



HOUSE RELOCATIONTM

MARKETPLACE

MEDIA PACK

www.houserelocationmarketplace.com.au

Welcome

Thanks for accessing the **House Relocation Marketplace Media Kit**.

I have prepared a series of materials that I hope you will find helpful. In this pack you will find the following media materials:

- What is House Removal and Relocation?
- The Home Relocation Market
- The Problem House Relocation Marketplace Solves
- The Solution: House Relocation Marketplace
- Fact Sheet, full of attention-grabbing house relocation facts and figures
- Quotes from me, that you can use today
- Commonly Asked Questions – two pages of questions you can use for interviews
- A Short History of House Removal and Relocation
- Founder Biography

Media Releases: You will find a selection of current media releases on our website, in our newsroom.

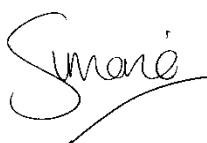
Media Contact: For further information regarding the material in this pack or to arrange an interview, please contact me via the link in our newsroom. Newsroom enquiries are monitored 24 hours a day, 7 days a week.

I have experience participating in television interviews, radio interviews (pre-recorded and live), print interviews and in the digital media space.

I have worked at in the communications and media space for some of Australia's leading corporations, throughout the last 20 years. I understand the importance of timing and key messaging and how to provide you with the very best information, to help you generate high quality media content.

If you are looking for specific content that is not included in this pack, please feel free to contact me, so I can help you with your requirements.

I look forward to hearing from you.



SIMONE FERRIER

Founder

House Relocation Marketplace

www.houserelocationmarketplace.com.au

What is House Removal and Relocation?

What is house removal and relocation? Put simply, it is the process of dismantling an existing dwelling, basically stripping the house of its roof, guttering, down pipes and other external fittings and fixtures, such as water, sewage, gas and electrical connections, cutting the house into sections, loading these sections onto the back of specialised trucks and transporting them to a new location.

At the new location the sections of house are meticulously maneuvered into position, before being lowered onto temporary frames or lowered onto new footings. Once all sections of the relocated house are positioned into place and the house sections re-connected as it is lowered onto new footings.

House Relocation is one of the oldest forms of recycling for many reasons.

The Home Relocation Market

The home relocation market is a largely untapped marketplace that has the potential to have a positive impact of home affordability for tens of thousands of Australians every year and make a substantial contribution to the sustainability outcomes for Australia.

The Home Relocation Market, has the potential to recycle 20,000 homes demolished annually in addition to opening up latent opportunity. It is estimated 50,000 homes can be listed annually.

By extending the lifecycle of homes and recycling building materials, the Home Relocation Marketplace can make a substantial contribution in the reduction of Home Building Material waste.

Home Relocation halves the cost of prefabricated homes and is around 30% - 50% cheaper than the cost of building a home.

The Home Relocation Marketplace overcomes many barriers to entry to be an end-to-end solution, allowing buyers and sellers to enter to market and successfully trade within it. The barriers identified are lack of awareness, centralization of information and understanding of the end-to-end process.

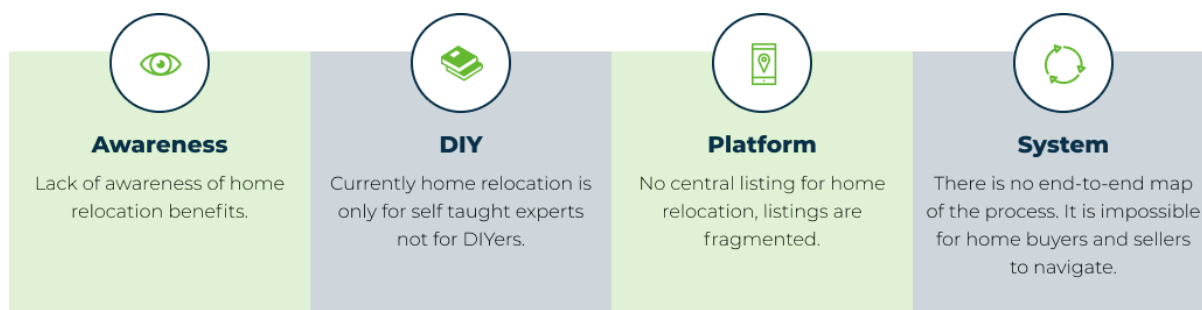
By offering a central platform, the Home Relocation Marketplace will provide buyers and sellers much needed transparency of operators, tools and support to generate successful outcomes and searchability is an otherwise fragmented market.

The Problem House Relocation Marketplace Solves

“A lack of education and access to information is a barrier for buyers and sellers to participate in the lucrative home relocation market,” said Simone Ferrier, Founder of House Relocation Marketplace.

“Buyers and sellers do not participate in the home relocation market because; they do not understand the process, risks and opportunities and do not have a platform to meet,” said Simone Ferrier, Founder of House Relocation Marketplace.

“If older housing stock was used more resourcefully, more people would have home ownership,” said Simone Ferrier, Founder of House Relocation Marketplace.



