

PURPOSE REAL ESTATE

CELEBRATING 10 Years OF PURPOSE

2016 - 2026

THANK YOU

Thank you for being part of our journey

For ten years, we have worked with property owners, tenants, buyers, sellers, community partners, supporters and team members while supporting stronger communities.

We want to celebrate our journey, thank those who made it possible, and introduce a bold new identity for the decade ahead.

WHAT MAKES US DIFFERENT

Real Estate That Creates Ripples Beyond Property

This diverse expertise allows us to deliver professional property management, strong asset performance and responsive service while helping create positive outcomes for property owners, tenants and the communities we serve.

DIVERSE PORTFOLIO EXPERTISE

We manage a broad range of property portfolios, including private investment properties and affordable housing. What sets Purpose Real Estate apart is our deep experience partnering with charities, not-for-profit organisations and community housing providers alongside private investors.

OUR COMMUNITIES BENEFIT

Through Purpose Real Estate's social enterprise model, business success helps support housing-related community outcomes and initiatives that assist those in need across our region.

BY THE NUMBERS

300
PROPERTIES MANAGED
At June 2026

>80
PROPERTIES SOLD
Over 10 years

$113K
DONATED TO THE RISE2 FOUNDATION

$642K
CONTRIBUTED TO SUPPORT COAST2BAY

10YRS
SERVING THE SUNSHINE COAST AND BEYOND

OUR HISTORY



It was through the vision of Helen Glanville and Principal Andrew Elvin, that Purpose Real Estate was established in 2016. Combining expertise in property development, real estate and social enterprise, Helen helped create a business where commercial success and community impact go hand in hand. As Chair for the past ten years, she has played an instrumental role in guiding the organisation's growth and success.

2016
Purpose Real Estate was incorporated as a business entity.

2017
Achieved charitable and Public Benevolent Institute registration.

2018
Our growing local presence drove portfolio expansion across both not-for-profit and private market clients.

2019-2020
Continued market growth and increasing sales activity broadened our client base.

2022
Purpose Real Estate made its first donation to the RISE2 Foundation in a significant community milestone.

2024
With the conclusion of the National Rental Affordability Scheme, the business evolved to strengthen and expand service delivery.

2026
The management portfolio grew through new affordable housing properties, extending our reach into new and emerging communities.

PURPOSE REAL ESTATE

OUR IMPACT

Leading the Way in Affordable Housing

At Purpose Real Estate, we believe housing is more than a property, it's the foundation for stability, wellbeing and opportunity. Through our specialist expertise in affordable housing management, we successfully matched 54 households with new homes in Banya this year, helping essential workers, families and local residents remain connected to the community they support.

Behind every tenancy is a story of housing security and a brighter future. These homes are now providing stability for people including a clinical nurse and his family, a local special school employee and her children, young healthcare workers preparing for the arrival of their second child, and small business owners who had been forced into temporary accommodation after losing their rental home.

