

## Media Release

6 June 2011

# LJ Hooker Invests \$16 Million on Digital Marketing and Launches New Web Service: myljhooker

LJ Hooker is best known for its classic television advertisements, ending in the line, “Thank you Mr Hooker.” The company’s newest big-ticket marketing investment, however, is not for the TV screen, but the computer screen. On 6 June LJ Hooker launched myljhooker—a free customer loyalty program and online information centre. It is part of a \$16 million investment in digital marketing and product development by the company and its network of agents this year.

myljhooker is the first nationwide customer loyalty program by an Australian real estate agent company. It provides members with national and local special offers, discounts and coupons.

It is also an information centre for homeowners, tenants, buyers, sellers and investors. It is full of useful tips and information on everything from gardens to depreciation, and hanging wallpaper to PAYG tax collection on investment property income.

LJ Hooker’s large online investment makes sense because 85 per cent of property buyers now search for real estate online (1), 55 per cent of inquiries to agents now come from the Internet (2) and real estate is the largest category of online classifieds advertising spending in Australia. (3)

Fifteen launch sponsors have signed onto myljhooker, including Universal Magazines, Howards Storage World, Amber Tiles and TradeLink.

“myljhooker is a way for LJ Hooker to be of service to Australians, even when they don’t need our help with a real estate transaction,” said L. Janusz Hooker, CEO of LJ Hooker. “People get a \$50 voucher just for signing up.

“Like any customer loyalty program, we hope that it will result in more customers asking for our help when it comes time to buy, sell or rent, or to recommend an agent to someone else.”

He added, “National television advertisements are useful for building better awareness, but we think the money we’re investing in myljhooker will help us build better relationships with our customers. In the long term, that should be more valuable to both them and us.”

**Notes:**

- (1) realestate.com.au, *Residential Property Seeker*, December 2010
- (2) Macquarie Bank, *Real Estate Benchmark*, Australia, November 2009
- (3) Internet Advertising Bureau, *Online Advertising Expenditure*, December, 2010

**About LJ Hooker**

Founded 80 years ago, LJ Hooker was the fastest growing estate agent network in New Zealand in 2010, adding 31 new offices in New Zealand alone.

Its founder was Leslie Joseph (L.J.) Tingyou, who was born in Sydney in 1903. In 1925, he changed his surname to Hooker to conceal his Chinese heritage due to the White Australia policy. He opened his first real estate agency in the beachside Sydney suburb of Maroubra in 1928.

Today, headquartered in Sydney, LJ Hooker has over 700 real estate franchisees in Australia and New Zealand, with a growing international platform in the Asia Pacific region, including China, Japan, India and Indonesia.

In the past financial year, the network sold over \$15 billion worth of Australian real estate. These sales generated more than \$500 million in commissions by its 6,000 employees.

LJ Hooker is also one of the largest independent mortgage broking businesses with over 140 brokers in Australia.

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