



# HousingHeroes

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

## The Live-In Layby<sup>®</sup>

Explained for Buyers & Renters



**Get the Home Now, Get The Loan Later!**



## Get the Home Now, Get the Loan Later!



Buying a home is one of the most difficult challenges Aussies face. Unless you win the Lotto or have a rich family, you'll need to use a loan from a bank to buy a home.

With living costs being so high, the ability to save the deposit needed to satisfy a bank can feel impossible. It certainly takes years.

While you're saving, the house prices continue to rise, cost of living continues to rise, and your enthusiasm and dreams of home ownership both start to fade (*if not die completely*).

Housing Heroes has a solution!

Our trademarked product (*not available through any other agency*) solves all of these problems.

It's called the Live-In Layby®.

**You Get the Home Now, and Get the Loan Later!**





# ANOTHER WAY UP THE MOUNTAIN!



There is no doubt the traditional way of buying a home works.

However many people fail and many give up simply because it's TOO HARD, it takes TOO LONG and it becomes TOO EXPENSIVE!

The traditional way is only one way up the mountain.

Housing Heroes has another way that is safe, controlled, and **GUARANTEES** you'll achieve your goal if you "follow the tour guide".

Our trademarked Live-In Layby® is a roadmap that works. It's a road taken safely by many before, and it gives Buyers a genuine advantage over people wanting to "go it alone".

We give you a Helping Hand, we "take the journey with you" to make sure you arrive safe and sound.





# The “Rent Trap” Explained!



Without a helping hand to home ownership, renters can stay locked in the “Rent Trap” forever!

Today, a house you want to buy might cost \$400,000.

To buy the home, you need to save a 10% deposit (\$40,000) PLUS an additional 3-5% of the purchase price to pay for stamp duty, legal fees, finance fees, moving and other purchasing costs.

In total, you need to save about \$50,000.

You start saving \$200/wk (\$10,000 per year) towards your deposit while you continue to rent at \$400/wk (\$20,000 per year).

After five years of saving (and losing \$100,000 in rent during that period), you finally have \$40,000 saved for a deposit and \$10,000 saved to cover the other expenses needed to purchase.

However, the same house may now cost you \$480,000 (based the market 5 years later).

The \$40,000 deposit you saved is now less than 10% of the new \$480,000 purchase price. You have to continue renting until you can meet the new 10% deposit requirement (i.e. \$48,000).

The cycle repeats, continues and repeats. You’re TRAPPED!





# Affordability is at an All-Time Low? How Can You Possibly Do it?



Housing affordability is in crisis.

Many Buyers can't afford to buy a home simply because the deposits required are HUGE!

By the time the Buyers have saved a deposit, house prices have moved higher. The goal-posts keep moving which keeps them out of the market.

**Being kept out of the market means Buyers can't buy a home.**

The Live-In Layby® lets our Buyers enter the market immediately; putting an end to their concerns about escalating property prices.

It lets the real estate market work FOR YOU (by "locking-in" the price and "putting your foot on a deal" while market values go up), rather than working AGAINST YOU (as a renter) while the house prices keep getting more expensive (i.e. less affordable).





# Never Fear, Help Is Here!



**The Live-In Layby®** is an “Advanced-Legal-Method-Of-Sale-Made-Easy” (exclusively available through Housing Heroes) which is designed to help make it easier to buy a home when you don’t think you can.

Under our trademarked programs, we can say YES when the banks are saying NO!

Often, banks make it VERY hard to secure a loan. Our programs let you secure a house while you get yourself “Bank-Ready” to satisfy the traditional lenders.

**You get the house NOW, and get the loan later!**





# How It Works!



Our Seller owns a home.

They agree to sell you the home at a pre-agreed price that is fixed for a nominated period of time (usually 5 years).

They agree to hold the loan and the title (that secures the loan) in their name while you get yourself “Bank-Ready”.

You pay the Seller some commitment money upfront (*less than a normal deposit*) and this amount comes off the purchase price at settlement (at the end when you purchase).

You pay the Seller a weekly payment via direct debit which acts as your “Layby” payment. This is tracked like a traditional loan with some being principal and some being interest.