The Solution: House Relocation Marketplace

House Relocation Marketplace was borne out of the need to bring together all things house relocation to a central global platform.

- It is an education and community connection platform. Nowhere else in Australia can you find dedicated house relocation training.
- It brings together developers, real estate agents and connects them with those looking for a house to relocate to make a home.
- It brings together house relocation experts from across the industry and connects them to those wishing to learn about house relocation and have their questions answered
- It provides a supportive online community to connect with other house relocators.

As opposed to other online marketplaces and social media platforms, House Relocation Marketplace uses, ‘*user identity verification*’, to ensure that every financial member is exactly who they are supposed to be.

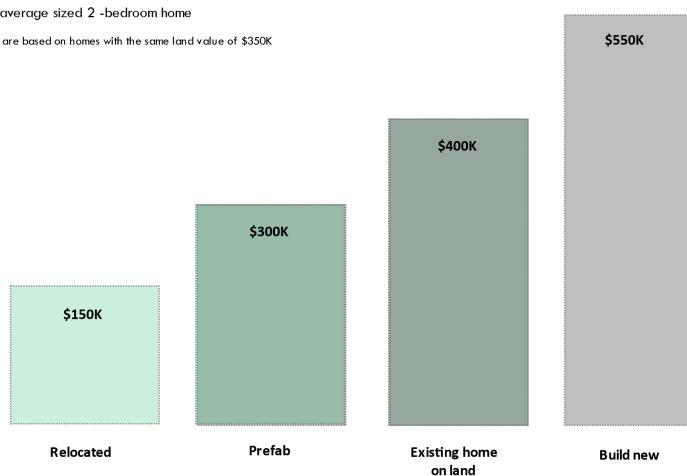
This verification ensures that you are operating a completely trustworthy platform and helps to build trust between buyers and sellers. Member reviews also help to avoid headache customers.

“Home Relocation Marketplace is a buyer and sellers’ platform, with home listings, tools and resources to enable customers to achieve the best home relocation outcome” said Simone Ferrier, Founder House Relocation Marketplace

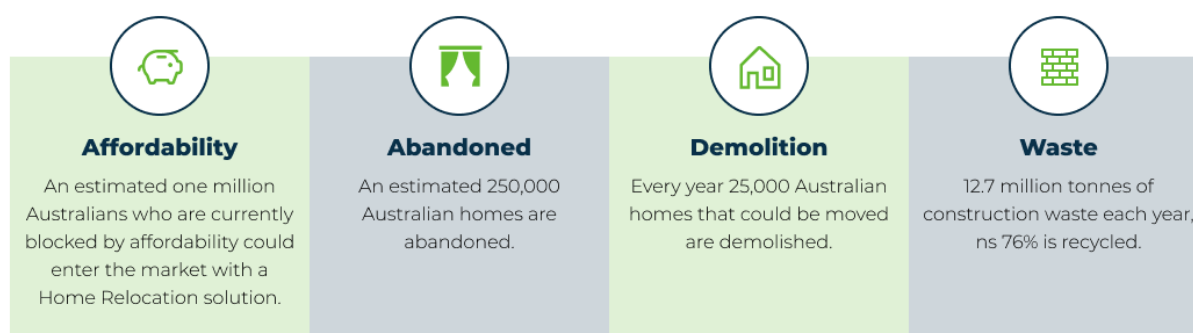
RELATIVE COST OF NEW/RECYCLED HOMED

Cost of average sized 2 -bedroom home

Estimates are based on homes with the same land value of \$350K



- House relocation is a largely untapped marketplace
- House relocation can make home affordability a reality for tens of thousands of Australians every year.
- House relocation can make substantial contribution to the sustainability outcomes for Australia.
- House Relocation Marketplace has the potential to recycle 20,000 homes annually.
- House Relocation extends the lifecycle of homes and recycling building materials.
- Home Relocation is 50% cheaper than the cost of a prefabricated homes.
- House Relocation can save you between 30% - 60% compare to the cost of building a home.

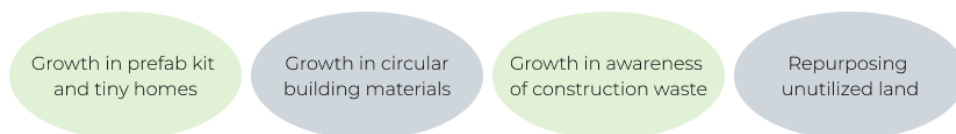


Trends impacting home relocation

Home ownership is in decline



Sustainability continues to shape home building



Commonly Asked Questions

The House Removal and Relocation Process

- What is the house removal and relocation process? Why do people relocate homes? Isn't it just easier to build a new home or buy an existing home?
- How will my house be dismantled? How much damage is done to the house when it is cut into sections? What happens if my house 'falls off the back of the truck'? Am I fully insured?

The Upside and Downside of House Removal and Relocation

- What are the main benefits of removing and relocating a house? What are some of the disadvantages of relocating a home?

