agents, or to claim a RateMyAgent profile page, please visit <https://cloud.my.ratemyagent.com/us-your-reviews-everywhere>. Visit the website at www.ratemyagent.com or follow RateMyAgent on [Facebook](#) and [Twitter](#).

About RateMyAgent

RateMyAgent is an Australia-based review platform now expanding rapidly in the United States. In Australia, 80 percent of agents use the service and RateMyAgent get reviews for 1 in 3 homes sold nationally. RateMyAgent launched in the United States in 2018 and have a number of strategic partnerships with national MLSs in development. They are the first review platform to be included in NAR’s REach Accelerator Program. RateMyAgent is listed on the Australian stock exchange (ASX: RMY). More information about RateMyAgent can be found at www.ratemyagent.com.

About Realcomp II Ltd.

Realcomp II Ltd. is Michigan's largest Multiple Listing Service, now serving more than 16,000 valued broker, agent, and appraiser customers in over 2,500 offices across Southeast Michigan. Realcomp II Ltd. is committed to providing the most reliable up-to date real estate information using state-of-the-art delivery methods. Realcomp offers its MLS subscribers top of the line customer service and every member has the authority to do what it takes to make certain each customer's experience positive. For more information, visit: Realcomp.MoveinMichigan.com