

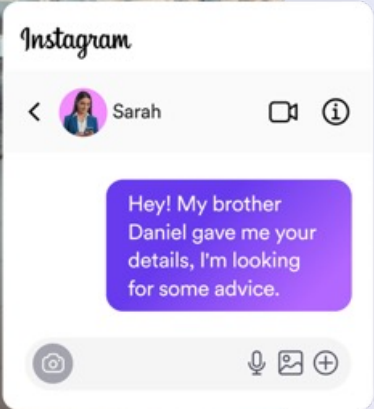


# RMA Global Limited (ASX:RMY)

February 2026 Investor Update



**D** ★★★★★  
**Daniel Davis**  
We are blown away by the efforts of Sarah. She certainly lived up to her reputation of local expert.



**David Williams**  
Chairman



**Jim Crisera**  
Chief Executive Officer



**Stephanie Holtan**  
US Chief Revenue Officer



**Michelle Sheehan**  
Chief Financial Officer



# The Prize

## US Opportunity:

~ 865,000

Active agents

~ AUD\$1,316

Average AUS agent spend in FY25

~ AUD\$1,138m

Total addressable market

30% Penetration

Market Share of Paying Agents

**~AU\$341m+ Opportunity**

Assuming Australian Penetration Benchmarks

# Before

Reviews are valuable to agents

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## Being good isn't enough

Be **known** for being good and  
Be the local expert.

**Current market realities:**

- 76% of consumers contact one agent
- Agents need to be top of mind
- The demand for expertise  
Competition is rising, consumers expect proof of expertise.
- Agent selection happens earlier  
Consumers have access to more data than ever. Agents need a structured online presence to be seen and considered.
- Reviews are also valuable to real estate brokerages

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## Strategy Pivot

- Offer to Real Estate Brokerages
- License to hunt agents under their brand
- Continuous presence on social media, powered by Curated Social



# The New Playbook

## Local Expert Marketing

A system of attracting customers

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Local Expert Marketing is based on three principles:



**Be a Local Authority**  
Differentiate with real value, real social proof – not generic platitudes

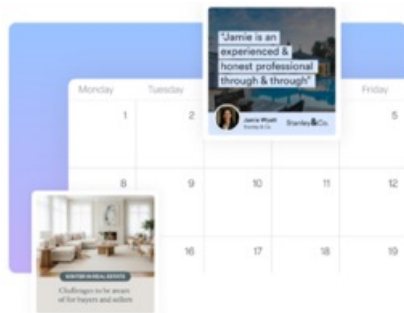


**Be Everywhere**  
Consistent and regular visibility everywhere clients are looking



**Be Systematic**  
Let automated systems turn your daily work into marketing fuel

# Becoming the Local Market Expert



## Referrals & Repeat Business

Stay connected to past clients and their networks with a consistent social media presence.



## Verified Social Proof

Evidence a trusted reputation with visible, transaction-linked reviews.



## Local Authority

Turn data and market insights into content that consumers love.

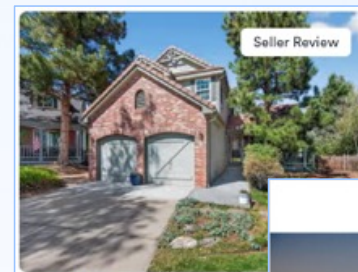


## Negotiation Skills

Demonstrate the ability to achieve premium outcomes for every client.



- Multi-Year Brokerage Agreement
- 75,000 agent network across US and Canada
- Automated Review Collection
- Integration with REMAX.com
- Premium upgrades for Agents / Teams
  - Market Updates
  - Enhanced Review Capabilities
  - Enhanced Review Distribution



**★★★★★**  
**Outstanding real estate agent**  
Eva is an experienced and very co...  
estate agent who provided us with  
information facilitating the sale of  
She understands the market, hand...  
interactions in a professional man...

**REMAX**  
80304, CO  
**MARKET UPDATE**  
LAST 30 DAYS  
[CLICK LINK FOR FULL REPORT](#)

<b>20</b> ACTIVE LISTINGS	<b>20</b> PENDING LISTINGS	<b>20</b> SOLD LISTINGS
<b>41</b> AVG DAYS ON MARKET	<b>\$500K</b> AVG SALES PRICE	



The Local Expert Marketing Platform

The beginning of something big.

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