Because you enjoy the many benefits of home ownership, you also have the usual responsibilities of home ownership (*paying the rates, insurance, repairs, maintenance etc...*).

You live in the home AND **you keep any capital growth** the property enjoys above the pre-agreed price (as long as you actually buy the home from the Seller).

**When you are “Bank-Ready” you secure traditional bank finance** (we can help you) **so you can complete the transaction with the Seller and they can transfer the title into your name.**





# Time To Get “Bank-Ready”!



The Live-In Layby® solves problems for people on both sides of the transaction; Buyers & Sellers!

To buy a home a Buyer needs to be “Bank-Ready”.

Sometimes the Buyers need a little more time to get themselves “Bank-Ready”.

Our Sellers are happy to give our Buyers the required time to get “Bank-Ready”, as long as the Buyers commit to purchasing the property within the agreed time period.

Additionally, the Buyer agrees to pay the usual property expenses incurred by the property during the period; while keeping the property in good condition throughout the agreement term.





# A Stepping-Stone into the Banking System



Sometimes “the gap” to get from where you are to where you want to be is too big or too far away.

Sometimes it’s impossible to do it by yourself.

However having “stepping stones” makes it possible.

Having “stepping stones” gives you manageable steps you can take to get you where you’re going.

Our Seller are putting “stepping stones” in place for you.

They’re giving you a hand to get from where you are now, to where you want to be; which is being a home owner.





# Surrogate Loan Owners



Couples who can't fall pregnant by themselves still have options. They can work with a surrogate mother to "carry the baby" until the time is right for the baby to become theirs.

The Live-In Layby® is similar.

Our Sellers "carry" the loan (and title) to the property while you get yourself "Bank-Ready". When you are "Bank-Ready" the home can become yours.

When you're "Bank-Ready" (i.e. you can secure a bank loan), the Seller transfers the home from their name to your name.

With a real baby "surrogate", the family often looks after all of the expenses incurred by the "surrogate" while they are going through the process.

Likewise, during the Live-In Layby® period, you look after the expenses incurred by the property (as would any owner of a property) while you are going through the process.





# Own the Equity or Pay for It



If you buy a home today and it goes up in value, YOU own the equity!

If you rent that same property while saving to buy, the property continues to go up in value; however the landlord owns the equity (not you).

If you decide to buy that same property when you've finally saved your deposit and are "Bank-Ready", you have to pay the landlord for the growth.

Not only have you wasted the rent (it could have been paying off your house), the property is now costing you significantly more.

There is no guarantee that a property will increase in value. The only guarantee is that if it does go up in value, that increase in equity belongs to "someone".

It could be your equity (building your wealth), or your landlord's equity (building their wealth).

**It's up to YOU!**





# Home Sweet Home



## NOTHING beats Home Sweet Home:

- Bang nails in the wall (i.e. picture hooks) wherever you want.
- Paint the rooms whatever colour you want.
- No regular rental inspections.
  - You live the way you want to live (*not the way your property manager dictates*)
- No need to move if a landlord decides to sell
  - No risk of changing school zones
  - No changing phone and mailing addresses
  - No need to waste thousands on moving costs (often multiple times)
- Give the family security & certainty (it's important)

All of these problems are solved by the Housing Heroes trademarked product, the Live-In Layby®.

**When you own your home, you own your life!**





# Aussies Helping Aussies



The great Aussie Dream of achieving home ownership is fading for some.

This doesn't have to be the case!

One of the most "time-honoured" Aussie traditions is "Aussies Helping Aussies".

The Live-In Layby® demonstrates this "True-Blue-Fair-Dinkum-Bonza" Aussie tradition.

Our Sellers give our Buyers a genuine hand to "get on their feet" and buy a family home.

You can't get more help than that!

**The Live-In Layby® program is more Australian than a meat pie!**





# Home Ownership Guarantee!



We are not a fan of traditional Rent-To-Own programs.

They have a bad reputation because some operators are rogues who take advantage of innocent mums & dads who are just wanting to provide a home and security for their family.

The problem with the traditional Rent-To-Own programs is there is no certainty for the tenant/buyers.

Housing Heroes has a different approach. Not only are we fully licenced with ASIC to provide the advanced programs we offer, we also ensure we set industry best practice standards.

