

# Media Release

## Australian Entrepreneur Creates World First Marketplace and Training Portal for House Relocation

A Melbourne based entrepreneur has launched the world's first dedicated house relocation marketplace and online training portal.

Founder of House Relocation Marketplace, Simone Ferrier said the home relocation market is a largely untapped marketplace.

"It 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," she said.

"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.

"We estimate House Relocation Market has the potential to recycle 20,000 homes which would otherwise be demolished annually."

"The platform, designed and developed in Australia, helps to overcome many barriers to entry for people considering house relocation. It provides an end-to-end solution, that allows buyers and sellers to enter our marketplace and successfully trade within it," said Simone.

By offering a central platform, House 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.

"And 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,” Simone said.

“I have spent the last decade navigating the often complicated and, at times, bewildering house removal and relocation process. Along the way, I have made mistakes and plenty of them, but I have learnt from them, and I now want to help others to avoid making the same errors I made,” said Simone.

“So many times, I have seen people jump into a house relocation project without bothering to put in the time to fully understand what’s involved in a project of this complexity and magnitude.

“It was heartbreaking to watch, so after documenting my own projects, I decided to develop a training program to help others navigate the relocation journey and to build a safe online marketplace where people can buy, sell and giveaway houses for relocation.

“The training program is based on my house removal journey as an owner builder. I hope it will help others to understand what is involved in relocating a house, how to find a house, how to save lots of money and how to turn their house removal dreams into reality,” said Simone

She is currently talking her 30th and most challenging project, transforming a once derelict 22 bedroom, 6 bathroom retirement home, into a spacious family home and busy planning her third house relocation project.

For more information visit: [www.houserelocationmarketplace.com.au](http://www.houserelocationmarketplace.com.au)

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