

Sell Units Faster
Fill Units Faster
Delight Your Residents



LOVE IT OR LEAVE IT

Premium downsizing and relocation for retirement living



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Sell units faster – Fill units faster – Delight your residents

Our Partnership Approach

The most powerful way for village operators to partner with Love It or Leave It is through an embedded service partnership with geographic exclusivity.

Embedded Service Partnership with Geographic Exclusivity	
How it works	• A complete downsizing and relocation service is included with the sale of every unit/apartment/villa • Your sales team is equipped to leverage the service to differentiate your village and close sales faster • You secure our most preferred, fixed pricing and pay Love It or Leave It after the sale of each unit
Benefits	• Reduces anxiety and overwhelm in the prospective resident from the very first point of contact • Strengthens premium brand positioning rather than eroding it through discounting • Geographic exclusivity differentiates you from competitors • Costs less per sale than a seasonal discount
Availability	• Available to any village(s) in Australia subject to minimum volume (starting from 10 relocations annually)

“We’re the only village on the Bellarine Peninsula to include end-to-end downsizing and relocation with every unit.”

Compare a Partnership with Discounting

An embedded service partnership with Love It or Leave It offers significant commercial advantages when compared to discounting.

Sales lever	Typical cost	Effect on brand	Effect on DMF base
5% entry-price discount	\$37,500 on a \$750k unit	Negative - sets price expectation	Reduced
Embedded Love It or Leave It services	\$15,000 - \$25,000	Positive - premium positioning	No effect

“A discount makes your unit cheaper. A bundled premium service makes your unit easier to buy. The second one closes more sales, costs less per sale, and protects the price point for the next prospect through your door.”



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Why Partner with Love It or Leave It

- 1. Elevate your brand and differentiate your offer.**
Your partnership with Love It or Leave It adds value from the first customer touch point. This isn't a transactional relationship with a service provider, it's an embedded enhancement to your offering that sells units faster, fills units faster and delights your residents.
- 2. Lock in geographical exclusivity.**
Be the only village in your catchment area that includes end-to-end downsizing and relocation with every unit/apartment/villa.
- 3. Benefit from our unique scalable model.**
We assign a dedicated team to service the needs and integrate with the business processes of each partner organisation.
- 4. Secure a partner that always delivers an unbeatable customer experience.**
Our approach to recruitment and training means that our efficiency and professionalism is only exceeded by our sensitivity to the needs of residents and their families.

Alternative Approaches to Working with Us

White Labelling	
How it works	Operates similarly to an embedded service partnership with geographic exclusivity, however all downsizing and relocation services are delivered under the name and brand of the village operator
Benefits	Identical to an embedded service partnership with geographic exclusivity, however the "halo effect" of the caring, supportive relocation experience is associated entirely with the brand of the village operator
Availability	Available to any village(s) in Australia subject to minimum volume (starting from 10 relocations annually)

Vouchers	
How it works	- You purchase an agreed number of vouchers of a fixed value from Love It or Leave It - Downsizing and relocation services to the face value of the voucher is included with the sale of every unit/apartment/villa (or as a limited promotion) - Your sales team is equipped to leverage the service to differentiate your village and close sales faster - Your residents secure preferred pricing - Your residents pay the balance of the cost of their Love It or Leave It services directly to us at the completion of their relocation
Benefits	- Faster sales conversion - Faster move-in - Smoother first-90-day experience for resident - Co-payment by the resident reduces costs for the village operator
Availability	Available to any village(s) in Australia subject to minimum volume (starting from 10 relocations annually)



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Marketing Referral Partnership	
How it works	• Love It or Leave It is your nominated downsizing and relocation service partner • Residents pay us directly (based on our standard consumer pricing) • Our information sits in your enquiry packs, on your website, and is mentioned at every display unit visit
Benefits	• Faster sales conversion • Faster move-in • Smoother first-90-day experience for resident
Availability	• Available in our existing Victorian geographical footprint - currently Melbourne, Geelong, Ballarat, Bendigo and surrounds

Get in Touch

To learn more about what Love It or Leave It can do for you, please contact us today on:

1300 433 043

Or visit



<https://loveitorleaveit.com.au/accommodation-providers>

Robyn Stickland
Founder and Managing Director



“Imagine if every prospective resident can sign
on the dotted line, confident that their
relocation will be easy.”



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