



HOME RELOCATION
— MARKETPLACE —

Media Release

New marketplace removes barriers to entry for buyers looking to participate in the lucrative home relocation market

Home relocation may be one of the property industry's biggest secrets, offering low- and middle-income buyers with an affordable way to buy their own home in an economy where property prices only continue to increase.

Despite this, there are a number of barriers to entry that are stopping buyers from tapping into this as-of-yet largely untapped market, according to Founder and Managing Director of House Relocation Marketplace, Simone Ferrier.

"The home relocation market has the potential to have a positive impact of home affordability for tens of thousands of Australians every year," Simone said.

"However, lack of education, poor awareness and understanding, and no centralisation are some of the biggest barriers that are preventing buyers from tapping into this lucrative market.

"I think that a lot of this comes down to the fact that previously, there was no one centralised platform that brought together everything buyers needed to know. Everything was fragmented across different platforms, so they'd need to use various platforms to look for listings, for example, and different platforms again to look for suppliers, tradespeople, or advice from industry experts.

"It was just hard to navigate and find the information you needed. Because of this, many buyers did not know where they can access the information they needed, and therefore did not understand the process, risks, and opportunities of house relocation.

"All of these things were huge barriers in preventing them from entering the house relocation market, and often lead to a lot of stress and headaches for them along the way."

That's why Simone launched Home Relocation Marketplace – a one-stop-shop for everything house relocation.

"Ten years ago, when I was working on my own first house relocation project, I faced the same barriers," she said.

“Don't get me wrong – the house relocation company I worked with were amazing. But I still really wished there had been somewhere where I could go to source all the information I needed, and get an end-to-end understanding of everything I needed to know.”

Today, House Relocation Marketplace is the only site in the world that brings together all of the available housing stock and potential houses for relocation across Australia. It also connects developers and real estate agents with buyers looking for a relocatable house to make a home, and offers members access to exclusive discounts and house relocation packages from the professionals.

The marketplace aims to empower its members with the tools, knowledge, and resources to make their house relocation dreams a reality. It achieves this through its supportive online community, where house relocators can connect, and ask industry experts questions that could save them time, money, and many headaches along the way.

The platform is also the only site in Australia that offers dedicated house relocation education and training. Members can access a comprehensive library of self-paced online study modules, and an exclusive 100-page House Relocation Guide.

All members of House Relocation Marketplace are identity verified for security. A reviews system is also in place to reduce the headaches, and create a completely trustworthy platform that is built on trust between buyers and sellers.

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

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