



HousingHeroes

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

The Housing Heroes Advantage!

For Sellers





Thank You!

Firstly, thank you for contacting us.

Housing Heroes is not a traditional real estate agency.

Housing Heroes is like a real estate agency on steroids!

Our unique approach to real estate gives you a distinct advantage over your competition when selling.

By holding additional, specialised licenses, Housing Heroes can tailor extra, more profitable strategies to sell your home using methods that simply aren't available through traditional agencies.

This results in you selling your property faster and for more money than using traditional agents.

You won't be disappointed!

Deciding to sell your home is a big decision. Regardless of whether you want to sell, or need to sell, Housing Heroes has solutions that make more money (and more sense) than using traditional agents.

Our BEST VALUE AGENCY GUARANTEE! ensures you receive outstanding results, without incurring unreasonable selling fees.

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

We look forward to helping you.





The HOW's of SELLING!

How Much?



MAKE



TAKE



STAKE

Housing Heroes can do everything a traditional agent does, PLUS MORE!

It's the "Plus More" that gives you the Housing Heroes Advantage.

Using our trademarked strategies ("Advanced-Legal-Methods-Of-Sale-Made-Easy" not available through traditional agents), you can sell sooner and put more money in your pocket.

We find our sellers want three main questions answered.

1. **HOW** much will I **MAKE**?
2. **HOW** long will it **TAKE**?
3. **HOW** much is at **STAKE**? (i.e. How much will it cost?)

The answer to every single question is....





HOW much will I MAKE?

It Depends!



Which strategy would you prefer?:

1. **Capital Gain Strategy** – Attracting Premium “Bank-Ready” Buyers



- “Bank-Ready” buyers are the target buyer (i.e. the traditional buyer)
- These buyers focus more on price than terms (i.e. the buyer wants to pay less however we get them to pay more).
- The sale completes in a relatively short period of time (30 to 90 days)
- You extinguish your debt immediately

2. **Positive Cashflow Strategy** – Attracting Premium Flexi-Buyers



- Our trademarked products target Premium Flexi-Buyers
- Flexi-Buyers focus on the terms of the sale (as opposed to the price)
- Flexi-Buyers pay a premium/higher price in exchange for flexibility in payment terms (the longer the settlement period, the more they'll pay)
- You receive positive cashflow from start to finish
- Flexi-Buyers pay all outgoing expenses (loan repayments, rates, insurance, repairs and maintenance) from start to finish
- The sale can take longer to complete
- You retain the asset while someone else services the debt and pays you an income!

The sale strategy you employ makes a huge difference to how much money ends up in your pocket at the end of the transaction.

Traditional agents can offer one of the above solutions.

Housing Heroes can offer you both!





The Market “Temperature” impacts selling prices

Market “Temperature”



People pay more in a “Hot” market, and they pay less in a “Cold” market.

Most markets are either “Cool” or “Warm”.

The Housing Heroes trademarked product suite allows our sellers to outcompete the current market temperature; no matter what it is.

The following key market drivers determine the “Temperature” of the market:

1. Current market expectations

- Recently Sold Properties (similar to yours)
- Current feedback from people looking to buy

2. Current competition

- Other local properties currently on the market.
 - These properties are competing directly against you (for the same buyers).
- The “attractiveness” of your property
 - How good your property looks (presentation) compared to other properties
 - How good your “deal” looks compared to other properties
 - If you make it easy to buy, you make it easy to sell!

Like-4-Like Competition

Homes competing for the same Buyers





“Mini-Makeovers” Present the Property for Extra Profit

It's easy to understand the following logic:

- **Attractive homes** attract **more Buyers**.
- Having **more Buyers** creates “**competitive tension**” between multiple Buyers to pay more for the home.
- **Attractive homes** look like they're **worth more**, so **Buyers** are confident to **pay more**.



Housing Heroes has considerable experience engaging cost effective ways to increase the perceived value of properties.

Investing as little as \$1,000 - \$3,000 in presentation improvements can increase the selling price by \$10,000 to \$15,000.

Housing Heroes call these cost effective improvements “Mini-Makeovers”.

“Mini-Makeovers” focus on achieving two things:

- Improve the things that make the property look good
- Remove/Rectify the things that make the property look bad

The ultimate goal is to achieve the highest possible selling price for the lowest possible cost.

This puts more money in your pocket!

[Under certain circumstances Housing Heroes may be able to assist with short term funding to help a seller complete a “Mini-Makeover” prior to selling the house. This will improve the cashflow and result in a higher selling price.]





HOW much will it cost?

It Depends!

Housing Heroes is a results based business. **If we don't achieve results, you don't pay anything for our service or efforts.**



To ensure you receive the best possible outcome, we give you **Flexi-Fees with GUARANTEES!**



Our **BEST VALUE AGENCY GUARANTEE** gives you confidence you're dealing with an agency that puts real integrity in our service delivery, and real (extra) money in your pocket.

We want your business and we're open to discuss any fair and reasonable arrangements to secure it!





