

AFFORDABLE HOUSING

Developer Information Sheet 06:

HOW TO PROMOTE AFFORDABLE HOMES FOR SALE

The Affordable Homes Program

The Affordable Homes Program provides a listing services that targets your affordable homes to eligible home buyers, giving them exclusive access to the properties for a limited period of time.

How do I list a property through the Affordable Homes Program?

To list properties for sale through the Affordable Homes Program:

- Confirm package details with your builder and make sure they understand the inclusions for the Affordable Housing fixed price turn key standard
- Identify who the contact person is for potential buyers (real estate agent)
- Real estate agents are trained in the AHP sales process
- Prepare essential materials for the listing:
 - Text outlining the key selling points of the property.
 - Floor plan
 - Elevations
 - Floor and site area
- Provide other supporting material that will help sell the property:
 - Photos or sketches
 - Link to a splash page for your development
 - Links to other relevant websites

How else can Renewal SA help market my affordable homes?

Renewal SA offers the following resources to assist you with marketing your affordable housing:

- Free listings on www.domain.com.au and www.realestate.com.au when you list with the Affordable Homes Program
- Affordable Homes Program branding for print and media advertising during the 30 day exclusive listing period
- Text about the Affordable Homes Program that you can use in editorial
- Graphics and logos for website and promotional brochures
- Frequently Asked Questions

Further information

Affordable Housing Team

Housing Strategy & Development

Phone 08 8207 1300

E-mail affordablehousing@sa.gov.au