

For immediate release

4 August 2010

NEXT GENERATION WEBSITE IMPROVES THE PROPERTY SEARCH

A new website featuring a concertina search panel and iPhone application positions LJ Hooker as an innovator in real estate technology and best practices.

“The launch of the new website is a vital part of our strategic vision,” said LJ Hooker Executive Chairman L. Janusz Hooker. “We have made significant improvements to the site to help customers make the most informed decisions and improve their overall user experience.”

“Real estate and the way people conduct business is changing at a tremendous pace and LJ Hooker will continue to innovate and ensure our customers remain at the cutting edge.”

Leveraging global best practices, the new website features a concertina panel showcasing the extent and reach of all LJ Hooker’s business divisions and specialisations; and features a new iPhone application, Go LJ Hooker.

Go LJ Hooker is a fast, easy and mobile solution for customers looking to find an up-to-date listing of residential and commercial properties for sale or rent. Customers can view property listings and photo galleries, view listings on Google maps and find their nearest LJ Hooker agent direct from their iPhone.

“We are constantly striving to provide customers with innovative and useful tools to search for properties,” Mr. Hooker added.

“Buyer behavior is constantly changing and with this application we can accommodate the needs of customers who require information on the go. Whether travelling on business abroad or simply looking for property locally, this new application allows customers to view listings that match their personal criteria without the constraints of sitting in front of the computer.”

The iPhone application comes bundled with SunLocator. An Australian real estate industry first, Sunlocator is an innovative tool allowing customers to view the location of the sun through the camera in their phone.

Recent Australian Bureau of Statistics* findings on environmental views showed three-quarters of Australians surveyed are concerned about climate change with nine out of 10 people taking steps to limit their electricity use in the year prior to the survey.

“SunLocator’s functionality enables customers to visit a property and track the path that sunlight travels over any given day - overlaid on the camera screen of their phone. Predicting a property’s sun exposure can help to plan the position of outdoor rooms, clothes lines and even solar panels and meet the needs of environmentally conscious customers who wish to manage their household energy output.

“Our customers repeatedly give feedback on solutions they need to aid information gathering and decision-making in their busy lives.

“We have listened and believe these innovations harness the best technology available to make any property search as personal and comprehensive as possible,” said Mr Hooker.

For more information visit ljhooker.com or to download the application, simply open the App Store on your iPhone or access the App Store directly via iTunes on your computer. Search LJ Hooker and download the application for free.

- *ABS, Environmental Views and Behaviour, 2007-08, released 18th June 2009.*

About LJ Hooker

Over the past 82 years, LJ Hooker has become Australia's best known and most trusted real estate brand. With a franchise network 695 offices strong across Australasia, LJ Hooker sells more than 40,000 properties each year worth over AUD17 billion. LJ Hooker features one of the largest residential sales teams in the industry comprising 3200 sales professionals backed up by over 2000 support team members. LJ Hooker is one of the largest property managers in the region, managing approximately 120,000 properties valued at over AUD40 billion generating AUD1.5 billion in rental income each year.

LJ Hooker provides a full suite of commercial services with national coverage in Australia and New Zealand including buying, selling, leasing properties for commercial or investment purposes. LJ Hooker has 23 commercial offices supported by 150 commercial experts across the office, retail and industrial sectors. This includes dedicated offices for project marketing and land marketing.

LJ Hooker also has 40 dedicated property finance offices comprising a national network of 150 Mortgage & Finance Association of Australia (MFAA) certified finance managers

For more information visit ljhooker.com

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