



# HousingHeroes

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

## LOCAL LEGENDS

Profit Accelerator Program!



**Extra Income at No Extra Cost!**





## LOCAL LEGENDS – The Heart & Soul of our Communities

Welcome to the Housing Heroes LOCAL LEGENDS program.

It's very rare to find a business that has too many customers. Most struggle because they don't have enough customers.

The Housing Heroes LOCAL LEGENDS program is designed to solve that very problem for all of us!

**The LOCAL LEGENDS program is a low-cost, results-driven marketing strategy** designed to help local businesses work together with the aim of building more profitable businesses.

We do this by sharing customers with each other.

We all serve the same local customers, however we all sell different products.

Considering our "products" are not competing with each other, sharing our customers can only increase the income and trade of both businesses; without a negative impact to either business.

### **The program is very simple:**

- **Housing Heroes would like to actively promote your business and drive potential customers to you**
- **We'd like your business to actively promote Housing Heroes and drive potential customers to us**

**In addition, we'll pay you and your team/staff generous referral fees whenever one of your clients/customers buys or sells a property through Housing Heroes.**

This gives you additional income streams from your customer database in ways not previously available to you!







# HOW IT WORKS

## WHAT WE DO:

### We Send Our Clients & Customers to Your Business

- You create a unique offer for Housing Heroes clients. We create a **VALUE VOUCHER** for the offer.
- These **VALUE VOUCHERS** are given to all of our clients; introducing them to your business.
  - Our website will also actively promote your business (at no cost to you) by making these vouchers downloadable directly from our site. This will increase the traffic to your business.
- When the potential customer visits your business and presents the voucher, you honour the voucher.

Every Buyer (new to the area) is a “blank canvas”. They don’t know which local business they will shop with.

By being the first business they interact with, you have the best chance of securing their long-term business.

**You keep ALL of the income from the sale.**

**We do not receive any referral fee for sending people to you.**







# HOW IT WORKS

## WHAT YOU DO:

**You Send Your Clients & Customers to Housing Heroes if They Want to Buy or Sell a Property.**

- If your customers/clients are considering buying or selling a property, you offer them a **VALUE VOUCHER** that gives them a discount if they buy or sell through Housing Heroes.
  - This is a **BONUS** they receive, simply for being your customer.
- When they present the **VALUE VOUCHER** to either Buy or Sell a property, we honour the voucher and give them cash as settlement.
- We also pay **REFERRAL REWARDS** to your business and staff for making the referral (paid at settlement).

There's no obligation for referred people to use Housing Heroes. We'd simply like the opportunity to have a friendly, professional chat with them.

We're confident we can help them and save them money at the same time.

**There are no joining fees, participation fees, or ongoing fees.**







## What's In It For THEM? – ...The people you refer.

**MATES RATES:** When you refer your clients/customers to Housing Heroes, we give them MATES RATES on what we do.

- Because they're your customer, we'll give them \$500.00 towards buying or selling any property though Housing Heroes. They can use this money on anything, we'll pay it as cash.

**If they're a Seller** they can take it off their selling costs.

**If they're a Buyer**, they can even take it off the purchase price of the house.

Our advanced selling strategies make it easier to buy than using traditional agents.

- *For example, we can lend people deposits to buy a property (no other agent does this).*







## What's In It For YOU? - .... When you refer people to us.

**REFERRAL REWARDS:** As a REFERRAL REWARD, we pay \$500.00 to the **LOCAL LEGEND** business owner, **AND \$250.00 to the team member who actually makes the referral** (paid at settlement).

If you're both the owner and the individual who makes the referral, we'll pay you the full \$750.00

If you refer both the buyer and the seller, we'll pay you \$1,500.00

**ADDITIONAL INCOME STREAMS:** This is an additional income stream you can achieve from your existing customers; in ways not previously available to you.

**INCREASED BRAND LOYALTY:** You're doing your customers a huge favour! You'll save them money while giving them market-leading solutions with their property related transactions.

**BE YOUR CUSTOMER's HERO:** Now you can make some easy money and become a HERO in the eyes of your customers/clients, simple by referring them to **The BEST VALUE AGENCY** in the market; Housing Heroes.







## Cost-Effective, Results-Driven Marketing Strategy!

As small business owners, we all use our marketing budgets and marketing activity to attract new customers to our businesses.

We normally incur the hard cost of marketing before the customer comes, without a guarantee that they will come.

The LOCAL LEGENDS program is designed to ensure both businesses only incur the “cost” of attracting the new customer when the customer is actually spending money with the business; not before.

Put another way, the cost of “buying” a new customer is only incurred when the customer is buying from you.

**It's simply a different way of allocating the marketing and advertising budget.**

If the customer fails to spend money with you, it costs you nothing to introduce them into your business.

