

**There's  
no place like  
HomeGround.**



**HomeGround**  
Real Estate



# Who we are



HomeGround Real Estate is a social enterprise that's changing the real estate game. All our profits are invested into the community to help people without a home.

With an innovative mind and a social justice heart, HomeGround Real Estate provides property owners with ethical property management so their investment property is professionally managed, and socially beneficial.

HomeGround Real Estate opened in March 2014 in Melbourne as Victoria's first social enterprise real estate agency.

The agency was developed in response to the growing demand on homelessness services in Melbourne, and decrease in affordable and public housing across the state. In July 2015 it became a social enterprise of housing and homelessness non-profit Launch Housing.

The innovative model has since expanded to Sydney and Canberra, bringing with it the same opportunity for property owners to do good while experienced HomeGround Real Estate staff look after their investments.

## **Our Mission**

Help end homelessness by investing profits into the community.

## **Our Vision**

To be a self-sustainable social enterprise that delivers professional property management services.



# Why choose HomeGround Real Estate?

When you list with HomeGround Real Estate, we'll not only look after your property – we'll also support your community.



## **A warm, fuzzy feeling through feel good fees**

At HomeGround Real Estate, the profits we make through property management fees go straight to Launch Housing, who help vulnerable people in Melbourne find a home.



## **Passionate & professional property managers**

Our knowledgeable property managers bring a wealth of real estate industry experience to ensure your property and renters are well looked after. They're passionate about their work and proud to be making a difference in their community.



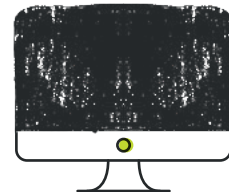
## **A personalised service**

You're not just a number in a database. With HomeGround Real Estate, you get a personalised, friendly experience with a dedicated property manager. We highly value our property owners. Your investment success and peace of mind drive us to deliver a premium and hassle-free experience.



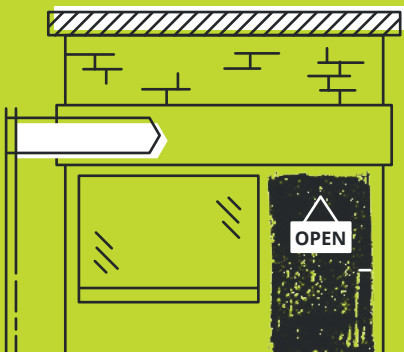
## **An easy switch**

Already have renters and a property manager? Switching to HomeGround Real Estate is simple and easy. We can contact your property manager and renters to take care of it all.



## **An insightful renter selection process**

A higher return on investment is directly related to lower vacancy rates. We have an insightful and rigorous renter selection process to assess and recommend suitable applicants for your property. The choice of renter is always yours.



# We manage your property



Our expert property management team delivers the return and peace of mind property owners need, all while creating stronger communities. From our initial conversation to everyday renter requests, we provide end-to-end services to ensure your property is well maintained, without any headaches.

## Our Model

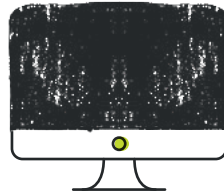


## Our Services



### Property appraisal

Through a comparative market analysis we will determine the market rental value of your property.



### Marketing

A marketing package will be tailored for you with options of professional photography, floor plan, 360 virtual tours, and online and internal marketing through our database.



### Renter selection

We work with you to find the right renters for your investment.



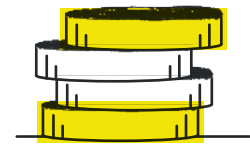
### Bond

Bond is collected and lodged with the Residential Tenancies Bond Authority at the start of the tenancy and finalised when the renter vacates.



### Move in/out process

We handle all the paperwork for you, from lease agreements, detailed Condition Report with photos, key register and everything required to help move the renters in and out.



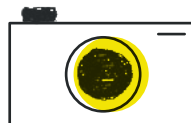
### Rent

We monitor your rental payments and disburse it into your nominated bank account.



### Outgoings

To save you the hassle we can pay all your outgoings on your behalf from the rent.



### Regular site inspections

Your property is inspected by your Property Manager twice per year and reported to you in a detailed format with photos or videos.



### Maintenance and repairs

We only use qualified tradespeople to attend to any repairs and maintenance and will work with you on these matters.

# You make a difference



## Where your money goes

There's a housing crisis in Australia. Homelessness is on the rise with fewer affordable housing options available than ever before. In Victoria, more than 24,000 people were experiencing homelessness at the time of the 2016 Census.

That's why all profits from your property management fees are invested into Launch Housing to help fulfil its mission to end homelessness.

Launch Housing is an independent Melbourne-based community organisation passionately committed to ending homelessness. From providing high-quality housing and an innovative range of support, education and employment services, Launch Housing brings solutions to homelessness under one roof.

More than 400 staff working across 14 locations in metropolitan Melbourne help thousands at risk of, or experiencing the crisis and trauma of homelessness each year. Launch Housing combines direct action with advocacy, research and innovation to drive widespread change. **More at [www.launchhousing.org.au](http://www.launchhousing.org.au).**



**Launch**  
HOUSING

IT'S TIME TO END  
HOMELESSNESS





# Property owner testimonials



**“[HomeGround Real Estate has] been excellent, very professional and quite caring. They help support the people who are renting the property, help support the renters, and are generally all around very easy to work with.”**



*Dragan, Property Owner*

**“HomeGround [Real Estate] tick all the boxes in terms of the appropriate process when you’re a property owner. The added assurance to me is that they’re very humane in the way they treat people.”**



*Felicity, Property Owner*

**“HomeGround [Real Estate] has made everything effortless. From the day I first called, things have been smooth and efficient... I couldn’t be happier.”**




*Talia, Property Owner*



# How to switch



If you're interested in making a difference with your property, contact us today.

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 realestate@homeground.org.au

[www.homegroundrealestate.com.au](http://www.homegroundrealestate.com.au)

