

From: allagents-owner@theweeklyreview.com.au [<mailto:allagents-owner@theweeklyreview.com.au>]

On Behalf Of Antony Catalano

Sent: Monday, 10 September 2012 4:42 PM

To: Antony Catalano

Subject: Message from Antony Catalano to all Melbourne real estate agents

I write to inform you that MMP has decided to report to the authorities the rash of questionable business practices by other media companies that is doing so much to undermine the reputation of Melbourne's real estate industry.

We are aware of large cash offers being made in the market place to major real estate players in each area to sign long-term contracts with realestate.com.au and Leader Newspapers. It works like this: sign up the big players with cash and other incentives thereby locking them in; and then ramp the price for all other agents and their vendors. Make no mistake, if the money was intended to be passed on to vendors it would be in the form of a reduction in advertising costs. Quite clearly, this activity drives the price higher for vendors.

To accept these cash inducements, lavish incentive trips, staff training and free ads without returning the benefit to vendors is to breach the law. We have already referred matters to Consumer Affairs Victoria and the Australian Competition and Consumer Commission, and we are in the process of referring other matters of which we have become aware - including in the past two weeks offers of six figure sign-on fees to several agents.

We are doing this to protect all our agent partners, who we have always treated equally. This is in stark contrast to our competitors who believe in a divide and conquer approach, offering very large incentives to the number one and/or number two player in the market place with one objective only: to ramp up the price of its advertising and forcing the large number of vendors to pay more than they should.

The Melbourne real estate industry supporting MMP should be very proud to have brought genuine competition to the market by creating new product offerings with greater value for buyers and sellers. MMP is a genuine industry-owned business that is making enormous headway in a market previously dominated by publishers whose only motivation has been and remains to extract maximum profits. We prefer to leave legally questionable activities to others while we focus on genuine sales solutions.

We would urge you to resist the offers being made, report any potential illegal activity to Consumer Affairs Victoria and to let us know. We are prepared to take a long-term, systematic approach to dealing with a systemic problem the industry has turned a blind eye to for far too long. It is you and your vendors who are disadvantaged, as it is only the number one or two player who sees the benefit. Your vendor will pay more but you will have less say over your future. Say no as an industry and ensure you have control over your future.

If you wish to discuss this note, or report to us your experiences, please call me on the number below. In the meantime, don't be bullied by media companies - remember you are the client.

Kind regards

Antony Catalano

Metro Media Publishing
113-115 York Street, South Melbourne VIC 3205
reviewproperty.com.au
theweeklyreview.com.au
yourcommunityvoice.com.au



The contents of this email and its attachments are confidential and privileged. Any unauthorised use of the contents is expressly prohibited. If you receive this email in error, please contact us on (03) 9020 5300 then delete the email. The sender disclaims liability for any errors, omissions, viruses, loss and/or damage arising from using, opening or transmitting this email.