Cheap vs Value

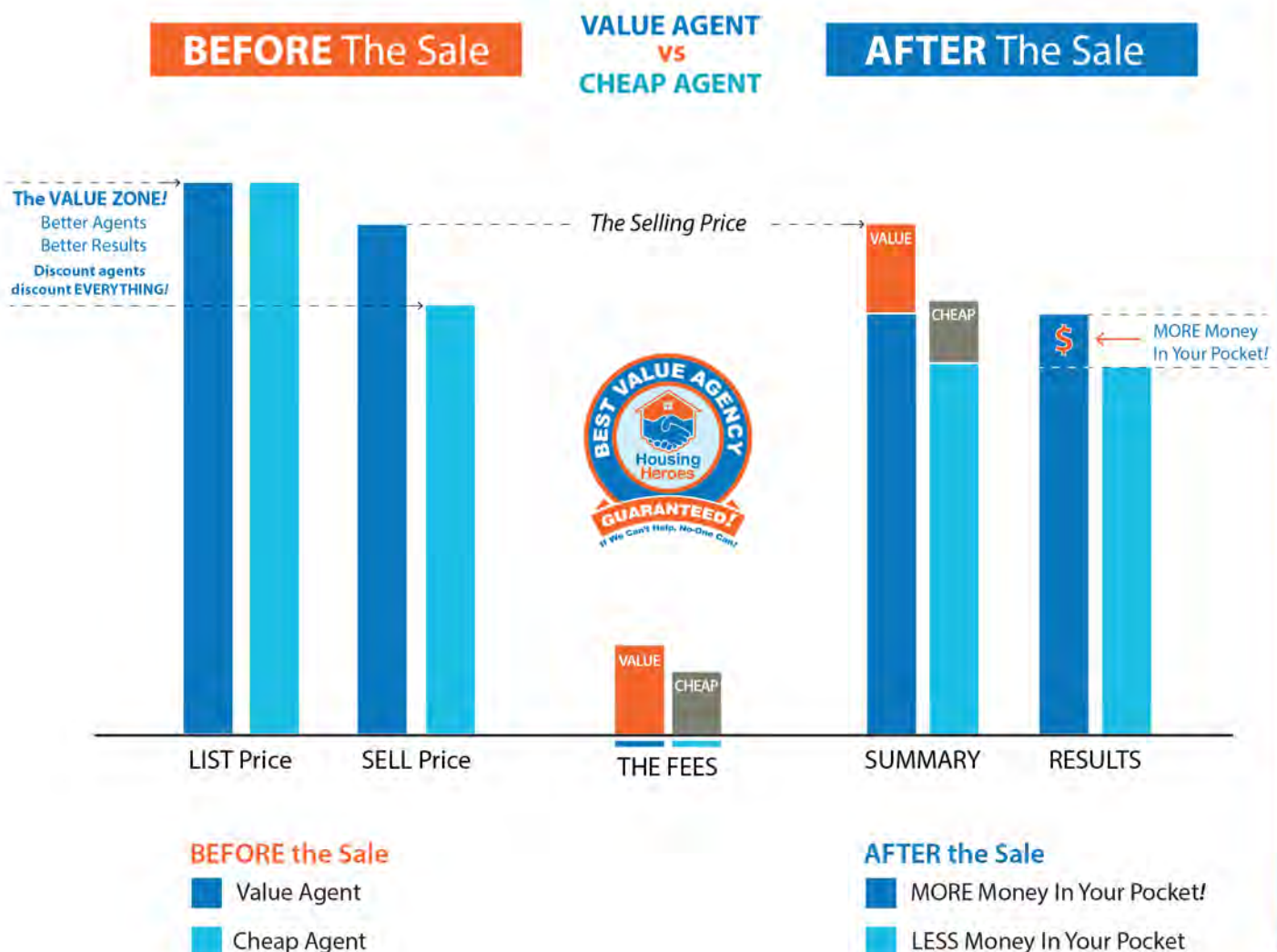
The real difference between an agency focused on being cheap and an agency focused on providing value is how much money is left in your pocket at the end of the transaction!

CHEAP = paying less

VALUE = getting more

Often, the cheapest agent at the start is the most expensive at the end, meaning it's cheap at the front end, but very expensive at the back end.

It's not what they charge you (in commissions), it's what they cost you (in lost profit) that makes the difference.





WARNING

20%
DISCOUNT
OFF EVERYTHING



Discount Agents can be dangerous!

“Discount” agencies have the same attitude as discount junk shops.

Quantity of transactions is their focus, so the quality of the transactions suffers.

The discount junk shop knows the best way to sell a lot of stock is to make it cheaper than the competitor. The cheaper they are, the more they sell.

Unfortunately it's your property that they're selling cheap.

For some agencies operating with a Capped Commission model, the motivation to negotiate a higher price (for you) simply doesn't exist.

- It doesn't matter what price your property sells for, they get paid the same.
 - Instead of putting “pressure” on a buyer to pay more, they put pressure on you (the seller) to take less; simply to get the deal done, get paid a commission and move to the next property.





