



DEMAND FOR AUSSIE PROPERTY STORIES SEES INTERNATIONAL MEDIA MERGER

Available for immediate release

A fascination with Australian property has been the impetus for creating a new property media group that will distribute our stories worldwide.

“Australian content is a hot topic internationally, specifically in the US,” said Kevin Turner, host of the *Real Estate Talk* podcast and chairman of the newly created Switch Media Group.

The new entity is the result of a merger between Real Estate Talk and US based operator Switch Media on 1 August, and will see Aussie content broadcast across the planet to countries including the USA and UK.

Mr Turner said the chance to bring our bricks and mortar content to the world is a career high point.

“This is an opportunity for the Australian property industry to reach consumers around the globe,” he said.

Mr Turner said our country’s stable government, resilient banking system and abundant natural and economic attractions have overseas consumers enthralled, with America leading the charge.

“I recently spoke with one of the US’ leading real estate brands who describe the huge following Australia’s market has within their own country.

“In our discussion, she said Australia is a hotspot for real estate content for consumers across the globe, which is why we decided to join with Switch.”

Switch Media Group will be an international property news network that focusses on quality content, informing the property industry of trends, changes and helpful information pertaining to real estate, property, finance, marketing and technology.

The new international media outlet released a statement on its website (switchmedia.co) last week welcoming Mr Turner to the group.

“Kevin brings unparalleled industry experience and knowhow, bolstering the groups focus of being the trusted voice in property,” the statement said.

Mr Turner’s show Real Estate Talk has built an enviable following in Australia, who also brings his leading agent mentoring website *Real Estate Uncut* under the Switch banner.

With more than 40 years broadcasting via radio and 10 years podcasting and live streaming, Kevin will provide Switch Media Group a solid and reliable property news service and dedicated agent following.

“I am excited about the future and the opportunity by joining with such a great establishment as Switch,” Mr Turner said.

“This year marks a milestone for *Real Estate Talk*, not only are we joining with a great innovative firm, the podcast is now a decade old, making it Australia’s longest running real estate podcast” added Turner.

There is more to come from new outlet with a new television initiative also due in the near future.

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For more information or to organise an interview with Kevin Turner, please contact:

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[ABOUT SWITCH MEDIA GROUP](#)

[Switch Media Group](#) is the trusted source of property news within Australia, New Zealand and around the world. Working with journalists, contributors and leading property & real estate leaders, Switch Media Group’s goal is to provide regular, unbiased and factual property related content to its subscribers, readers and listeners.

Through its many access points, [Switch Media Group](#) provides quality real estate and property mentoring resources to help agents, brokers, agencies and groups be the best they can. Find the hottest technology, the best systems, newest marketing trends and solid finance insight that can help agents take the competitive advantage and lead the competition.