



# Our Recognition

Raine & Horne was recognised as the most outstanding brand in its field as part of Superbrands. Alongside the likes of Vegemite, RM Williams and the Royal Flying Doctor Service, Raine & Horne is the only property company included in the illustrious list. Participation in Superbrands is by invitation only, and inclusion strengthens a brand's position, adds prestige, and reassures consumers and suppliers that they are buying the best brand in its category. This means that by choosing Raine & Horne, you're choosing Australia's most trusted property brand.



# Raine & Horne®

## THE MARKET

You could say that real estate is in their blood. An integral part of the property market landscape since 1883, Raine & Horne is proudly 100% Australian owned, and in their fourth generation of family ownership, under Angus Raine. Leaders in their field, the firm has survived two world wars, booms, busts, depressions and recessions, all the while helping hundreds of thousands of Australians realise their own 'Great Australian Dream' of property ownership.

## ACHIEVEMENTS

With more than 136 years in business, Raine & Horne is one of the oldest privately-owned firms in the Southern Hemisphere. Inextricably linked to the Australian property market, Raine & Horne is proud of their heritage. It is, however, their ability to integrate this long history into a modern vision which allows the brand to remain an industry leader - continually rated as one of Australia's highest performing real estate networks year after year.

Now a multi-national organisation – with a network of over 300 offices in Australia and abroad – Raine & Horne is one of the world's most substantial real estate groups. The company's global network is a vibrant channel of interaction that provides an invaluable source of local demographic and market information for its clients, as well as a platform to market their property internationally in a cost-effective, direct,



and well-informed way. Combined, these services offer a sophisticated and professional real estate experience and ensure that Raine & Horne clients get the highest results possible.

Raine & Horne's customer-first philosophy is another essential element that elevates the brand as a leader in the real estate industry. With their unwavering commitment to personalised service across sales, leasing, management and consulting services, their consistency of reputation and performance means they have enjoyed one of the highest sales turnover rates in the country time and time again.

## HISTORY

The Raine & Horne story has been closely tied to the growth and progress of the Australian real estate industry, beginning in 1883, when Tom Raine and Joseph Horne opened the doors of their iconic property firm for the first time at Wentworth Court, Elizabeth Street in Sydney.

Throughout the 1880's, the responsibilities of a land agent were all-encompassing and included residential sales, valuations, consultancy and rent collection. This broad background provided the foundation for Raine & Horne's extensive market knowledge and outstanding reputation.

Driven by the enthusiasm of property doyen Max Raine in the 1970's and beyond, the Raine & Horne network continued to expand across Sydney. But, not satisfied with the extent of the



growth, the Raine & Horne board went one step further, deciding to become only the second Australian property group to pursue a franchising business model. Opening its first franchise office in Liverpool NSW in 1976, and, since then, the company has grown exponentially; now boasting offices across the length and breadth of Australia as well as offices in Fiji, Malaysia, India, Dubai and affiliated offices across the globe.

In 2012, Raine & Horne was inducted into the Family Business Australia's inaugural 'Hall of Fame', in recognition of the outstanding contribution that Raine & Horne makes to the Australian economy, community and culture as a family business. With family businesses accounting for around 70% of all Australian businesses and employing 50% of the Australian workforce, the





award acknowledges Raine & Horne's success as a multi-generational family business.

Now into its fourth generation of family ownership under current Executive Chairman Angus Raine, the company's successful growth is reflected through national sales figures that are amongst the highest in the country.

### THE PRODUCT

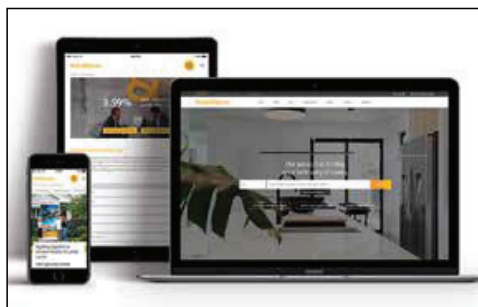
Raine & Horne provides a comprehensive and integrated range of property services across four distinct brands – Residential, Commercial, Rural and Our Broker financial services.

Along with the expansion of its residential office network, which continues to be a key element in the company's sustainability, the launch of Raine & Horne Commercial in 1984 concentrated on the commercial, industrial, retail and specialist property markets. Today, Raine & Horne Commercial offers Australia-wide coverage through a network of over 35 offices.

Meanwhile, trained and experienced Raine & Horne Rural agents continue to service the property needs of the farming, cropping, grazing and livestock sectors. Indeed, through its existence, the Raine & Horne brand has grown and developed alongside the great Australian rural way of life, which gives its agents a unique understanding of the specific needs of rural property clients.

In addition, the lending specialists at Our Broker complete the package of services on offer to Raine & Horne's clients. Our Broker's panel of accredited mortgage broking professionals provide a range of innovative financial services, from residential and commercial property loans and business loans, to superannuation, home and contents insurance, landlord insurance, income protection cover, mortgage protection, business insurance products, and even motor vehicle insurance.

