

# BETTER BUSINESS



WITH PURPOSE: The Purpose Real Estate team of co-principal and director Ian Ford, manager Lindell Gittoes, principal and managing director Andrew Elvin, Fran Boyd and Kerry Reed.

PHOTO: CONTRIBUTED

## Help others, help you



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THE team behind Sunshine Coast social housing charity Coast2Bay has launched a new real estate agency aimed at helping fund the organisation.

Purpose Real Estate launched quietly on July 1 in the same Nambour building as Coast2Bay and is now searching for clients with investment properties they want to rent out.

Agency principal and managing director Andrew

### New agency uses profits for social housing on Coast

Elvin said clients of the new company's property management service would see no difference in their experience with Purpose Real Estate than with a profit-based real estate agency, apart from the knowledge the agency's profits were being used to help people in need.

However, clients wanting to get involved in the Coast2Bay mission would have the option of offering homes at a reduced rent to help women and children

escaping domestic violence.

Either way, Purpose Real Estate clients would be helping people, with all profits after staff salaries and other business costs funding the Coast2Bay mission.

"Twenty-five per cent of the fees we charge will go towards providing charitable services," Mr Elvin said.

Those services are applied more broadly than just cases of domestic violence. The service recently helped a father and his four children

who had been sleeping in a shopping centre stairwell.

Coast2Bay not only found a home for the family. Using its HELP Fund, the organisation was also able to provide mattresses for the children, who had been sleeping on sofa cushions.

Mr Elvin said the decision to set up Purpose Real Estate had been inspired by a similar operation in Melbourne, which had found success in raising funds by offering clients the opportunity to have agency

profits directed towards social housing.

And while rental management was the agency's greatest strength, it was also able to act as a selling agent.

Mr Elvin said most of the properties bought and sold through the agency were part of the National Rental Affordability Scheme, which offers landlords incentives to provide housing at below market costs.

For more information on the service, go to [purpose.realestate.com.au](http://purpose.realestate.com.au).

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