If they do spend money with you, you're making money straight away.

You can't lose!







## VALUE VOUCHERS – The Ticket to Profit

**Value Vouchers are used so each business can track and honour the referrals.**

We make the process easy!

### **YOUR VALUE VOUCHERS:**

Our graphic designers will create VALUE VOUCHERS (with your branding) for the promotion you want to offer.

Our sales team and website will actively give these vouchers to our clients/customers, encouraging them to visit your business premises to receive the discount/offer.

This drives more customer traffic to your business by having an unpaid sales channel promoting your business.

***NO referral fees are payable to Housing Heroes for referring people to your business.***

*We simply hope you return the favour and refer your clients/customers to us.*

### **OUR VALUE VOUCHERS:**

You create the Housing Heroes discount voucher on the HousingHeroes.com.au website.

**The process is quick and easy.**

You can do this while your client/customer is at your business premises; or later.

- The system creates a downloadable voucher for your client (your business is the registered referrer).
- They present the voucher and receive the discount when they buy/sell a property with Housing Heroes.
- We pay you and your team member the Referral Rewards at settlement of the property.







## OUR VALUE VOUCHERS BRING “RED-CARPET” LEADS TO YOUR BUSINESS

Buyers that are new to a community have lifestyle needs & wants that will be supplied by the local businesses.

**They need to spend their money with someone, so why not spend it with you!**

They can only do that if they know who you are!

Housing Heroes wants to give our Buyers a “**Red Carpet**” **Introduction to your business** as soon as they arrive in the area.

The best way to encourage people to visit your business is to give them something of value. A gift, reward or discount for coming and “trying you out”.

This gives your business a legitimate and real opportunity to make them your customer/client for life.







## LIFE-TIME VALUE OF THE CLIENT

You may not make a lot of profit on the first sale, but you make a lot of profit on the repeat, ongoing sales.

Giving something away that has a high perceived value (yet a low real cost) is the very thing that motivates people to come and see you.

They'll come to "check you out" and potentially do business with you.

If you meet their needs, they'll become a return and repeat customer. That's when you make the real money!







## An Example:

Mary and Joe are working parents with a two year old child (Zoey). They've just bought a home in the local area.

Housing Heroes give Mary and Joe a LOCAL LEGENDS VALUE VOUCHERS booklet to help them find quality local businesses that provide goods and services in the local area.

One of those LOCAL LEGEND businesses was Local Lucy's Childcare who has offered ALL new Housing Heroes families "One-Week-FREE Childcare".

**This gives Local Lucy's the "upper hand" on the other childcare providers by having the opportunity to form a relationship with Mary, Joe and Zoey before they find another childcare provider.**

This free week of childcare has a "retail" value of \$200.00, however the real cost of providing this service is minimal as teachers were already employed caring for other children.

During "move-in" week, Zoey goes to the childcare centre while Mary and Joe unpack.

Mary and Joe are happy with Local Lucy's Childcare, they decide to stay and start paying the retail price of \$200.00 per week which will allow them to both continue their jobs.

Zoey stays at Local Lucy's Childcare for just over two years and average 40 weeks per year.

The cost to "buy" the new customer was small, however that small investment results in \$16,000 worth of retail childcare income (40 weeks x \$200 per week x 2 years).

As a direct result of Housing Heroes' introduction to Local Lucy's Childcare, the life-time value of Mary and Joe was \$16,000; with no money spent on "shotgun" advertising.







## “Shotgun” Marketing vs “Laser” Marketing:

Finding new customers can be expensive.

Traditional advertising methods try to hit everyone (like a “shotgun”) hoping someone will come; with no guarantee the marketing will generate income.

Most people receiving the marketing material aren’t interested, or aren’t ready to buy, so the cost of marketing to them is wasted. It’s a high-cost, high-risk strategy.

If no one comes, there’s no income, yet there’s a real expense incurred from the attempts to generate business.

The Value Vouchers is a “laser-focus” approach that only targets motivated customer/clients specifically looking for your products/service. The marketing expense is only incurred at the time when they’re ready to buy.

There's **no upfront cost to promote your business or your offer.**

If no one comes, it doesn’t cost you anything.

If customers do come, income from the actual sale pays for the expense of finding that customer/client. The cost is only incurred at the point of sale so the risk is completely removed.

The Housing Heroes **LOCAL LEGEND** program is a much better way to bring people to your door!

It’s a much better use of your marketing dollars and is significantly more profitable.

