



## Homegrown prop-tech startup bringing the industry and technology together

Disruptive prop-tech company LandNow is bringing builders and developers together with a live online marketplace to manage, search and secure land.

Led by well-regarded industry professional Tony McEntee, the founders of LandNow saw the opportunity to provide the industry with a far better solution to the paper-based land inventories relied on by a huge chunk of the industry. With up to 93% of land sales in Western Australia referred by a building partner, the team knew there had to be a better way.

“For so long, builders and developers have been relying on antiquated methods to search and secure land. Live inventory and digital mapping solutions will save builders 30 hours per month and give them the tools to create a more personalised service for buyers. For the developers, the efficiencies in shortening the buyer journey and receiving real-time data will change how they operate, resulting in a better buying experience for the customer”.

The founders, including Tony McEntee, Melbourne-based Paul Wilson and Gold Coast-based Peter Joseph, along with advisory board members Steve Collier and Kylie Davis, have designed and built the proprietary software from scratch. The feedback from the industry during development has ensured it is a tailor-made solution for the industry.

Kylie Davis, founder & President of the PropTech Association Australia, and member of the LandNow advisory board, explains further.

"There's over 480 prop-techs across Australia, and one of the fastest growing categories is tech in the property development and construction space," said Kylie. "The reason for this is because the tools we use to transact - phones, signboards, pricelists and contracts - have remained largely unchanged for decades with us just upgrading from mail to fax to email. But these tools are really slow and inefficient, and in an era of cyber crime, risky. This is why the work that prop-techs like Landnow do is so important - they are making it faster, more efficient, less stressful and safer to buy house and land packages."

Tony explains why the company decided to go to market in Perth first. "We decided to launch in Western Australia given the strong B2B networks that exist between builders and developers. The market is very nimble, and given our networks, real and honest feedback could be received during development, ensuring the platform meets the needs of the industry. WA buyers are extremely lucky, given the quality of estates and housing produced by some of the country's leading businesses. Many eastern states developers and builders are envious of the strong B2B relationships that exist in WA!".

"WA really hits above its weight in terms of prop-tech startups with some great solutions coming out of the state. And it's because of the closeness of the relationships - the trust between builders and developers and shared knowledge and common goals - which is stronger than in eastern states where it's much more impersonal. This makes WA a great place to develop and test new solutions because there's such a strong environment for collaboration and feedback."

LandNow's recent launch event was also an industry first, bringing together over 200 builders, developers, and other industry VIPs in the same room.

"Buying homes & land remains one of the largest purchases people will make in their lifetime - providing a technological solution to make the process more transparent and efficient will give the buyer a new level of confidence, in turn strengthening the partnerships between land developers and builders. It's such an exciting time for the industry".

*Additional professional images available upon request*

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