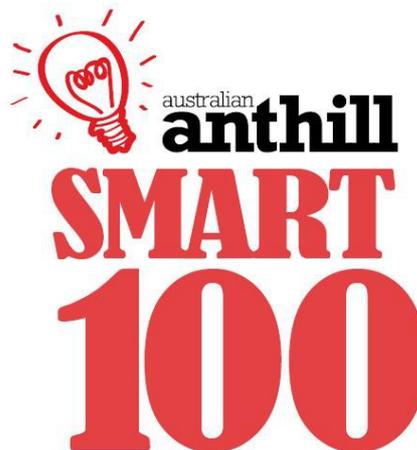


MEDIA RELEASE

24 June 2013. For immediate release.

Social Property Selling named in 'SMART 100' Index

Social Property Selling has been named one of Australia's 100 most innovative products or services, in one of the largest and most audacious innovation awards of its kind in Australia the Anthill Magazine 'SMART 100' Index.



About Social Property Selling

With 90% of buyers using the internet to search for homes and only 27% now looking at newspaper adverts, a typical home buyer takes three months to buy, with 52% turning to the web as their first step. Of these, 24% take an action online the SAME DAY they start researching. Such staggering statistics point to a changing real estate landscape for how homes in Australia should be marketed.

Seeing a gap in the market, avid real estate investor and social media maven Wendy Chamberlain launched Social Property Selling, an online-marketing strategy firm turning traditional real estate marketing on its head by directly tapping into the real estate buying market here in Australia.

"With buyers becoming increasingly online-savvy, it just makes sense to market where the eyeballs are" says Chamberlain "and that's online. Emotion sells and we create that emotional connection between a property and a buyer using effective online strategies. It's no longer 'are you online?' These days, it's about *how* your home *stands out* online."

Working with real estate agents and sellers alike, Social Property Selling is the realisation of two passions for Wendy – real estate and computers – and she brings to the table her considerable experience and expertise in both arenas.

About the Smart 100

The SMART 100 Index was created by leading business media channel Anthill Magazine in 2008 to identify and rank Australia's 100 most innovative products, proving to be one of the largest surveys of its kind in Australia.

"In true Anthillian style, the SMART 100 is an ever-evolving, ever-improving experiment," said Anthill founder and Editor-In-Chief James Tuckerman.

"It identifies and ranks new Australian innovations by applying a combination of crowdsourcing, collaboration and common-sense. We employ the judgement of 'mavens' and readers.

"Unlike your average awards program, we don't lock a panel of expert adjudicators in a small room. Neither do we demand a thorough analysis of each applicant's P&L statement. We don't even request an historical snapshot of 'runs on the board' or commercial achievements.

“This is because innovation is future focussed. It is about identifying and solving problems in ways that will change the way we live, do business and think.”

What is a ‘maven’?

Academics have known about the existence of Mavens for many years, claiming they have a particular psychotype. However, it was Malcom Gladwell’s book ‘The Tipping Point’ that really brought attention to this underutilised group in society.

Gladwell described Mavens as “those who are intense gatherers of information and impressions, and so are often the first to pick up on new or nascent trends”. ‘Maven’ is a Yiddish word that means, literally, “one who understands”.

According to Tuckerman, “The maven’s unique talent is his or her ability to unearth and identify, from all the new products and services available in the marketplace, the innovations that are worth propagating. A maven also generally has the ability to communicate the potential of the innovation to the broader public and, therefore, plays an integral role in the mass take-up of any innovation.

“These people have the ability to identify innovations that will meet an important need for the population. The hypothesis is that Mavens will provide a more predictive measure of innovation than mass consumers or, indeed, experts in the field – because they have a unique ability to identify the importance and relevance of an innovation.”

What is Anthill Magazine?

Anthill was *initially* launched as a print magazine, in September 2003, by its current editor-in-chief James Tuckerman, who at the age of 26 quit his day job, departing a promising career in corporate PR, to pursue his own entrepreneurial journey.

Since then, it has evolved into one of Australia’s leading online communities for Australian business owners, ranked among the Top 50 Business & Finance websites in Australia by Nielsen Online Ratings. It is dedicated to innovation, entrepreneurship and the commercial development of Australian ideas.

**For further information on Social Property Selling, contact:
Wendy Chamberlain on 03 9686 2288**

**For further information on the SMART 100, contact:
James Tuckerman on 0422 009 230**

Photos available on request.