### A quick example:

Promotion
10% off Item X
RRP of Item X = \$100
Actual Selling Price = \$90
"Shotgun" Budget = \$50
# Sales Generated = 5

	OTHER Business	LOCAL LEGENDS
RRP	\$ 100	\$ 100
Less Promo Discount:	\$ 10	\$ 10
Less "Shotgun" Cost/Sale:	\$ 10	\$ -
Money Left to pay bills:	\$ 80	\$ 90
<b>Advantage to LOCAL LEGENDS:</b>	<b>\$ 10</b>	(per Item X sold)







**GO CASUAL or BECOME A PRIORITY PARTNER!**

There are no contracts or obligations to participate in the LOCAL LEGEND program, however there are options that give you extra convenience and extra benefits.

### **Casual Basis Referrals:**

LOCAL LEGENDS can refer people on a casual basis. You simply visit the [HousingHeroes.com.au](https://HousingHeroes.com.au) website, select the LOCAL LEGENDS page and make a casual referral.

You can also hand out Housing Heroes VALUE VOUCHERS to your customers in person, or offer a promo to your database via your newsletter.

*(Just make sure your business details are recorded on the voucher so we know who to pay Referral Rewards too).*







## Priority Partners Program

Alternatively, you may like to become a Priority Partner which gives you additional benefits.

These include:

- Not having to register your business details with every referral (**quicker referral time**)
  - You just enter your Partner ID and the website pre-fills your details
- **Branded Vouchers**
  - Your business name/logo are on the VOUCHER giving your business credit for the discount
    - Your customers feel the discount is a unique “Value-Add” given by you.
- **Co-Branding marketing in the suburbs**
  - You can advertise on our regular fliers so you get market penetration and “piggy-back” off our marketing efforts at a fraction of the cost of doing it yourself.
  - We recommend your business in our Facebook marketing.
- **Links on our website to your website.**

Together, Housing Heroes and the LOCAL LEGENDS give everyone in the community better deals that help their weekly budgets go further, while helping each business grow and thrive in a competitive business environment.







## THE MECHANICS of referring your customers and clients to Housing Heroes

If a customer/client indicates they are thinking of buying or selling a property, simply explain that because they are your customer, they receive a "special deal" if they use Housing Heroes to either buy or sell a property.

Either while they're in your business premises, or after they've left, seek their permission to do the following:

- Visit [HousingHeroes.com.au](http://HousingHeroes.com.au)
- Go to the LOCAL LEGENDS section & click on 'Give My Clients Special Treatment'
- Select whether they are a buyer or a seller
- Enter your business name and contact details (not required if you are a Priority Partner)
- Enter the name of the team member who has made the referral
- Enter the name, email and contact details of your client
- Push Send
  - A time stamped email is sent to your client with a VALUE VOUCHER attached explaining how they receive the discount (*assuming you entered their email*)
  - A time-stamped email is sent to your office with a REFERRAL REWARD redemption certificate for the referral
  - A time-stamped email is sent to the team member who made the referral with a REFERRAL REWARD redemption certificate for the referral
  - A time-stamped email is sent to Housing Heroes registering the client as your referred client (this protects your income)
- **WE DO EVERYTHING ELSE**
  - We contact your client and see if we can help them
    - If we can, we do.
    - If we can't, we thank them for having a chat to us.
  - Once the property they buy/sell settles, they redeem their discount and we send you a real cheque (or deposit the funds into your account; whichever you prefer) for the REFERRAL REWARD.

**There is no limit to how many times we pay you. We pay you for every successful referral made!**

If you refer both the seller and the buyer, you'll receive payment for each referral (i.e. a double bonus).







## About Us!

The Housing Heroes **business model is very different** to the average/traditional real estate agency.

We take a unique approach to our industry, our marketing, the products we offer as an agency and the way we conduct business

We're a **specialised agency** that offers sellers and buyers **additional, advanced options** that simply aren't available through other agencies.

We're like a **real estate agency on steroids**. We do everything a traditional agent does, **PLUS MORE!**

**We own the trademark on our Live-In Layby™ product range** that makes it easier to buy and easier to sell properties.

We **hold an Australian Credit Licence**; which is very rare for a real estate agency.

With our credit licence, **we lend deposits to buyers** (under our Deposit Layby™ program), so it makes the home **easier to buy and easier to sell** for our sellers. Everyone wins!

**Our buyers, our sellers, and our agency all have a distinct advantage in the marketplace!**

Combining traditional buying & selling methods with our extra advanced buying & selling methods gives everyone we deal with more options than they have if they deal with a traditional real estate agency.

With a traditional agency, a seller can only compete by reducing the price. Housing Heroes gives sellers more options!

To ensure we deliver for our buyers & sellers, we give both buyers and sellers written **GUARANTEES!**

We chose our company motto carefully.... If We Can't Help, No-One Can!







# SELLER SOLUTIONS

Housing Heroes has a **BEST VALUE AGENCY GUARANTEE!** - (in writing) to ensure everyone is ecstatic with our services and the results we achieve.