With the strength of these four great brands, Raine & Horne has developed into an industry-leading, full-service real estate network with an enviable reputation for expertise and an unwavering commitment to excellence and exceeding customer expectations.



### RECENT DEVELOPMENTS

Raine & Horne is at the forefront of cutting-edge technological developments. In addition to their award-winning website which clocks well over 20 million views per year, they have developed a suite of Australian-first, trailblazing products including DigiKit and Amplify.

DigiKit - the brainchild of Raine & Horne – is an industry first platform that provides tailored and stylish digital proposals to clients within just minutes. This multi-million-dollar development streamlines each agent-client interaction; proposal can be sent, read and shared anywhere with anyone. Produced and owned exclusively by the



company, the platform uses sophisticated coding to analyse exactly what the client is most interested in. Developed to meet the busy demands of prospective clients, DigiKit delivers streamlined, detailed and informative proposals that are easy to read and totally personalised.

Introduced to the network in Raine & Horne's 135th year was their ground-breaking Amplify digital marketing technology. Using the very latest digital programming, predictive analytics and artificial intelligence, this unique social and search marketing tool places more than 72 different property ads across Facebook, Instagram and Google. It targets audiences based on their online profile and behaviour, placing properties in front of both active and passive consumers. Raine & Horne have exclusive rights to this ahead of the curve technology in Australia, and with this, the brand has been exposed over 65 million times, with agent's properties reaching a total of over 9 million consumers.

In recent times, Raine & Horne also completed a national rebrand, including an overhaul of all media, incorporating digital platforms, marketing, advertising and office signage. They combined the many strengths of the brand with a sophisticated, fresh and contemporary design that encapsulates the organisation's genuine care and respect for people.

At the brand's core is a unique hand-crafted, trademarked ampersand symbol representing Raine & Horne's brand ideal - 'Positive Partnerships' - encompassing the relationships between 'vendors & buyers', 'agents & vendors', 'agents & buyers', and 'property managers & tenants'.

### PROMOTION

Creative, effective advertising and highly visual marketing materials have always been the hallmarks of the Raine & Horne brand and while campaigns and media may vary to include radio, print, web, social media and television commercials, the distinctive Raine & Horne brand is the ongoing constant that drives people to the door.

Raine & Horne also has a strong commitment to playing a role in its communities, with many of the brand's offices supporting groups, associations, and schools in their local areas. Offices often supply branded marquees, people power and marketing advice to ensure the success of local events including fetes, fun runs, surf carnivals, and other fundraising activities.

### BRAND VALUES

The Raine & Horne brand essence is focussed on positive partnerships and is the fundamental force that helps the company deliver to its customers, engage business partners and carve out a strong position in a saturated real estate industry. It represents all that Raine & Horne is, in a clear and

consistent manner, representing people, products, and processes.

This powerhouse real estate brand prides itself on continuous learning; they embrace the ever-changing Australian and international property market with creativity and innovation. Raine & Horne bases its practices around integrity, honesty and professionalism; it is this comprehensive approach to business support and development, recruitment and retention programs that continue to attract and retain the best real estate agents in the business. Raine & Horne also recognises the need for a supportive changeover and start-up process for new offices, the network places a heavy focus on ongoing training and support to help agents become and remain passionate and innovative leaders in the competitive real estate marketplace.

### THINGS YOU DIDN'T KNOW ABOUT RAINE & HORNE

- Raine & Horne got its start looking after Vaucluse House and the expansive Wentworth Estate on behalf of the famous 19th Century politician, human rights activist and publisher William Charles Wentworth.
- Raine & Horne didn't have a phone line in its earliest years but, are listed in the 1891 telephone directory with the phone number '1088'.
- Raine & Horne secured another early break in 1883 when it sold the Cooper Estate on behalf of emancipist Daniel Cooper.
- Raine & Horne is still 100% Australian family owned and in the hands of its fourth generation.
- In 1968 the first suburban office opened in Double Bay, Sydney. The first franchise office was at Liverpool, Sydney in 1976 and in 1982, the 100th office opened in Armidale, NSW.
- The company's longest-serving employee was Mr Harold Horsley, who chalked up more than 60 years.
- Angus Raine joined the firm in 1998 after 15 years working for a number of rival firms.
- In support of the ban on plastic, Raine & Horne were the first real estate firm in Australia to introduce reusable shopping bags to their network in 2008.
- Their multi-million-dollar DigiKit platform is the first of its kind Australia. It is completely paperless and helps to improve the networks carbon footprint.
- Raine & Horne pioneered the use of QR codes across their more than 300 offices in 2011.
- For R&H's 135th year, corporate headquarters purchased and built a state-of-the-art facility which is used for training, events and continuous development for the network.