



HOME RELOCATION
— MARKETPLACE —

Media Release

How House Relocation Marketplace is Helping Agents and Developers to Succeed

If you're a property developer or real estate agent looking to connect with buyers, make a profit, and save money, whilst saving the planet and the economy at the same time, it's time for you to start tapping into one of the most underutilised areas of the property market – house relocation.

Founder and Managing Director of House Relocation Marketplace, Simone Ferrier, said house relocation is the property industry's best kept secret.

"Relocating an existing house to a new location is one of the best ways to create a low-cost entry point into the highly competitive and extremely expensive Australian property market", she said.

"Several Australian cities have been named as some of the least affordable places in the world to buy property. As property prices continue to rise, this has made the great Australian dream of owning your own home impossible for many low and middle-income earners.

"It doesn't have to be. In fact, relocating a house to a new location is a straightforward, no-nonsense option for these buyers to be able to get a foot on the property ladder and buy their own home – a real home, with large, spacious rooms and all the amenities you need; not a shipping container, pre-fabricated house made in a factory, or tiny house on wheels with size, space, and amenity restrictions."

Simone said that house relocation comes with a number of benefits for developers and agents: "If you're a developer with an old house on a block of land that you're wanting to demolish, you can actually save money by relocating the house to a new home. Why spend \$20k demolishing a house you no longer want and sending the debris to landfill when you can sell it, and give it a second chance with a family who otherwise wouldn't be able to afford to get onto the property ladder?

"And, if you're an agent with an older house on your books that just won't sell in its current location, relocation can also be a great option. There are loads of highly motivated buyers out there who are ready to take the property off your hands, and relocate it to its new home.



“If it’s a large vacant block of land or acreage on your books, you can also suggest house relocation to potential buyers who cannot afford the cost of a new build. Not only is this a great way to expand your client base and generate more income, but you’ll also be helping fellow Aussies to get on the property ladder, and stopping houses from ending up in landfill at the same time.

“You can even carve out a niche and differentiate yourself from the other agents in your area by positioning yourself as a house relocation specialist. House relocation is booming in popularity and with the cost of living rising, this trend is set to continue, so why not tap into this and become your local expert?”

Simone said that for agents and developers looking to dip a toe into the house relocation market, there is no need to look any further than House Relocation Marketplace – the only site in the world that brings together all of the houses across Australia that are available for relocation on the one central platform.

“With House Relocation Marketplace, our goal is to take as much of the hard work out of the house relocation process as possible,” Simone said.

“That’s why we make it easy for developers and real estate agents to connect with motivated buyers and industry experts, and save the economy and the planet one house relocation at a time.”

For more information visit: www.houserelocationmarketplace.com.au

Media contact:

For further information, comment and interviews please contact:

Simone Ferrier

Founder

House Relocation Marketplace

media@houserelocationmarketplace.com.au