The Live-In Layby® is like a “Rent-To-Own-On-Steroids”. We’ve taken out all of the bad “nonsense” stuff, and embedded some REALLY good stuff.

As an example, **we offer a Home Ownership Guarantee!**

*WE GUARANTEE* you’ll have your own home in your own name if you follow our simple 5-Step plan!





# Licenced To Drive - Extra Licences Required



**Live-In Layby®**

The Live-In Layby® is a trademarked product exclusively owned & operated by Housing Heroes.

Therefore, no other agency can legally offer the Live-In Layby® to the market.

Being a credit related product, the Live-In Layby® requires an ASIC approved Australian Credit Licence (an ACL). Traditional agents do not hold an Australian Credit Licence.

**Housing Heroes are the only fully licenced real estate agency able to legally offer the Live-In Layby®!**

This gives Housing Heroes Buyers & Sellers **The Housing Heroes Advantage** when buying or selling.



**We can do everything traditional agents can do,  
however they can't do everything we can do!**





# Q & A and the FAQs



## Why doesn't every agency offer this product?

The main reason..... legally they can't.

Firstly, Housing Heroes owns the registered trademark for the Live-In Layby®. We therefore retain the exclusive use of the product for the benefit of our own Buyers & Sellers.

The Live-In Layby® is a credit related product range which is regulated by ASIC (Australian Securities and Investment Commission). Technically we're providing credit.

This means we need to hold an Australian Credit Licence to provide the product. No other known-brand agency has this licence so they cannot provide this selling solution.

Any agency that tries to offer this product without a licence is operating illegally and may put you at risk.

## So why is Housing Heroes better than a traditional agency?

Put simply, we can do everything traditional agents can do, but traditional agents can't do the extra things that we can do.

Our unique credit licence lets us provide more buying options than traditional agents who don't hold a credit licence.

These additional, advanced strategies give our Buyers a distinct advantage (buying Housing Heroes properties) that simply cannot be offered by other properties listed with other agencies.

## Who Owns the Title?

Our Sellers retain title until they have received all of the money owed by the Buyer. Logically, title can't be transferred until the underlying bank loan (in the Seller's name) has been paid out.

The Seller is carrying the underlying loan in their name for your benefit. They carry the loan, but you get all of the capital growth.

The title must stay with them until you can release them from their mortgage obligations.

## Who has the loan?

The Seller holds the loan in their name (*secured against the title*) until the Buyer is "Bank-Ready" and facilitates the settlement of the purchase agreement.





# Q & A and the FAQs



## What if the property is damaged?

The Buyer is responsible for any damage caused by them or their associates during the period they occupy the property. Insurance policies are in place that cover other normal insurable events (fire, flood, etc...).

## What if we have to terminate?

As a Buyer you have an incredible amount of legal freedom with the Live-In Layby® agreement paperwork.

You have the right to buy the property, but not the obligation to buy it.

As long as you leave the property in a clean & tidy condition with any outstanding monies paid, you can voluntarily terminate the agreement at any time.

The Seller, on the other hand, has the OBLIGATION to sell it to you when you decide to buy.

The only way the agreement will be terminated by either Housing Heroes or the Seller is if the Buyer fails to remedy any breaches of the agreement (failure to pay or putting the house at risk).

We operate on a very simple philosophy: If you pay, you stay. If you don't pay, you don't stay.

## What checks do you do on potential home Buyers?

We are thorough in our due diligence of the Buyers. Because we offer the Home Ownership Guarantee, we need to be confident our Buyers can secure bank finance within the agreement term.

We conduct credit checks, TICA checks (*bad tenant database*), current & previous employers, current & previous landlords and any other appropriate checks to assess Buyers suitability.

## What's the Home Ownership Guarantee?

The Home Ownership Guarantee is a unique market offering made available by Housing Heroes.

We guarantee our Buyers that if they follow our 5-Step Plan, they'll have "Their Own Home In Their Own Name GUARANTEED!"

This indicates our confidence in the Live-In Layby® program for both our Buyers & Sellers.

We discuss this at the appropriate time.





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Australian Credit Licence: 443249  
Real Estate Agency Licence: 3036593



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