

## **uTenant turns warehouse leasing on its head**

### ***New online platform offers cost-effective alternative to commercial agents***

Disruption that brought lower costs, better competition and more choice to traditional industry sectors like taxis and transport, power and gas, and holiday rentals has arrived to Australia's freight, logistics and warehousing industry with the recent launch of uTenant.

[uTenant](#) is an online commercial property portal that streamlines finding, inspecting and leasing warehouse space for tenants, whilst amplifying property visibility for landlords, helping them to source tenants and lease space cheaper and faster.

The brainchild of entrepreneur and former commercial leasing agent Matt Sampson, uTenant puts tenants and landlords in direct contact and provides a confidential, transparent, cost- and time-effective alternative to the old way of leasing space.

"With uTenant, we have reimagined how industrial warehouse space is leased, providing significant advantages and savings for the two most important parties to the transaction – the tenant and the landlord," uTenant founder and director Matt Sampson said.

"uTenant is intended to disrupt the commercial leasing industry like Uber has for taxis and Airbnb has for holiday accommodation. For tenants, the web-based portal will curate a list of available properties based on their specific size, location and preferred term of lease amongst other things, and connect them with landlords to arrange inspections, negotiate terms and sign a lease."

#### ***No cost for tenants – who can potentially make money through uTenant***

uTenant is free for tenants, and because it is completely confidential there is no risk of their names and warehousing requirements being disclosed to the market and competing agents, which could reveal sensitive information to their competitors.

"How our model works is that landlords/developers list their space confidentially through uTenant, which can include both existing facilities and new build opportunities. uTenant takes a fee only when a successful lease has been executed, with a lower than industry-standard fee payable. Once the space has been leased, uTenant will share a percentage of the fee with the tenant, which is completely visible to the landlord<sup>1</sup>."

Other benefits include time savings from not having to filter through irrelevant listings on advertising platforms, the ability to transparently negotiate lease terms directly with landlords, and the ability to source (and list) short-term surplus/overflow space.

[ACFS Port Logistics](#) is the largest privately-owned container logistics operator in Australia, moving over 750,000 TEU annually, and employing over 1,200 staff at sites in Melbourne, Sydney, Brisbane, Adelaide and Fremantle.

CEO Arthur Tzaneros believes uTenant will be a game changer for how the industry procures short- and long-term warehousing space requirements.

"As a progressive organisation, we are constantly on the lookout for new technology and innovative methods to help us drive efficiencies," Mr Tzaneros said.

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<sup>1</sup> Rebate not available for NSW transactions.

“We believe the uTenant model is the way forward for our industry and we look forward to utilising the platform in the future.”

### ***Cost-savings for landlords by going direct to tenants***

As well as being able to deal directly with tenants and potential tenants, landlords using uTenant save time and money on their marketing costs through the streamlined listing process.

“Paying to mass market and advertise property is just promoting and giving exposure to the real estate agencies and driving revenue for the advertising platforms,” Mr Sampson said. “These costs are a thing of the past for uTenant landlords because their properties will be directly targeted and visible to an engaged audience of tenants that are actively looking for space.

uTenant will provide landlords with an alternative means of sourcing tenants and initially will not require exclusivity for listings.

“Landlords will only pay a fee when their property is successfully leased, and because uTenant’s fee structure is typically lower than traditional agencies, landlords will generally always be in front. All landlords are on a level playing field with our standardized national fee structure which creates transparency for the tenants when reviewing options.” he said.

The [Victorian Transport Association](#) – representing Victorian and national freight and logistics operators – said many of its 800 members could easily tap into new revenue streams by using the uTenant portal to lease vacant space on a permanent, semi-permanent or seasonal basis.

“Freight operators have huge amounts of space that goes unoccupied for varying lengths of time depending on their workloads and activity forecasts,” said VTA CEO Peter Anderson.

“While leasing otherwise unoccupied space like this is not uncommon for operators, the uTenant model could conceivably provide them with a seamless and relatively effortless way of generating additional cash flow on long-term, short-term or casual basis.

“And for an industry like transport that runs on very thin margins, every new revenue stream represents an opportunity to grow the business and industry, which translates into more jobs and more economic prosperity throughout the whole supply chain,” Mr Anderson said.

**Ends...**

**For further information contact Brian O’Neil on 0411 055 284.**

### ***About uTenant***

[uTenant](#) is the smart way to source and lease industrial property. We are on a quest to become the no. 1 place to source tenants and space, both short term and long term. We put tenants who want space in direct contact with landlords who have space using our cutting-edge property matching platform. In addition to the uTenant benefits, we have also [teamed up with](#) some of the most well-known service and product providers within the industry to offer real savings and expert advice to both sides of the market.

### ***How the service works***

1. Tenants enter their specific requirements into the uTenant portal
2. uTenant curates a tailored list of suitable properties, which have already been validated as legitimate
3. Tenants shortlist preferred properties and arranges inspections directly with the landlord or through uTenant
4. Inspections take place and direct tenant-landlord negotiations commence
5. On conclusion of a lease, standard fee payable to uTenant by landlord, with uTenant sharing a percentage of this with the tenant (fee sharing n/a in NSW)