

29 February 2024

To Whom it May Concern  
ACCC  
[mergers@acc.gov.au](mailto:mergers@acc.gov.au)

## Dear Sir/Madam

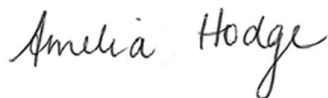
Thank you for the opportunity to make a submission to the ACCC on issues relevant to the ACCC's assessment of realestate.com.au's proposed acquisition of Dynamic Methods Pty Ltd.

The API comprises a membership cohort of 7,900 Australian property professionals and 4,000 firms. We advocate for our members with a range of stakeholders, providing the professional recognition each member deserves. Our members are active across all sectors of the property profession – in private practice and the public sector, including those working in valuation, property management, facilities management, property law, property education, property development, funds and asset management, town planning, property consultancy and advisory.

While not directly related to the proposed acquisition, the API would like to take this opportunity to highlight the fundamental differences between a real estate appraisal (as provided by realestate.com.au) and property valuation.

A property valuation, as completed by a certified property valuer, requires a physical inspection and contains significant market evidence and detailed analysis. A real estate appraisal does not provide the same level of detail or analysis. These are two different products and should be recognised as such.

Thank you again for the opportunity to comment. Should you require any further comment from the API, please do not hesitate to contact me on the below details.



**Amelia Hodge**  
Chief Executive Officer  
Australian Property Institute Ltd  
0400 996 234  
[ahodge@api.org.au](mailto:ahodge@api.org.au)

### Victoria

The Hub, Level 7      T 03 9644 7500  
180 Flinders St      E [vic@api.org.au](mailto:vic@api.org.au)  
Melbourne VIC 3000      W [api.org.au](http://api.org.au)