The TOXIC MINDSET OF A DISCOUNT AGENT



I've got to sell twice as many as the other agents to make the same, I better sell them cheap so I can sell them faster.

Why do I only attract "cheap-skate" sellers

I'm discounting my fee to get the listing so the seller has to take a discount to get it sold

The seller isn't paying me enough to care that much.

I'm already cheaper than everyone else so I don't have to work as hard

I'm paid less than the other agents so I'm not going to work as hard.





The Rational Mindset of a Logical Seller



Quality sales people don't need to discount their services because they achieve fantastic results.

If something has real value, it isn't normally cheap.

if they're so good at what they do, why do they need to discount?

Poor salespeople need to discount to compensate sellers for poorer results.

If they give their own money away so quickly and easily, what will they do with my money?

Of Course the discounters will say they'll do a good job, they wouldn't get any business if they said anything else.

If I pay peanuts, I'll probably get monkeys





Numbers don't lie

The following numbers make it quite clear how expensive a cheap/discount agent can be.

	CHEAP	VALUE
Comm %	1%	3%
Sale Price: \$	350,000	\$ 370,000
Comm \$: \$	3,500	11,100
Net to Seller: \$	346,500	358,900
Difference to Seller: \$		12,400

Better Quality agents using better negotiation skills to achieve higher prices



Poor quality sales people can only make sales by lowering the price. That doesn't take skill.

It may cost you a little more to select a higher quality agent, however it means a lot more money in your pocket at the end; due to engaging a higher quality skillset.

Considering you only pay the success fees if there is a successful sale, there is no downside for you, only upside.

The Housing Heroes Best Value Agency GUARANTEE ensures you receive nothing short of the best possible outcome.

Do you want a quality salesperson working for you, or a poor salesperson working against you?

Selling your property may be the biggest financial transaction you ever make, so you want a true champion; a selling HERO, in your corner getting the best possible outcome for you.





Flexi-Fees With GUARANTEES!

Housing Heroes has a flexible fee structure to ensure we achieve the best possible outcome for our Sellers.

The obligation of paying the fees can also be transferred to someone else so the Seller doesn't have to pay them.

We also share our fee with other local agents who sell your property under the Agent Alliance.

Because our fees are so flexible, we call them Flexi-Fees!

Some of the advanced strategies (the ones not available through other agents) require slightly higher fees to facilitate the higher prices.

However, if the advanced strategies aren't required to facilitate the sale, the Flexi-Fees are reduced to ensure we deliver our GUARANTEE of providing the BEST VALUE fee structure in the market for any same service agent.

Our Flexi-Fees with GUARANTEES give you confidence!





A summary of what's payable



The Usual expenses when selling:

- A success fee upon successful completion of a sale (payable at the end).
- Marketing expenses to promote your property (payable either upfront or at the end)
- Legal fees to sell (your solicitor will nominate when/if this is payable)
- Bank Exit Fees (payable at settlement to your bank when you discharge the mortgage)

Additional Fees IF Optional Housing Heroes Advanced Strategies are engaged

- Management expenses IF selling under a Live-In Layby™ program (only if applicable)
- Mini-Makeover expenses (only if applicable)

PLEASE NOTE: *Some agencies offer free advertising. Experience suggests these agencies then focus on recovering their advertising expenses rather than achieving the highest possible selling price. They pressure sellers to accept lower offers (to recover agency advertising funds), as opposed to bringing you the best offers.*

Housing Heroes will contribute our own funds towards helping you achieve a sale, however we'll do it in a way that protects the integrity of our professional relationship with you while ensuring we achieve the highest possible selling price for you.





HOW long will it take?

It Depends!

Four main variables determine how long it will take for your home to sell:



The state of the current local market (the **Market Temperature**)



The strength of the **marketing** campaign to attract Buyers to the property



The **sale strategy** employed (Cashflow or Capital Gain)



The Seller **meeting the Buyer's expectations**.

It's important that each variable is considered fully.

Each one (individually) will impact how long it takes to sell. The combination of all four will compound the effect.

We cannot control the external market conditions, however we can control everything else to ensure your property "out-competes" your competition.

This lets you achieve your desired outcome within your desired time frames in any market.





The Market Temperature

The **number of buyers** willing (and able) to buy your property **impacts** how long it will take to sell.



A **“Hot” Market** means there is an abundance of buyers; all actively trying to buy properties.

- Lots of competition,
- Record prices
- Faster sales as people don't want to miss out.
(Buyers "go to contract" quickly, to buy before prices go too high.)

It becomes a feeding frenzy.



A **“Cold” Market**, in contrast, is the exact opposite.

- Low/No competition
- Nervous buyers want to pay less and are hesitant to sign contracts
- Traditional agents can't find buyers
- Traditional agents will take ANY offer just to have an offer.

Because traditional agencies have limited ways to structure deals, they have limited ways to attract buyers. This means less buyers and therefore lower prices.

The Housing Heroes trademarked product range gives you the maximum options in any market!

