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RUN PROPERTY LAUNCHES NATIONWIDE FRANCHISING BUSINESS

Small business owners no longer need to have a strong sales background to build a strong, profitable business

Melbourne, AUSTRALIA – 11 November 2008: RUN Property, Australia's largest specialist residential property management company, today launched its national franchising business.

As part of the company's ongoing growth strategy, RUN Property will continue to operate corporate-owned offices but will also use franchising to further the company's growth.

Rob Farmer, Chief Executive Officer, RUN Property, said, "The RUN Property franchise is a unique offering to potential business owners because it allows people without a sales background to run a successful, profitable business. In a traditional real estate operation, the principal is a salesman and the property management role takes a secondary position. RUN, Property brings property managers to the forefront, allowing them to operate their own business and provide first-rate service to landlords and tenants."

Today's franchise launch will enable RUN to:

- Expand the RUN Property brand into new geographical areas: Currently, RUN Property has a presence in Victoria, New South Wales and Queensland. This new franchise model will allow RUN Property to expand Nationwide
- Leverage its class leading IT systems and processes: RUN Property has developed the unique systems and processes which provide franchisees a complete backend system to manage customers and trust accounting functions.

"By offering a franchise that focuses solely on property management, RUN Property franchisees will gain the benefit of a strong, respected brand; access to industry-leading technology and the ability to operate and grow their business in the local area." Mr Farmer said.

The RUN Property franchise is targeted at experienced Property Managers who are ready to take the next step, Real Estate Agents who want to focus on their rent roll or other professionals who have the demonstrated ability to grow a business.

Mr Farmer said, "I am excited about expanding the RUN Property brand across Australia and consolidating our position as the national rental property specialists."

RUN Property franchises are available immediately. For more information, contact Michael Conolly on 0439 456 034 or visit www.run.com.au.