

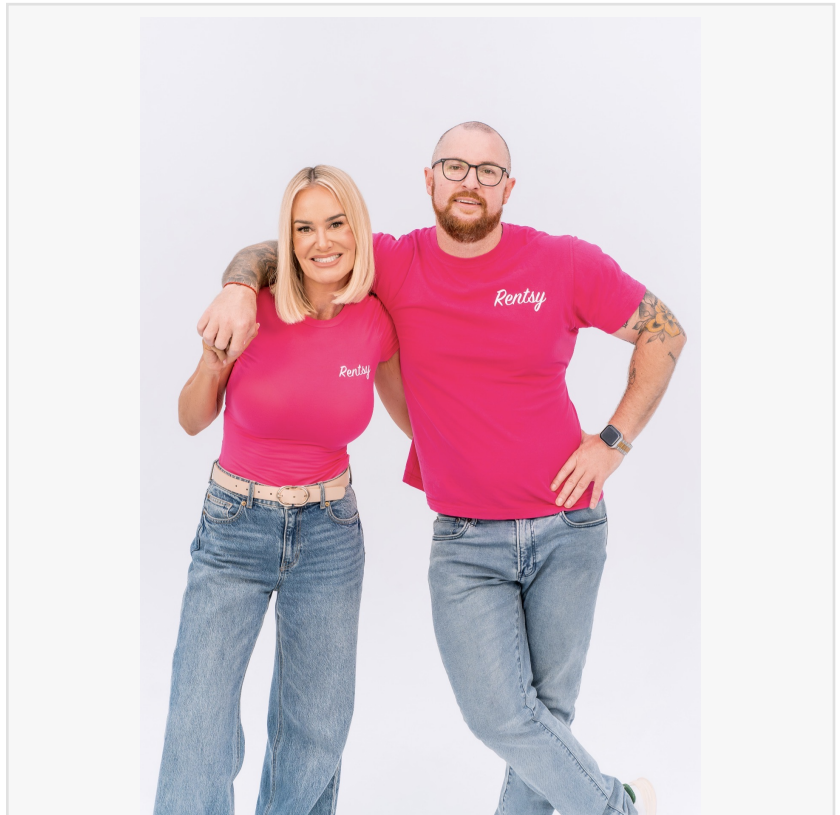
Gold Coast Startup Rentsy is Redefining the Rental Economy

Gold Coast technology startup Rentsy is building a new way for Australians to rent products and book services within one seamless online marketplace.

GOLD COAST, QUEENSLAND, AUSTRALIA, March 10, 2026 /EINPresswire.com/ -- Gold Coast technology startup Rentsy is building a new way for Australians to rent products and book services, bringing together everything from party equipment and photographers to cars, tools and wedding services within one seamless online marketplace.

Rentsy replaces fragmented and outdated rental processes with a single platform where customers can discover, book and pay for multiple hire items from different businesses in one place. "We built Rentsy because hiring things shouldn't be complicated," said Will Hawkins, Co-Founder and CEO of Rentsy. "People waste hours searching websites, sending emails and waiting for quotes. With Rentsy, you can organise everything in one place quickly and confidently."

Rentsy was launched on the Gold Coast, where the founders live and work, and where the platform has already gained strong early traction. "The Gold Coast is home for us and it made sense to start here," said Alicia Prince, Co-Founder of Rentsy. "There is an incredible



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community of small businesses on the Coast, and we wanted to create a platform that genuinely helps them grow while making life easier for customers."

The diversity of items and services available on the platform reflects how broad the marketplace has become. "We've seen everything hired through the platform from marquees to a houseboat," Alicia said. "Today, Rentsy offers 17 different categories including Automotive, Weddings, Water Sports and Parties, as well as services such as photographers and DJs. It shows just how much demand there is for a simpler way to hire."

Built by a local team, Rentsy is a sophisticated marketplace platform that has been developed over several years. Since July, the platform has partnered with more than 300 Gold Coast businesses and has facilitated hundreds of bookings, positioning Rentsy as one of the fastest-growing platforms in the rental and hire sector. As Australians continue to feel cost-of-living pressure, demand for rental alternatives is accelerating. Rentsy offers a practical alternative to ownership, allowing customers to access what they need without unnecessary expense.

"Rentsy made planning our Christmas party incredibly easy," said Emily E from LJ Hooker Solutions on the Gold Coast. "When our original supplier double-booked us, Rentsy helped us secure a photobooth at short notice and everything ran smoothly."

For local businesses, the platform is becoming an increasingly important digital sales channel.

"Rentsy has been great for our business," said Tom from Gold Coast Events and Party Hire. "The platform is easy to use and we're seeing consistent bookings. The team is responsive and supportive, which makes a big difference."

Rentsy recently raised \$840,000 in its latest investment round, including investment from Gold Coast-based venture capital fund Admiralty Capital Group, reinforcing confidence in the platform and its growth potential. "We're delighted to invest in a Gold Coast-born technology platform that is revolutionising the way Australians experience rentals," said Ryan Holsheimer, CEO and Managing Partner of Admiralty Capital Group. "Rentsy's successful funding round will allow them to expand rapidly on the Gold Coast and position the business strongly for a national rollout."

With strong momentum behind the platform, Rentsy is preparing to expand into Brisbane in the second half of this year, followed by a broader national rollout in 2027. As the platform grows, Rentsy aims to become Australia's go-to marketplace for hiring products and services, with its signature pink branding set to become a familiar sight across major cities.

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