- You **don't have to be at the mercy of the market**, you can **create your own opportunities** to outcompete your competitors (by using sale strategies not available through traditional agents).





You can only sell your property once....
 therefore we need to ensure we sell it for as much as possible!

Our job is to sell your property for the highest price possible!

It doesn't make sense to sell it for less than the market will pay.

However, we also need to ensure we're realistic with the pricing and not trying to sell the property for more than the market is currently prepared to pay.

The RISK OF SETTING THE ASKING PRICE TOO LOW:

- People will still ask for a discount so the selling price will be less
- It can be difficult to talk people "up" to pay more
- Lost profit (if the market was prepared to pay more)
- You've lost a large asset forever

The RISK OF SETTING THE ASKING PRICE TOO HIGH:

- No buyer interest
- Sits on the market for a long time
 - If it hasn't sold, buyers think there's something "wrong" with it
 - Holding costs (bank loan repayments, rates, insurance etc...) reduce your profits
- "The Market" loses confidence in your property and then offer "fire-sale" prices.





MAGIC MARKETING makes the difference

Magic Marketing!



The only people who can buy your property are the people who know it's For Sale!

This can only be done through marketing!

“The only way to achieve 100% of the potential selling price...
...is to attract 100% of the potential Buyers.”

Our Magic Marketing packages are designed to **attract every single potential Buyer!**

Our “Christmas Star” approach means everyone will see you, constantly on top of your competition.

Our commitment to giving you ‘Top-Shelf’ marketing packages means you enjoy a
“**Champaign Campaign on a Beer Budget!**”

Industry sources suggest spending 1% on marketing can achieve an extra 5-10% increase in the selling price; therefore marketing is not a cost, it's an **investment in extra profit!**



▲ Generate quality leads

▲ Convert leads to Buyers





SALE STRATEGY employed - Capital Gain or Cashflow

The sale strategy employed has the most significant impact on how long it takes to sell a property.



The Capital Gain Strategy will achieve a quicker sale for you.

However, you lose the asset and you lose any potential income stream from the property.

This is the only strategy traditional agents can offer.



The Cashflow Strategy: The Housing Heroes Live-In Layby™ programs are Cashflow strategies.

Cashflow strategies achieve the highest possible selling price (with the delayed settlement) and they pay you a constant, monthly cashflow profit from start to finish.

Due to registered trademarks, these strategies are exclusive to Housing Heroes.

They are designed to give you positive cashflow for years; with the eventual sale being at prices higher than today's current market value.

You may even be able to keep the asset.

Traditional agents can only do one of the above strategies, Housing Heroes can do both!





Price



Terms



A Better Outcome for **EVERYONE!**

You don't have to reduce the price to make it easy to sell, you can improve the terms!

Flexible Terms = More Buyers = More Competition = Better Prices



PRICE, TERMS & CONDITIONS

The asking price impacts the time it takes to achieve a sale.

Equally important are the terms & conditions of the sale.

If we make it easy to buy, we make it easy to sell!

The trademarked Live-In Layby™ programs are advanced selling strategies, specifically designed to **make it easier to buy your property; without reducing the price.**

A property that's easier to buy attracts more Buyers; giving your property an advantage over others.

This is why our Sellers have the Housing Heroes Advantage!

We call them our "Advanced-Legal-Methods-Of-Sale-Made-Easy!"

We attract more Buyers than traditional agents by combining our advanced selling strategies together with our active Referral Rewards programs and results-focused Magic Marketing programs.

*P.S. Because an Australian Credit Licence is required to provide the Live-In Layby™ advanced selling strategies, **traditional agents cannot offer these selling solutions** (they don't hold the required licence).*

The only way traditional agents can make your property more attractive to Buyers is to make it cheaper.

Housing Heroes has many more ways to make your property attractive to Buyers, without needing to reduce the price!





THE TARGET BUYERS

Our MAGIC MARKETING programs target Premium Buyers for the chosen sale strategy!

Each sale strategy has a different target market, therefore our focus needs to be flexible.



“Bank-Ready” Buyers

- The target Buyer for Capital Gains Strategies
- Can secure traditional bank finance immediately
- Can give you all of the money at settlement *(within one to three months of contract signing)*
- They're in a strong financial position
 - Focused on Price
 - Want to pay less
 - Can buy any house *(from any agent)*
- The only Buyer targeted by traditional agents

Our Job: “Bank-Ready” Buyers want to pay less.
Our job is to get them paying more!



Premium Flexi-Buyers

- The target Buyer for Cashflow Strategies
- Not quite “Bank-Ready” *(need time/flexibility)*
- More focused on Terms
- Happy to pay a Premium Price *(for Time & Terms)*
- Buyers pays all expenses from start to finish
 - Loan repayments
 - Rates & Insurance
 - Repairs & Maintenance
- Can only buy from Housing Heroes!
- Seller makes positive cashflow from start to finish

Our Job: Find Premium Flexi Buyers & manage the whole process until they're “Bank-Ready”.

