



PR & Media Samantha Elley
16 Thesiger Court, Deakin ACT 2600
Phone 0413 986 068 | Fax 02 6285 2444
www.reia.com.au | media@reia.com.au
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REAL ESTATE INDUSTRY RESPONDS TO DEVASTATING BUSHFIRES

The Real Estate Institute of Australia (REIA) is proud to be part of an industry wide response to the devastation caused by the bushfires.

“In only a few days nearly thirty major franchise groups and the Real Estate Institutes (REIs) around Australia have pledged nearly \$900k to assist those suffering loss and disruption across Australia from unprecedented bushfires,” said Mr Adrian Kelly, President of the REIA.

“Not only is there the immediate loss of property and livelihoods but ongoing damage to communities.”

“REIA has combined with the state and territory REIs and franchise groups in putting together a comprehensive plan for the real estate industry to provide immediate financial assistance plus longer term support for these communities.”

“The initiative has been called *Beyond the Bricks* and is a three phase plan that provides not only assistance during the crisis, but the aftermath in the communities most affected. Phase 1 is to provide immediate financial relief and support those most in need. Phase 2 is to help rebuild homes and lives. Phase 3 is to help restore affected communities and provide ongoing support.

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“There is no set approach to fund raising with individual groups determining their own fundraising plan with monies raised to be forwarded through the website www.beyondthebricks.com.au .”

“ I am confident the industry will raise several millions of dollars when others get behind this initiative over coming weeks to assist the individuals and communities affected,” concluded Mr Kelly.

The Real Estate Institute of Australia (REIA) is the national professional association for real estate agents in Australia. For further information or to interview REIA President Adrian Kelly please contact Samantha Elley at media@reia.com.au or 0413 986 068.