Moving a House onto Your Land

- How do I know if I can relocate a home onto my land? Can I move a house into a high fire rating area? What other planning regulations do I need to consider?
- What types of houses can be removed and relocated? Are there some houses that cannot be relocated? How can I make sure I choose the right house for me?
- What do I need to organize once the house is on my land? Do I need to arrange any special permits to have a house moved onto my land? What happens if my house is ready for relocation, but I do not have all of my permits?
- How do I get started? Where can I find a house? How do I choose the right house for me? What things do I need to consider?
- Once the house is 'put back together, can I start living in it? If not, what work/things do I need to do to gain a certificate of occupancy?

House Removal and Relocation Companies

- Where can I find a reliable and professional house removal company? Aren't all house removal companies the same? What is included and not included when I pay a house removal company to relocate a house for me? Am I fully insured? Can I have access to my house whilst it is being re-located? Do I need to sign contracts?

- I have noticed that some House Removal and Relocation Companies offer packages that include a home and relocation costs. Are these good value and what things should I consider when looking at these packages?

Costs of Removing and Relocating a House

- How much can I expect to pay a house removal company to dismantle, relocate, repaired and 'put back together'? Is the co-ordination and connection to essential services include? How long does this process take?
- What are some of the costs to remove and relocate a home? What other costs do I need to consider when preparing a budget? How much 'repair' work needs to be undertaken once the house is 'put back together'? What are some of the large costs that I need to consider?
- What are some of the ways I can 'add value' to the house, when I am considering renovations and improvements? Do I have to do these improvements straightaway or can I do them down the track? Doesn't it make sense to undertake renovations and extensions while the house is cut into pieces?
- What things can I 'get underway' before the house is removed and relocated to save me time and money and get me living in the house as soon as possible? What are some of the ways I can 'use/recycle/up-cycle' every part of the house to save me money?
- Does the First Home Owners Grant Apply to House Relocations?

Renovations and Improvements

- I would like to undertake some renovations and improvements to the house once it is relocated onto my land. At what stage does the House Removal and Relocation Company hand the house back to me to do these works? What other costs should I consider when planning my project?

Owner Builder V's Employing a Qualified Builder

- Do I need to engage a builder to undertake works and improvements for me? Or can I be an owner builder? What the advantages and disadvantages of engaging a builder and/or being an owner builder?

A Short History

House removal and relocation is not a new practice. Since the 1800's there have been countless methods of house removing techniques used to relocate houses.

The collections of Museum Victoria, the state Museum of Victoria Australia, document the fascinating history of house relocation. The museum's Collections and Research Series contains of intriguing catalogue of black and white images, that capture the varied techniques used to move houses throughout the centuries.

Some of the museums earliest images capture houses being transported in 1905 by teams of horses in St Arnaud, Victoria, to houses being moved by a Foden traction engine in 1909, to the introduction of steam engine tractors (circa 1915) and large bullock teams in 1925 and then the introduction of motor vehicles in 1930.

Today's house removal and relocation techniques - today, which includes specialized equipment and complex techniques.



A house being moved by a truck, Scotsburn, about 1930.



Charlton, Victoria 1909



St Arnaud, Victoria, circa 1905

Founder Biography



Our Founder and CEO, Simone Ferrier has worked in real estate, studied real estate, has bought houses, sold houses, developed property sites, sub divided properties, renovated properties, and relocated houses for the past 21 years.

During this time, she has been involved one way or another in 25 projects throughout Regional and Metropolitan Victoria, Tasmania, and Queensland.

Simone's passion is renovating houses and relocating houses. Her most recent project was securing a house for FREE and transforming it into a stunning million-dollar home on Victoria's beautiful surf coast.

She was surprised when people started knocking on her door, to ask about the removal and relocation process and how they could do it? Many of these people watched in fascination as the sections of the house were delivered on the back of the trucks, the house put back together and the transformation that took place.

Over the years, she has learnt often the hard and expensive way, the many ups and downs of house renovation and relocation. From dodgy tradespeople who promise a lot and deliver nothing, to the partnerships that turn sour and leave a bad taste in everyone's mouth!

After identifying a gap in the property and real estate markets for dedicated house relocation training and a centralised online platform that advertisers all available houses for relocation stock across Australia, House Relocation Marketplace was born.

Simone has spent the past ten years, building the online global platform that brings together all things house relocation. She has worked tirelessly to bring together a team of house relocation industry experts, who give House Relocation Marketplace members honest and helpful advice to help them navigate their way through the house relocation jungle.

Simone holds a Bachelor of Arts and Master of Professional Communications, from Deakin University. She is a qualified professional Business and Lifestyle Coach. She holds a current Victorian Real Estate Agent's Representative License. She has been awarded State, National, and international awards for her public relations and communications work. She was a Telstra Business Woman of the Year finalist.

When she is not relocating houses, Simone is busy renovating a 100-year-old, 22-bedroom, 6-bathroom guest house into a family home. She is also busy planning her next house relocation project!