Traditional agents can only attract ONE type of Buyer, Housing Heroes can attract BOTH!

More Buyers = More Competition = Better Prices & Better Results!

All Lookers aren't Buyers

It's very important that we identify the target customer based on the primary sales strategy we are employing for selling your home.

We need to **KNOW** who the target Buyer is, we need to **AIM** directly at the target Buyer and we need to ensure we **HIT** the target Buyer with the Magic Marketing programs.



KNOW the TARGET



AIM at the TARGET



HIT the TARGET





MEETING THE NEEDS OF THE BUYERS

Your ability to meet the needs & wants of Buyers impacts how long it takes to sell the property.

It also impacts the final sale price (and terms) achieved.

The Buyer's ability to meet your needs & wants affects the sale in the same way.

The more advantages your property has (to meet the needs of Buyers) and the easier your property is to buy (compared to your competition), the better your chances of negotiating a successful outcome.

It doesn't matter where we start negotiations for the purchase of the property, it ONLY matters where we end. We simply need them interested!

The Housing Heroes trademarked product range gives you more options to sell your home, and gives the Buyers more options to buy your home.

Using Housing Heroes as your selling agent, you're able to consider the best possible deal for you.





What makes Housing Heroes Unique?

Put simply, we give you more selling options than a traditional agency and we **GUARANTEE** (in writing) that we'll put more money in your pocket at the end of the sale process!

- Housing Heroes holds **additional ASIC licences** that traditional agents simply don't have.
 - This lets us offer **additional selling options** traditional agents cannot legally offer.
- Housing Heroes **owns the trademark** to the Live-In Layby™ product suite
 - Attracts **more Buyers** to your property
 - Sells the property at genuine, **premium prices** (even higher than market value).
 - Allows you to adopt a **positive Cashflow Strategy** for your property
 - No other agency can legally use this product range
 - Housing Heroes Sellers enjoy the benefits and advantages of having exclusive access to the Live-In Layby™ product range.
 - Other Sellers have to compete against the Housing Heroes product range; putting them at a significant disadvantage in the market.
- Housing Heroes **can lend deposit finance** to the Buyers to buy your property.
- Housing Heroes lets you **transfer the obligation of paying the commission** to someone else.
- Housing Heroes will **put their own money "into the deal"** to ensure you get the best possible outcome.
- Our commitment to delivering "**Top-Shelf**" marketing exposure means you get to enjoy a "Champaign Campaign on a Beer Budget" **saving you thousands** in unnecessary advertising fees.
- Housing Heroes engages the **entire community to sell your property** through our unique Referral Programs (Mates Rates, Local Legends, and Agent Alliance).
- You're **not locked in to one** low-quality **agency** for 90 days.
 - Our **Agent Alliance** program means you have **access to the very best agents** from every single agency in the market; all working to sell your home to their Buyers.
- We have **Flexi-Fees with GUARANTEES!**
- Prior to being a real estate agency, Housing Heroes was a licenced property development company that bought and sold a lot of property itself. Our culture understands what a Seller goes through and we understand the financial impacts of "getting it wrong" when selling.
 - Through our own experience we've learnt advanced ways to maximize selling prices.





The “extra things” Housing Heroes offers Sellers that other traditional agents don’t and can’t.

The following “things” make a real difference to you, your experience selling your property, and most importantly, the extra money in your pocket at the end of the selling process when using Housing Heroes.

The Home of the Live-In Layby™ and the Deposit Layby™



Live-In Layby™



Deposit Layby™

Housing Heroes holds the exclusive trademark to the Live-In Layby™.

These strategies give significant benefits to our Sellers:

- Turns **negative cashflow** property **into positive cashflow** property
- Achieves selling prices **above current market values**
- Attracts **more Buyers** to your property, creating **more competition**
- Allows Sellers to sell property where the debt is more than the current value of the property
- Defer capital gains
- **No tenants** (No RTA obligations/restrictions or the related issues)
- Transfer the cost of loan payments, rates, insurance, water and land tax to someone else
- Makes your property easier to buy, so it makes it easier to sell
- Allows Sellers to leverage off our Australian Credit Licence to create extra selling solutions
- Achieve **higher cash-on-cash returns** for investment properties
- **Access every potential Buyer** in the market, not just the ~60% who are “Bank-Ready”
- Allows Sellers to participate in ethical, creative real estate investment strategies in a low-risk environment under a well-managed program administered by experienced industry professionals
- Allows Sellers to **be philanthropic, while making a profit**





Housing Heroes Gives Our Money to the Buyers ...
... to Help them Buy Your Property

Housing Heroes understands that **to make a transaction happen, there needs to be both a Seller and a Buyer.**

Most agencies only focus on attracting Sellers.

Housing Heroes focuses on both!

Housing Heroes is the only agency (that we know of) that offers a wide range of “arms-length” financial incentives to Buyers to assist them with the purchase of the homes listed with Housing Heroes.

