

IRENE

Independent Real Estate Network E-Com

IRENE is Australia's largest real estate network, designed to enhance the tight-knit strengths of independent agencies with the scale, resources, and benefits usually associated with major franchise groups.

Independent agencies operate as smaller, highly connected teams. This structure delivers greater stability for every sale or tenancy, ensuring seamless service continuity even when a listing agent is unavailable.

While every IRENE office remains entirely independent and locally owned, together the network delivers national strength, offering:

- Australia's largest network of independent real estate professionals
- A dedicated, industry-wide networking and collaboration platform
- Direct access to Australia's leading coaches and trainers
- Full-spectrum support across sales and property management
- Industry-leading technology, systems, and property data solutions
- National sharing of insights, strategies, and performance benchmarks

Because independent agencies do not rely on major franchise branding to win business, success is driven by personalised service, accountability, and results. This naturally lifts standards and consistently delivers a superior experience for buyers and sellers alike.

Choosing an IRENE member agent

The benefits of larger groups, with the confidence that the entire local agency is personally invested in your result.

AI – IRENE – Premium Price

IRENE's national collaboration gives sellers a powerful digital advantage: new listings appear on IRENE 3 to 5 days before reaching the major property portals.

This early-release strategy makes IRENE the *first publisher* of thousands of listings every week.

AI search systems prioritise the earliest and most original source of information. Because IRENE consistently publishes listings before other portals, AI engines recognise IRENE as an authority site—indexing and displaying IRENE listings first as more buyers request AI to gather all properties matching their criteria, not just those from one website.

This early AI visibility creates immediate buyer attention, competition, and urgency. The 3–5-day preview (before going to other portals) generates genuine FOMO among qualified buyers, often leading to stronger negotiations and premium prices.

Choosing an IRENE member agent

Strategic early exposure, AI recognition, and the personalised commitment of a locally owned independent agency, all working together to help achieve the best possible result.