

## **MEDIA RELEASE**

### **MEET THE REAL ESTATE AGENCY WHICH DIRECTS 100 PER CENT OF PROFITS BACK INTO THE COMMUNITY**

**22 October 2019**

ELEVATE Residential is a real estate agency with a genuine community purpose, a game changer in the real estate market.

Elevate operates like any other agency with one difference – 100 per cent of profits will be directed back into its charitable partner Brisbane Housing Company (BHC) helping those with housing needs.

This innovative for purpose agency will launch at a rooftop event at Brisbane Powerhouse on Thursday, October 24, at 5.30pm.

BHC CEO Rebecca Oelkers said Elevate would play a key role in helping BHC realise its vision of increasing affordable housing supply in Brisbane and creating better outcomes for tenants.

“Housing supply continues to be an issue across Australia and it is completely unacceptable that we have so many people with complex housing needs homeless or living in unsatisfactory accommodation,” she said.

“BHC wants to continue to do more to address these housing needs but to do this we need to be entrepreneurial in our approach to funding and service delivery.”

Ms Oelkers said Elevate Residential was a licensed, professional real estate agency that was already achieving strong results for landlords and sellers.

“All funds generated by Elevate will help create an investment pipeline for us to be able to deliver a range of services and programs to assist our tenants achieve their potential across all aspects of their lives,” she said.

“These programs respond directly to the needs of our residents, ranging from bursaries for our school children, to services for women and children who have experienced domestic violence and participation opportunities for tenants with disabilities.

“This is the part we are very passionate about, not just providing our tenants with a home but truly helping them make a difference to their lives.”

Elevate Residential principal licensee Chris Meadmore said the agency, established 12 months ago, was competing on the same playing field as any other, working hard to secure the best outcomes for landlords, tenants, vendors and property investors.

“The business model is not about us providing the affordable housing ourselves. Our focus with Elevate Residential is as professionals in property management and sales,” Mr Meadmore said.

“Our clients watch the market, are looking for great service, all the normal things ... but they want to know they are contributing to a positive social outcome.

“To know their fees and commissions will be passed on to help deliver affordable accommodation for people in housing need -- that’s a great bonus.”

Mr Meadmore said the agency hoped to attract investors looking for ethical investment choices.

“Increasingly the public want to do business with ethical companies with strong social outcomes and Elevate is one such business. This is a daily motivator for our team to continue to push to get the best results we can for our real estate clients and therefore in turn, for BHC’s tenants,” he said.

An estimated 116 000 Australians slept rough, couch surfed or were living in cars, boarding houses or crisis accommodation on World Homelessness Day (October 10).

Productivity commission research shows 179,000 Australian homes make do with less than \$35 a day after paying rent and women aged 55 and over are the fastest growing group of people experiencing homelessness.

**Photo caption:** Elevate Residential principal licensee Chris Meadmore and new business investments manager Paige Browning.

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