**1: We'll beat the fees of any same-service local agent by 10% GUARANTEED!**



**2: If we fail to achieve the price we've all agreed on, we'll reduce our fees by a further 10%.**

This gives our LOCAL LEGEND businesses confidence that their clients and customers will be well looked after.

As a selling agent, our **additional ASIC (Australian & Securities Investment Commission) licence** allows us to offer sellers **more flexible and more profitable ways to sell a property** using our **trademarked product suite**.



ASIC

Australian Securities & Investments Commission

**Traditional agents cannot offer these trademarked programs.** They do not hold the required ASIC licenses (nor the training, experience or systems required).

In addition, **Housing Heroes owns the trademark** and retains exclusive use for our clients only!

This means **Sellers have less options when they deal with traditional agents.**







## A FEW THINGS THAT MAKES OUR AGENCY DIFFERENT FOR SELLERS

- We can lend buyers affordable, easy-qualifying deposit funds so they can buy a home sooner!
- We put our own money into the deals to get better and faster results for our sellers!
- We can turn negatively geared property into positively geared property; legally, ethically, and quickly!
- We help sellers avoid losing money when they owe more on the mortgage than the current market will pay!
- We can help sellers avoid foreclosure!
- Our sellers can transfer the obligation of paying the selling fees to someone else!
- We GUARANTEE our results!

All of our solutions are 100% legal, and 100% ethical.

Our experience and extra licences allow us to utilize advanced strategies to get better results for everyone.







# BUYER & RENTER SOLUTIONS

**Housing Heroes can facilitate the following strategies:**

- Normal & Outright Sales
- Options (Call Options & Put Options)
- Instalment Contracts
- Live-In Layby™
- Deposit Layby™
- Vendor Finance
- Seller “Carrybacks”
- “Rent-To-Own On Steroids” programs
- Normal Rentals







# Deposit Layby™ & Live-In Layby™

Housing Heroes offers additional, flexible options to buy a property (not available with a traditional agent).

Buyers can buy the normal way, however if a person doesn't "fit inside the dots", our flexible, easy-qualifying Home Ownership Programs can help people when others won't.



## Deposit Layby™:

We can lend "top-up" deposit funds to the Buyers to help them buy our properties.

We call this our Deposit Layby™ - They buy the house now (and legally own it), while they pay off the deposit later.



## Live-In Layby™:

Our trademarked Live-In Layby™ program lets people lock in the price today, and live in the house while they get themselves "bank-ready". It's like a "Rent-To-Own" on Steroids; but better!

This program helps:

- Self-Employed
- People needing more time in their current employment to bank qualify
- Folks with a few credit blemishes

## HOME OWNERSHIP GUARANTEE!

In addition to offering the advanced, flexible purchasing strategies, we offer our buyers a written *GUARANTEE!*



Being experienced industry specialists, we deliver solutions for both sides of a property transaction, and we do it in a way that is simple and confusion free.







# In Summary

When our LOCAL LEGEND partners refer clients to Housing Heroes, they can be confident the referred people are in good hands.

- There is **no obligation** for the referred clients or customers to use Housing Heroes, we're simply asking for the opportunity to have a chat with them to see if we can help them.
  - If we can help them, we do.
- Your clients (whether buying or selling) will receive a great deal while experiencing a great result.
- The **owner** of the business will **receive a Referral Reward** from every successful referral.
- The **team member** who made the successful referral will also **receive a Referral Reward**
- Housing Heroes would like to **introduce our clients to your business** with Value Vouchers that discount the goods and services offered by our LOCAL LEGEND businesses.
- The "life-time value" of a loyal client can be incredibly profitable to any business owner who serves and retains these clients.
  - A small discount offered upfront can deliver real and tangible profits to the bottom line every year while that client remains a loyal customer.
- The LOCAL LEGENDS program offers you **additional income streams** from your current clients; in ways not available to you before.
- Housing Heroes' products don't compete with your products, therefore **we can both share customers for bonus profit**; without any negative impact on our general trade.
- By working together, we **help each other grow our respective businesses**. We can be more profitable and more competitive in an overcrowded marketplace.
- The LOCAL LEGENDS program truly is a **win / win / win** for your business, our business and the clients and customers of both businesses!
- **LOCAL LEGENDS embracing the low-cost-high-return flow of new leads will out-compete and out-perform their competition** (rather than wasting their money on shotgun marketing efforts with no guarantee of success and no legitimate fast-track introduction to new potential customers/clients).
- **The LOCAL LEGENDS program removes the marketing risk**. You only incur the cost of "buying" the customer when the customer is actually buying from you. The cost per lead is therefore less than traditional approaches.
- **We'd like to help you build your business**. Would you help us build ours?
  - Together we are stronger!

In summary, **If We Can't Help, No-One Can!**







Australian Credit Licence: 443249  
Real Estate Agency Licence: 3036593



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