



HousingHeroes
If We Can't Help, No-One Can!

AGENT ALLIANCE

THE BEST -OF- THE BEST
LOCAL AGENTS...



...working together for profit!



AGENCY ALLIANCE:

The Housing Heroes Agent Alliance program breaks down agency borders and brings the real estate community together. Some call it a "Conjunction Program on Steroids".

We want the "Best of the Best" local sales people selling our properties to ensure we achieve outstanding results for our vendors.

It doesn't matter what brand or agency you work for, you can bring your buyers to our homes and if your buyer buys the home, we'll pay you 50% of our commissions.

This applies to both private treaty sales and auctions.



Agent Alliance





We've all heard this old "chestnut"....

"Real estate is not about selling property, it's about having property to sell".

The real estate industry can be very tough. If you have nothing to sell, you have no way to make money.

Therefore, traditional agents focus on getting as many listings as possible; regardless of whether they sell the properties or not.

The thinking is "The one with the most stock wins".

However the reality is you only make money when you sell a property; not when you list it.

Yes, you need stock to sell, however thanks to Housing Heroes, it doesn't need to be your stock.

If you operate under the old model and continually lose listing appraisals to other agents, they obviously make all of the money and you have nothing to show to your potential buyers.





Under the traditional method, if a competitor's listing was "the perfect house" for your buyer, you wouldn't dare try and make that deal happen in case your buyer goes directly to the other agency; bypassing you completely.

It's a problem.

Your only chance of earning income would be to get back on the phone, walk the street and hunt for new listings.

Housing Heroes has a solution!

Now, if you don't have any stock of your own, you can sell our stock, and we'll pay you to do it.

If you have a buyer who would love one of our properties, now you can sell it to them and we'll pay you as if it was your own listing.

**Yes, Housing Heroes has a different approach,
we're not a traditional agent!**





So why would we do that?

We are 100% committed to getting the best possible results for our sellers.

Giving the “Best of the Best” local area agents the ability to work the listing (from Day 1) and receive commission from the successful sale is a great way to achieve a great outcome for our vendors.

There's no more need for fence jumping, sign poaching, or "stealing" listings; because agency borders are now gone.

You can simply sell our listings and we'll pay you. Just give us a call!





HOW IT WORKS:

The Agent Alliance program is very simple:

- Housing Heroes has properties listed for sale that qualify for the Agent Alliance Partner Program.
- Regardless of which agency you work for, you can sell our listings to your buyers and we'll share our commission with you (50/50).
 - If the property is a private treaty sale, you can arrange inspections through our office.
 - If the property is going to auction, you can register your buyer as your registered bidder.
 - You receive 50% of the commissions if your buyer wins the bidding
 - If you become a Priority Partner, you can even run your own Open Homes with our properties.
- The program is subject to a very reasonable FAIR PLAY policy to ensure the program is not abused and to ensure you receive your Agent Alliance commissions if you facilitate the sale.



To protect your income interest, you need to register your buyer on the Housing Heroes website so you have a clear claim to the Agent Alliance commissions when it sells.

There is no commitment required. You can sell our properties on a casual basis, or, you may like to become a Priority Partner which gives you additional benefits and makes the registration process (of your buyers) quicker and easier.

If you're interested in becoming a Priority Partner, send an email to admin@housingheroes.com.au





FAIR PLAY POLICY:

In order to be entitled to Agent Alliance commissions, Agent Alliance Partners must:



Agent Alliance

- Register their buyer on the Housing Heroes website prior to introducing their buyer to the qualifying property.
 - The website time-stamps their registration to assist resolve disputes (and entitlements) if the same buyer has been introduced by multiple agents.
 - The agent responsible for facilitating the sale will be the person entitled to the Agent Alliance commission; unless specific circumstances prove otherwise.
 - “Benefit of the Doubt” rules apply.
- The Agent Alliance Partner must be the agent who facilitated the sale.
 - Simply registering the buyer’s name on the Housing Heroes website and not “working” the buyer will not suffice.
 - The Agent’s direct involvement is required to put the deal together.
- Every single offer will be presented to the vendor in good faith regardless of which agent or agency submits the offer.
 - Housing Heroes agents will not have priority over any other agent's offers.
- For properties going to auction, the Agent Alliance Partner must accompany their buyer at the auction (at all times) and encourage the buyer to actively bid.
 - You register them as your bidder,
 - You “work them up” during the bidding process,
 - If your buyer gets the knock-down and wins the auction, you receive 50% of the selling commission paid by the seller.