- We pay their legal fees,
- We pay their finance application costs,
- We pay their building & pest report fees
- We lend them deposit funds
- We run promotions to bring them to your property

We give our own money to the Buyers, to help them buy your property!

No other agent will lend deposit funds to their Buyers. **It's a completely fresh approach!**

We firmly believe if we make a property easy to buy, it makes it easy to sell!

With our help, **a Buyer can buy your house for less, without you having to sell it for less!**





ASIC

Australian Securities & Investments Commission



Housing Heroes holds an Australian Credit Licence

Very few (if any) real estate agents hold an Australian Credit Licence with ASIC.

The credit licence held by Housing Heroes (Australian Credit Licence 443249) gives our agency and our Sellers a significant advantage over the other agencies (and other properties available on the market).

With our credit licence, **Housing Heroes can do things other agents cannot legally do.**

One advantage is lending deposit funds to the Buyers so they can buy your property sooner (and for more money).

This is significant!

The accreditation process involved to secure a credit licence is rigorous.

Most agencies simply would not qualify as they don't have the educational qualifications, nor the required industry experience as a credit provider to qualify for holding a licence.

Housing Heroes has been performing and **providing these types of transactions since 2002**, therefore we have a solid understanding of what works and what doesn't.

When obtaining the Australian Credit Licence, it must be clearly demonstrated to ASIC (Australian Securities and Investment Commission) that the business has **robust systems**, procedures and processes in place that ensure risk is minimized and consumers are well protected.

Retaining our market advantage with our credit licence is very important to us, therefore you can be assured everything we do is **100% legal, 100% ethical**, and very well managed.

Our credit licence gives us additional, unique ways we can help both our Buyers & Sellers.

As our company statement promises, **If We Can't Help, No-One Can!**





We let our Sellers transfer the obligation of paying the commission to someone else!

Traditionally, the Seller is always responsible for paying the selling commission at settlement.

Housing Heroes can **allow the Seller to transfer this obligation to another person** (must be approved by Housing Heroes) and they'll pay the fees on your behalf.

This lets you **walk away 'scot-free'** at settlement and someone else can/will pay the selling fees for you.

Although this sounds a little confusing, holding an Australian Credit Licence allows Housing Heroes to structure deals in more flexible ways than a traditional agent.

We can find solutions when other can't, we can get results when others can't, and we can put more money in your pocket than other can!

Now that is a Flexi-Fee if someone else can pay it!





The Deposit Layby™ Explained



Traditionally, real estate agents charge the Seller a percentage of the Sale Price (i.e. the Purchase Price paid by the Buyer) as the Agent's Fee.

100% of Purchase Price = Agent's bit (A%) + Seller's bit (S%).

This means the Buyer needs to save their deposit first, secure bank finance, then give the Seller 100% of the Purchase Price as a lump sum at settlement.

The Seller receives the lump sum (100% of the Purchase Price) from the Buyer, then the Seller pays the Agent their bit (A% - i.e. their fee) as a lump sum.

The Seller then keeps the rest (S%).

**The Deposit Layby™ changes the traditional payment process.
Our unique approach now gives everyone a genuine advantage!**

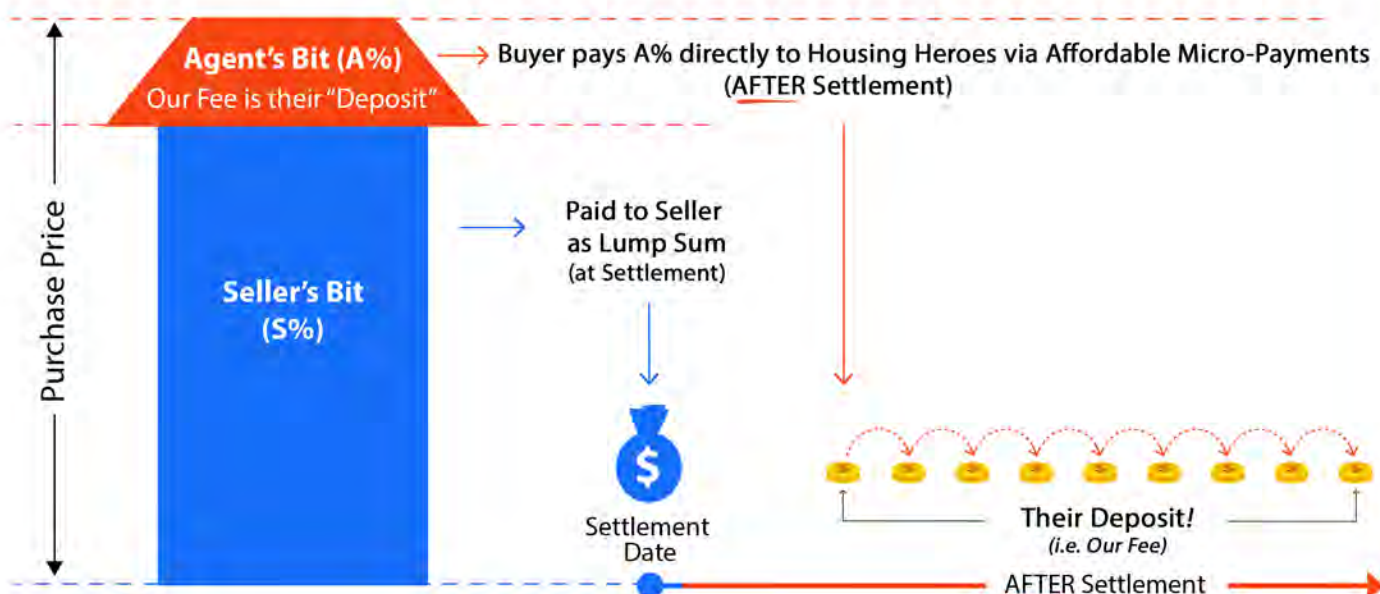
Under the Deposit Layby™, the Buyer only needs to pay the Seller their bit (S%) as a lump sum at settlement.

