

The Future of Housing

Why relocating existing homes is the way forward for Developers and Real Estate Agents



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Agents and developers

How House Relocation Marketplace helps Agents and Developers



House Relocation Marketplace gives you access to active decision makers. If you give us your house for relocation listings, we have motivated house relocators ready to take your house off your hands and relocate a house to its new home.

As a **developer**, it will save you money, a lot of money. Do not spend \$20,000 demolishing a house and sending the debris to landfill. List the houses you longer want on House Relocation Marketplace and give them away for a second chance. Offer them to families who couldn't otherwise afford to get into the property market. Give an Aussie a helping hand and make a positive impact on the environment at the same time.

As a **real estate agent**, House Relocation Marketplace can help you carve out a new niche to your business. It can help you build your business brand in your market. It can help you sell properties that have been sitting on your books such as large vacant blocks of land or properties with older houses that potential buyers do not want to renovate. It will help you get future listing and it can generate you income.

Why House Relocation?

House Relocation is the property industries best kept secret.

Relocating a house to a new location gives a low-cost entry point into the highly competitive and extremely expensive Australian property market.

There are no gimmicks to house relocation and you won't see any fancy marketing campaigns, promoting house relocation. It's a straight forward, no nonsense option to get a house, a real house. Not a pre-fabricated house made in a factory, not a shipping container dwelling with size and amenity restrictions and definitely not a tiny house on wheels.

Houses that are relocated are traditional dwellings, with large spacious rooms and all the traditional amenity you need to live a comfortable life. When you relocate a house, you get choice. You choose how big the house you relocate is. You choose how much you want to spend or how little. You choose how quickly you would like to pay off your mortgage – how does 5 years sound?

House relocation is not a new practice. Since the early 1800s countless methods have been used to relocate an existing house to a new location. Apart from being one of the oldest forms of recycling, it has been a favoured option of the lower to middle class families of the 1900's when it was less expensive to pack the house up and move it, rather than building a new home.

To date, not much has changed. There are still low- and middle-class families who work hard, sometimes multiple jobs whilst raising a family and despite this are priced out of the Australian housing market.

With Sydney's median house price of \$1million, has been named as the world's third least affordable place to buy property after Hong Kong and Vancouver. It is the world's 10th most expensive city, according to the latest Economist Intelligence Unit (EIU) report.

And Melbourne's midpoint house price of \$829,509, has it ranked as the world's sixth least affordable housing market by American think tank Demographia's 2021 International Housing Affordability study.

It is fair to say that it is now almost impossible for an average middle to lower income family to realise the dream of owning their own home across Australia.

So is it any wonder why some potential home owners have been pushed out of the market entirely and others are looking for alternative options.

Australians like never before, need to be given access to houses for relocation, to help them enter the property market and to experience the great Australian dream of owning their own home.

And house relocation has loads of other benefits. It is fantastic for the environment. Did you know on average of 40 tons of landfill is created each time a house is demolished?

What is House Relocation Marketplace?

House relocation is fast becoming one of the last genuine options for low to middle income earners to potentially get a home. It is also broadening its appeal as families sell up their inner-city homes and relocate to regional areas.

House Relocation Marketplace was borne out of the need to bring together all things house relocation to a central global platform. Our members connect with a supportive community and industry experts to ask questions, questions that could save time, money and many headaches!

House relocation makes owning a house affordable. You can reduce your length of a mortgage from 30 to 10 years.

House relocation is **sustainable**. It reduces waste and landfill through unnecessary home demolition

House relocation is **empowering**. It gives our members the knowledge, tools, coaching and stock to complete a deal.

House relocation, **makes property more attainable**. It lowers the barriers of entry for our members to become home owners.

House Relocation Marketplace, is the only site in the world that brings together all available housing stock or potential houses for relocation across Australia.

- 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.

What we offer our House Relocation Members

We offer subscriptions to our members, (everyday people) who want to find a house to relocate and teach them how to relocate it from start to end, and everything that can go wrong in between.

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.

A member gets **unlimited access** to all new stock of houses for relocation, before anyone else does. They can access exclusive house relocation packages from the professionals. They receive comprehensive online training (self-paced) modules and our exclusive 100-page House Relocation Guide.

They get access to our private online community and coaching sessions, access to our industry specialists and access to building materials at big discounts. We also help them find tradespeople who can help make their house relocation dream a reality.

A House Relocation Marketplace membership has been designed for anyone who wants to learn about House Relocation, not matter how much or how little renovating experience they have.

If they are new to House Relocation, our training materials walk them through the process from start to end and teach you how to save time, make money and stay sane along the way! House Relocation Marketplace is for anyone who is thinking about house relocation, but doesn't know where to start.

Benefits for Developers

House Relocation Marketplace has been designed to benefit property developers.

You can advertise homes for relocation, that you were otherwise planning to demolish.

House Relocation Marketplace will help you:

- Save money on your demolition costs.
- Save time coordinating demolition works and permits.
- Save yourself hundreds of thousands of dollars in annual demolition costs.
- Redirect your demolition costs into your projects.
- Help hard working Australians, looking for alternative ways to get an affordable home
- Give the opportunity of home ownership to others.
- Play an important role in the circular economy.
- Help preserve Australia's architectural history.
- Help reduce landfill. The building industry is one of Australia's biggest polluters.
- Feel good about helping people get a start on the property ladder.

Benefits for Real Estate Agents

House Relocation Marketplace has been designed to help real estate agents.

Every real estate agent knows that getting new clients, expanding your client base and providing realistic and achievable solutions to help prospective buyers find their ideal property and your vendors navigate the real estate market can be tough.

House Relocation Marketplace can help you expand into a new niche. You can expand your customer offering and potentially generate additional revenue.

House Relocation Marketplace will help you to:

- Sell that block of land/acreage that has been sitting on your books. Suggest house relocation to potential buyers who cannot afford the cost of a new build. Encourage them to visit House Relocation Marketplace to find a house to relocate and learn how to do it.
- Sell the original house and avoid it ending up in landfill. Have you got a house on a great piece of land, but the house is deterring potential interest? Help your vendors, list the house, on House Relocation Marketplace and help them make their property more appealing on multiple levels. You could earn yourself a seller's fee or extra commission.
- Have you sold a property and the new purchasers are planning to demolish the existing dwelling? Suggest House Relocation Marketplace to the new owners. Offer to list their house, on House Relocation Marketplace and earn yourself commission or a seller's fee.
- Tap into a new network of new potential vendors. Being active on House Relocation Marketplace, will put you in contact with house relocators. Some will relocate houses as investments, others to generate profit. Whatever their reason, they are going to need an agent they trust to help them rent and/or sell their newly relocated house.
- Expand your product offering and position yourself as the house relocation specialist agent in your area. House relocation is booming in popularity and with the cost of living rising, this need is set to continue. By positioning yourself as a leader in this niche, you are setting the framework to potentially earn more commission and fees. And you will be helping to save the planet, one house relocation at a time.
- Help your community. Make an impact in your local community. Help those who believe housing is unaffordable and frightened by the costs of properties these days. Help them find an alternative way to get an affordable home. Our community members are willing to work hard to make their dream of owning their own home happen.



HOUSE RELOCATION

———— MARKETPLACE ————