DISCLAIMERS:

- *By law, only fully licenced agents (whether independent or with a brand), or sales people employed by a fully licenced agent can legally sell the qualifying properties to their buyers.*
- *Live-In Layby™ transactions and Deposit Layby transactions do not qualify for the Agent Alliance Partner Program (however other referral payments are available).*
 - *If your buyer is unable to purchase the home using traditional purchasing methods (with their own deposit funds & bank finance), and then joins our trademarked Live-In Layby™ program, the Agent Alliance Partner will receive a \$500.00 referral fee when the buyer moves into the premises.*





Agent Alliance



FAQS for Agent Alliance:

Q: It sounds like an Open Listing. How do I know I'm not wasting my time showing a house that may already be sold by another agent?

A: *With Open Listings, the vendor is normally the person "coordinating" multiple agents. Communication is often poor and very little professional respect is given to other agents.*

We remove that problem. We coordinate the whole process; so you deal with us, not the vendor.

Our information will be timely, accurate and reliable to ensure we build a long-term profitable relationship with you. Call us before introducing your buyer and we can give you an accurate update.

Q: How can I be confident I'll get paid?

A: *Registering your buyer on the Housing Heroes website (so we know they're your buyer) gives you a clear legal claim to referral commissions if you facilitate the sale*

Q: What if I don't want to give you the contact details of my buyers?

A: *We need this information for two main reasons. It protects your commissions by clearly identifying them as your buyer (especially when bidding at auctions), and it's required for vendor security and insurance purposes with inspections.*

Q: How do we know you won't "steal" our buyers?

A: *Our experience suggests that when buyers are actively looking to purchase, they contact every local agent themselves; so they're probably already on our database.*

Registering their interest through our website simply protects your right to commissions if you facilitate the sale with them.





FAQS for Agent Alliance:

Q: What if someone else refers the same buyer?

A: We pay the agent that facilitates the sale. Simply putting their name down on the website will not be sufficient. You will need to guide your buyer through the entire selling process (through to settlement).



Q: Will Housing Heroes put its own agent's offers ahead of mine?

A: For the Agent Alliance program to work successfully, it needs to retain credibility in the agency community. Our primary focus is to our vendor first and our agency second. If our vendor wins, we win!

Every offer will be presented to the vendors in real time (as they are received) regardless of which agent or agency presents it and regardless of what other offers are already on the table.

Q: Can I run Open Homes on Housing Heroes properties?

A: If you become a Priority Partner you have the opportunity to run Open Homes on our properties.

Q: Do we get to speak to the vendors?

A: No, the vendors only want one point of contact. As they are our client, we control everything for them; including negotiation of sale contracts. You deal with the buyers and we deal with the sellers.

Q: What if they don't buy the house we refer, but they do buy a different house through Housing Heroes?

A: You can be the active agent with that buyer for any Housing Heroes listings that qualify for the Agent Alliance program.

Q: What are the benefits of becoming a Priority Partner?

A: Registering your buyers/bidders is faster and easier. You receive early notification of new listings and under certain circumstances you can even run your own Open Homes on our listings. Other benefits are actively promoted intermittently.

Q: Why would I refer someone to Housing Heroes Deposit Layby or Live-In Layby™ programs?

A: Put simply, if your clients can't get bank finance, they can't buy anything from you. At least now you can make some money from these "dead" leads. They don't suit the traditional agency business model, however they do suit our business model, so we'll pay you for the referral.





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Australian Credit Licence: 443249
Real Estate Agency Licence 3036593



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