The Buyer pays Housing Heroes our bit directly to us (i.e. A% - our fee), via affordable weekly micro-payments after settlement.

This means **they don't need 100% of the Purchase Price at settlement**, so they can buy sooner.

They can use our Agency Fee as their "Deposit".

Effectively they're paying off their "Deposit" (i.e. our fee) after they own the home; via affordable weekly or monthly micro payments. **It's Magic!**





No House Left Behind Policy

Sadly, many real estate agents have an attitude that if a property hasn't sold within the first 21 days it will be too difficult to sell and they move their attention to the next property.

Housing Heroes' agents have a very different attitude. Our agents commit to our "No House Left Behind" policy to ensure your home is never forgotten.

Effectively, we constantly focus on achieving a sale; until we do!

No house is left behind!

Properties listed with Housing Heroes are always receiving our attention to achieve a sale; until we do!

Your property can use any sales strategy available (traditional methods and our trademarked strategies) to achieve a sale.





Agent Alliance



The Best of the Best local area agents all selling your property
- No more agency borders -

Agent Alliance

The Housing Heroes Agent Alliance brings the entire real estate community into focus on your property

We invite the very best agents from every agency to sell your property to their Buyers.

If they facilitate a sale, we pay them generously. This lets them earn income from selling our listings as well as their own. Therefore, they work with us, not against us.

The Agent Alliance program **lets you engage the entire real estate sales force** (from every agency) by signing with one agency (Housing Heroes).

You list with one agency (Housing Heroes) and have access to EVERY agency!

This means your property is the hero; not the agency!

By giving every agent in every agency the ability to sell our listings (i.e. your property), we attract the maximum amount of Buyers to your property.



If your property goes to Auction, our Agent Alliance program allows other agencies to bring their own Buyers and register them as bidders.

- Tremendous energy is brought to an auction when competing agencies "pressure" their Buyers into buying your property so their agency can have the "bragging rights" and income on a property they don't have the listing for.
 - Energy at auctions mean higher prices under the hammer.

Agents trying to list your property often say they have Buyers "ready to go". Now you can access these Buyers (if they actually exist), without having to sign your life away to that agency for 90 days.





MATES RATES



Mates Rates

The MATES RATES program makes you money, saves your friends money, and helps everyone achieve a better result dealing with an agency that has unique and more profitable selling options than any other real estate agency.

The Whole Community Selling Your Property

Housing Heroes engage the entire community to help us sell your property.

Every member of the community can recommend their family, friends, or people they know to buy your property. If the person they refer is the actual Buyer, we do two things;

- 1) We contribute \$500 towards the Buyer's purchasing costs (legal fees etc...)
- 2) We pay the person who made the referral \$500.00 (for making the referral)

We actively promote this through the Magic Marketing campaigns.

Clawback Your Commissions Paid

If you refer one of your MATES (i.e. family, friends, neighbours, or anyone you know) to sell their property through Housing Heroes, we'll do two things when their property sells:

- 1) We'll discount their selling fees by \$500.00
- 2) We'll pay you \$500.00 for making the referral

The income you receive from referring people through our MATES RATES program could easily be more than the commission you pay to sell your own property.

This means it's free to sell your home through Housing Heroes and you earn an income stream.

All parties still enjoy the protection of our Best Value Agency GUARANTEE!

At Housing Heroes, If We Can't Help, No-One Can!





LOCAL LEGENDS



Local Legends

Our LOCAL LEGENDS Referral Rewards is a unique program set up by Housing Heroes to encourage local businesses to refer their customers to us.

We share our Success Fee (i.e. our commission) with local businesses if they refer their clients or customers to buy your home.

We offer their clients/customers bonuses, discounts, or financial incentives to deal with us.

By working with the local businesses, Housing Heroes can have access to the regular customers of the LOCAL LEGEND businesses.

Housing Heroes aim to have a constant stream of Buyers coming to look at your property!

We invest our own money in your property to make it easier to buy!

No other agency does this!

The LOCAL LEGENDS program is just one of the many pro-active initiatives Housing Heroes implements to give your property an advantage if you list and sell with Housing Heroes.





