

Release from EAC in relation to the EAC and REINSW Printed and Electronic Forms Venture

In 2007, in keeping with its stated philosophy of working in the best interests of its members and the real estate industry as a whole, EAC signed a Heads of Agreement with the Real Estate Institute of NSW (REINSW).

The Heads of Agreement provided for the two organisations to enter into joint venture arrangements for the provision of several goods & services including a real estate portal and data, real estate forms and training.

This was considered prudent on the basis that we served a very similar customer base and in many cases duplicated services to customers that were members of both organisations. Allowing each organisation to concentrate on their individual strengths brought with it the ability to take advantage of the resultant economies of scale, delivering enhanced goods and services at better prices for the benefit of agents, consumers and the industry at large.

The further perceived and perhaps most important benefit was that this joint venture arrangement would lead to the industry regaining a semblance of control of its own destiny in areas such as real estate data and internet advertising. In August 2008 the REINSW withdrew from the realestateworld.com.au (REW) element of the joint venture and EAC made the decision to continue with REW on its own for the benefit of the industry and consumers as a whole.

Notwithstanding its continuing commitment throughout 2008, in early 2009 REINSW began to diminish its commitment to the joint venture arrangements relating to electronic and printed real estate forms. Under this joint venture arrangement EAC provided its technology platform for electronic forms and its printing capabilities for printed forms while REINSW brought its IP in its real estate forms to the venture. For reasons best known to the REINSW, REINSW approached the Australian Consumer & Competition Commission (ACCC) in order to bring arrangements into question. However, during the entire course of 2009 and continuing into 2010, REINSW saw fit to continue to use and obtain the benefit of EAC's technology platform.

After cooperating with the ACCC, EAC awaits the outcome of the ACCC's investigations which have to date spanned 2009 without any indication as to its views.

It is evident and regrettable that REINSW no longer wishes to maintain a relationship with EAC in any form. Accordingly and upon expiration of the Heads of Agreement on 20 March, 2010, no relationship in any form will exist between the two organisations and EAC will be re-entering the real estate forms market with its own new suite of printed and electronic forms.

During the time that we were distributing the REINSW Forms we received a lot of feedback from Members and the Industry. In the main Agents commented on their expense as well as their user-friendliness for both the agent and the consumer.

As always EAC has listened to its Members and the Industry and has responded and is pleased to announce the release of EAC Easy Forms. EAC Easy Forms will provide your office with quality easy to use real estate forms at a cost that will easily compete with most existing forms in the market.

The Benefits of using EAC Printed and Electronic Forms

- The EAC Forms are simple to use and in some cases **half** the length of other existing forms.
- Easy Forms simplicity will also be beneficial when it comes to explaining and completing forms with vendors, landlords as well as tenants.
- The EAC Forms are legally backed and supported by the Co-operative avoiding any compliance issues that may arise from using other non industry providers. Make sure you read their terms and conditions as some actually suggest you obtain your own legal advice as to the compliance or otherwise of their forms. We stand behind our forms and provide you with peace of mind.
- EAC Easy Print Forms cover all of the popular residential, rural, business and commercial property management and sales forms options.
- Offices can call the EAC Easy Forms support line during business hours on 1300 137 161 for FREE professional advice on forms related queries or issues.

Printed Forms

EAC is currently preparing the new forms for printing and these will be available for purchase on or from the 21th March 2010.

The benefits of our Printed Forms include:

- EAC Easy Print Forms are available to purchase by phone, online or via fax with 24 hour delivery time to your office guaranteed in most cases.
- EAC Easy Print Forms are colour coded for ease of recognition.
- EAC Easy Print Forms are also compatible with EAC eForms for form consistency in your office.
- EAC Easy Print Forms can be purchased by credit card, cheque or cash with EAC Members and Customers able to include purchases on their monthly account.
- All EAC Members receive a 10% discount on all forms purchases.

The more you buy the more you save! Bulk form purchases are rewarded with additional savings on the standard price of all form offerings. As a launch offer any expenditure over \$100 on an individual order will entitle you to receive a 10% discount (in addition to the 10% EAC Member discount). Call the EAC Easy Forms support line during business hours on 1300 137 161 for more information on our special offers.

Electronic Forms

For those that are not aware EAC currently provides the system to deliver the REINSW Forms. We have redeveloped the system and have improved the user experience and have added several new features. The new system utilising the new EAC Easy Forms will be available on or from the 21th March 2010.

The benefits of our Electronic Forms include:

- Monthly, yearly and the **new** pay per form subscription packages.
- Access to all forms and several other letters and documents including the eight page lease agreement booklet.
- Web based, no software installation and access from any computer with an internet browser.
- Default settings provide consistency & minimise potential errors.
- Unlimited technical support via the EAC support line 1300 137 161.
- Search and re-print completed forms for up to 24 months.

Our eForms system has been in the marketplace for several years and by now your office and staff would be both familiar and comfortable with its use.

At the time the change over occurs the REINSW forms will no longer be available in our system and the following options will be available:

1. Those offices that subscribed to eForms through EAC will automatically access the new system and once your current Subscription expires you will have the option to go onto our new pay per form subscription. For Members on our Platinum Package this can take place immediately.
2. Those offices that would like to continue with EAC and use the new forms provided through our system, EAC to the extent possible (as there are several differences between our forms and the REINSW forms) will be able to populate your old forms data into our new forms and it will not be lost.
3. Those offices that do not wish to continue using the EAC eForms solution, EAC is happy to extract your forms data and provide it on a disk to you in Excel Format for a fee of \$30.00 per office (to cover administration costs).

Important Information for those offices that have subscribed to the eForms service with the REINSW

To assist in the transition, for those offices that have subscribed to the eForms service through REINSW but wish to use the new EAC Easy eForms solution and retain your forms data we, upon proof of your subscription being provided, and you taking up a new subscription (prior to the 31st May 2010) with EAC, EAC will honour your subscription with the REINSW up until the date it expires at no cost. This new subscription with EAC will automatically be billed at the end of your existing subscription period.

So as an example if you signed up with the REINSW in December 2009, we will provide you with access at no cost to our new solution for the same term as you signed up for, based upon the terms and conditions above being met.

More information and pricing will be provided shortly. If you have any questions in regard to the above please do not hesitate to contact us at EAC on 1300 137 161.

Yours sincerely



Dale Whittaker
Chairman



David Crombie
Chief Executive Officer