

The realbusinesses.com.au section of realcommercial.com.au is one of Australia's leading websites for commercial businesses for sale. This unique site attracts over 100,000 property seekers and investors each month*.

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Key Facts

Over 100,000 visitors each month*
 45% have a Household Income over \$70,000^
 64% Intend to purchase Business Finance^

Key Monthly Statistics*

| | | | | |
|-----------------------------------|---------------------------------|--------------------------|---------------------------------|--|
| 106,799 Unique browsers | 2.1M Page impressions | 1.63 Frequency | 173,971 User sessions | 10:33min Average user session duration |
|-----------------------------------|---------------------------------|--------------------------|---------------------------------|--|

Lifecycle^



Gender^



Household income^

| | |
|------------------------|-----|
| < \$32,000 | 9% |
| \$32,000 to \$49,000 | 14% |
| \$50,000 to \$69,000 | 17% |
| \$70,000 to \$99,000 | 19% |
| \$100,000 to \$149,000 | 22% |
| \$150,000 to \$199,000 | 3% |
| > \$200,000 | 1% |
| Don't know | 5% |
| Decline to answer | 10% |

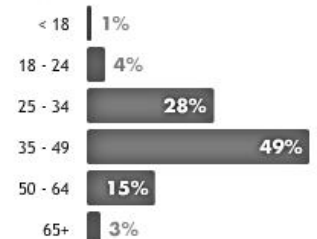
Work status^

| | |
|---------------------------------|-----|
| Full time work | 56% |
| Part time work | 12% |
| Not employed / Looking for work | 13% |
| Self employed | 4% |
| Full time student | 4% |
| Retired | 1% |
| Household duties | 6% |
| Other | 4% |

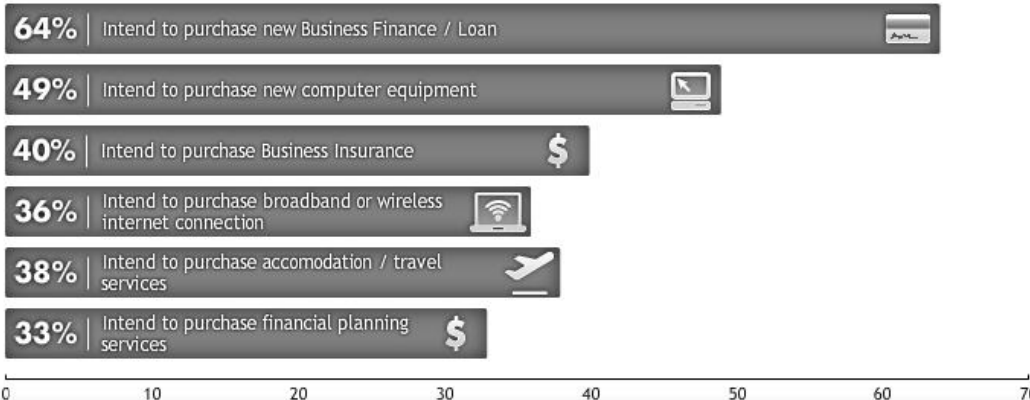
Occupation^

| | |
|----------------------------------|-----|
| Manager | 38% |
| Professional | 25% |
| Technical / Trade worker | 9% |
| Community / Personal service | 4% |
| Clerical / Administrative worker | 12% |
| Sales worker | 5% |
| Machinery operator / Driver | 2% |
| Labourer | 1% |
| None of the above | 4% |

Age^



Purchase intent within next 12 months^ More likely than the general population to purchase



Geographic location^



* | Nielsen Online, Site Census, March 2009

^ | realestate.com.au Buyer Intention Survey, January 2009