

MEDIA RELEASE

Openn joins REACH Canada class of 2022



Online property sales platform Openn has been selected to participate in the REACH Canada 2022 scale-up program.

The REACH Canada scale-up program, created by Second Century Ventures, the strategic venture arm of the National Association of REALTORS®, is a unique growth program that helps innovative companies scale across real estate and adjacent industries.

Openn is one of ten technology companies invited to join the program.

Lynette Keyowski, Managing Partner of REACH Canada said: “We believe Openn has demonstrated great potential to date and has significant opportunity to innovate and grow even further. The achievement of greater transparency and efficiency in a real estate transaction, through a single platform, is optimal for all parties and directly aligns with our objective to enhance consumers’ experience via the real estate community, now and into the future. We are looking forward to working with Openn to help them achieve their goals and execute on their vision in this market.”

In March Openn was announced as part of the REACH Australia class of 2021 and the program has been instrumental to Openn’s growth.

Openn Managing Director, Peter Gibbons, said: “Openn is extremely honoured to be accepted into the REACH Canada 2022 program. Openn is the first company to be invited into multiple REACH programs internationally, which provides us with great confidence that the platform we have developed is genuinely transformational for the real estate sector.

“The North American market is extremely important to us and being able to work with the REACH Canada team and their extensive network underpins our market entry and tailored value proposition to maximise market acceptance and growth.

“As we have found through our experience of partnering with REACH Australia, participation in the REACH Canada program will deliver unparalleled opportunities and access to new markets and partnerships.”

The ten companies chosen for the 2022 program are:

- Openn
- Smart Alto
- Perch
- Roomvu
- Loft47
- Rental Beast
- Watix
- Rise
- Simplicity Global
- UrbanImmersive

REACH Canada will offer its 2022 class a robust curriculum including education, mentorship, exclusive networking opportunities and significant exposure to the global real estate marketplace.

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About Openn:

Openn Negotiation Limited (ASX: OPN) is an Australian property technology (‘Proptech’) company offering a proprietary cloud-based software platform to support real estate agents in selling property online with greater transparency. The Openn platform facilitates a negotiation process, featuring streamlined digital contracting and automated communication tools, which enhances a property transaction. The solution provides buyers with real-time feedback through their device on how much competition exists and where their price stands in the negotiation, resulting in an optimal sales outcome.

