

Date: 18th February, 2021

SHOW WILL GO ON FOR AUSTRALIAN REAL ESTATE AS FACEBOOK REMOVES POSTS

As is the case with a range of sectors, Facebook has removed the posting of a range of major real estate portals, trade media and real estate member organisations.

REIA is currently assessing the situation and the impact on the industry as a whole as Facebook has been an important channel to connect with Australian's looking to buy and rent property.

REIA President, Adrian Kelly said we are confident real estate marketing will continue to reach its customers.

"We strongly advise them to sign up direct to their preferred source of news for listings for their housing needs.

"From a real estate sales perspective, buyers will go where the properties are being advertised which could ultimately be to Facebook's detriment.

"Covid has proven that estate agents are very quick to adapt to new technologies and that will be the case in the current environment.

"As with COVID-19, for agencies and our customers, the show must go on," Mr Kelly said.

Mr Kelly said agents should avoid posting links that drive traffic outside of Facebook.

"Agents need to be aware that the changes will impact on all property social media campaigns as they are considered a news outlet on the platform and so activity will be restricted."

ENDS

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