YOU CAN BE A HERO - and Pay It Forward

Housing Heroes donates \$250.00 from every sale to any registered charity nominated by our Seller.

Housing Heroes won't decide what charity the money goes to, you do!

You nominate your favourite worthy cause, and we'll write a cheque (our money) to that charity.

You'll be directly helping your favourite charity achieve its goals.

The charity must be registered with the government (i.e. it must be a registered, tax-deductible charity) to ensure it's going to a legitimate cause, however you get to nominate who receives the money.



HousingHeroes

DATE: / /

PAY: _____ \$

_____ DOLLARS

FOR _____ **HERO!**

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







BEST VALUE AGENCY GUARANTEE!

MORE MONEY IN YOUR POCKET GUARANTEE!



Our GUARANTEE!

- Housing Heroes will **beat any same-service agent's fee by 10% GUARANTEED!**
- If we fail to achieve an agreed sale price, we'll discount our BEST VALUE Fee Structure by a further 10%.

**We put our own money into the deal to
ensure you get the best possible outcome!**

Housing Heroes is committed to being the Best Value Agency in the marketplace GUARANTEED!





Who provides the BEST VALUE for your money?

Traditional Agents

VS

Housing Heroes



realestate.com.au
Australia's No.1 property site™

Domain

www.?.com



FOR SALE

FOR RENT



realestate.com.au
Australia's No.1 property site™

Domain



www.HousingHeroes.com.au



FOR SALE



FOR RENT

Outright Sale

Deposit Layby™

Live-In Layby™

Rentals

OUR REFERRAL PROGRAMS!



Mates Rates



Agent Alliance



Local Legends





The SUMMARY

You only get to sell your property once, so you need to choose your agent wisely.

Having more selling "weapons" will give you the best possible chance of "winning the war" against other properties. They'll help you achieve a premium result for your own property.

Sellers now have a choice to either compete with these "weapons" or compete against them.

By engaging Housing Heroes as your selling agent, you'll have the competitive advantage!

- **Advanced & Proven Selling Strategies not available through traditional agencies**
 - We make your property easy to buy so it makes it easy to sell.
 - Achieve premium selling prices
 - Attracting 100% of the available Buyers to your property
 - Turning properties from negative cashflow to positive cashflow
- **Australian Credit Licence (443249)** gives both our Sellers and our Buyers better options.
 - Makes it easier to buy and easier to sell through Housing Heroes.
 - Other agents cannot legally offer these selling options (ASIC licence required)
- **Trademarked Live-In Layby™ product suite** exclusively available for Housing Heroes Sellers.
 - Not available through other agencies
 - Attracts more Buyers
 - Achieve faster sale opportunities
 - Achieve higher selling prices
- **Deposit Layby™ program making your property easier to buy**
 - Making your property easier to buy; making it easier to sell
 - Achieves a higher selling price – puts more money in your pocket than a traditional sale.
- **Transfer the obligation of paying the selling fees (i.e. the commissions) to someone else,**
 - Allowing you as a Seller to walk away and have someone else pay the fees
- **The only agency that will lend Buyers deposit funds so they can buy your property;**
 - Your competitor's property don't have this option (their Buyers need bigger deposits).
 - This means our Buyers can buy sooner and even pay more





The SUMMARY

- **We have Flexi-Fees with GUARANTEES!**
 - We adjust them if/when needed
 - Someone else can pay them
 - We use them to pay other local agents (Agents Alliance)
- **The only agency that will give their own money to the Buyers to achieve a sale for you**
 - Buyers can buy your property for less, without you having to sell for less
 - Makes your properties more attractive to Buyers (compared to your competitors)
- **We make your property the Hero; not the agent!**
 - Our Magic Marketing campaigns promote the property, not the agent.
- **No Property Left Behind Policy**
 - Ensuring your property doesn't get lost and forgotten by "Gold-Fish-Shiny-Object" syndrome when traditional agents fail to make an "easy" sale with your property.
- **AGENT ALLIANCE Program**
 - Having the "Best-Of-The-Best" local agents all working to sell your property
 - Sign with all agencies by signing with one (Housing Heroes).
- **MATES RATES Referral Program**
 - Engaging the entire community to sell your property
 - Letting you clawback the cost of selling your own property
- **LOCAL LEGENDS Referral Program**
 - Accessing the clients/customers of all local businesses as Buyers of your property.
- **MAGIC MARKETING Advantage**
 - "Christmas Star" attention – always on top and easy to see.
 - "Champaign Campaign on a Beer Budget"
- **Pay It Forward Program**
 - You nominate a charity of your choice and we support it financially
- **BEST VALUE AGENCY GUARANTEE!**
 - Ensures you receive a better value fee structure (than using traditional agents)
 - Guarantees we'll put more money in your pocket!

In summary...

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





Australian Credit Licence: 443249
Real Estate Agency Licence 3036593



HousingHeroes

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www.HousingHeroes.com.au



1300 00 HERO (4376)



info@HousingHeroes.com.au