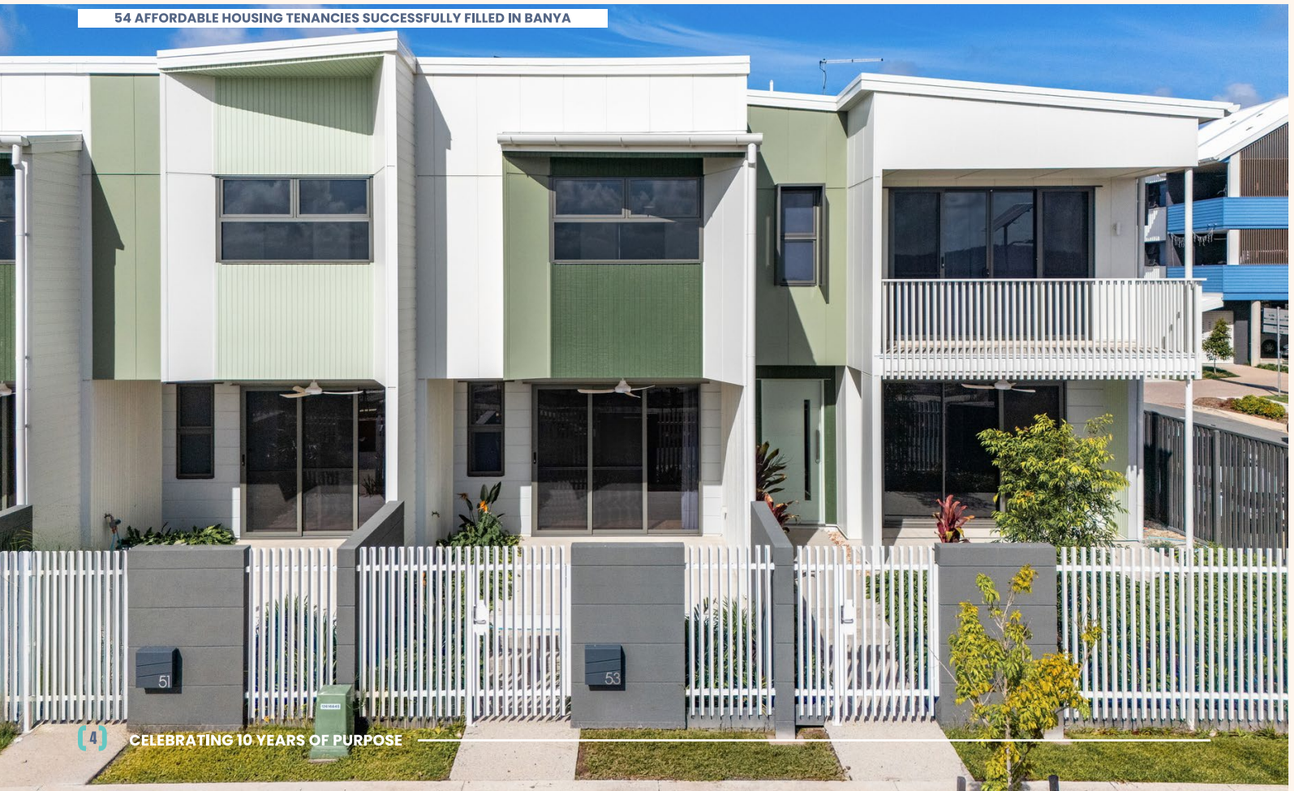
By carefully matching tenants with suitable housing and supporting successful tenancies, we help ensure affordable housing delivers lasting benefits for residents, property owners and the wider community.



Creating Unique Housing Solutions

Not every household needs the same type of housing. That's why we support innovative housing models that respond to changing community needs.

Our management of a co-living community based in Nambour provides safe, secure and affordable accommodation for single women over 55 who may be experiencing housing insecurity or seeking to establish a rental history. The purpose-designed development offers 10 private rooms within a welcoming shared living environment, creating both independence and connection for residents.



OUR NEW BRAND

Same Purpose. More Possibility.

WHY WE'RE EVOLVING

As our organisation has grown, so too have the needs of property owners, tenants and our community. Our new brand reflects that evolution and our belief that we can do more.

More for Owners

Professional expertise that helps protect investments and deliver stronger results.

More for Tenants

Responsive management that supports positive, long-term rental experiences.

More for Communities

A business model that contributes to housing outcomes beyond the property itself.

More for the Future

A fresh identity designed to grow with our clients, our communities and the changing housing landscape.



PURPOSE REAL ESTATE

YOUR PROPERTY CAN DO MORE.

OUR CLIENTS

CONFIDENT OUR HOME IS WELL CARED FOR

LYN & RICHARD, PROPERTY OWNERS

When we relocated to Victoria to support family, we decided to rent out our Sunshine Coast home while we were away. With rental properties in short supply, it felt like a practical way to keep our home occupied while helping provide much-needed housing in the community.

Because we planned to return one day, it was important to find a property manager we could trust to care for our home as if it were their own. Purpose Real Estate was the only agency we considered. Their social enterprise model aligned with our values, and we appreciated their commitment to increasing housing opportunities on the Sunshine Coast while delivering professional property management services.

Over the past three years, the team has been consistently professional, and we've had good tenants throughout that time. Purpose Real Estate has given us confidence that our home is being well cared for, no matter how far away we are.

"The reason we chose Purpose Real Estate is in the name. The profits go to a good cause, and it's been a great agency for us. The tenants we've had have been great, and we know they are looked after. And Purpose has also looked after us."

– Lyn & Richard



LYN & RICHARD ARE CONFIDENT THEIR HOME IS BEING WELL CARED FOR

FINDING HOME WITH PURPOSE

LYNNE, NAMBOUR TENANT

For the past five years, Lynne has proudly called a Purpose Real Estate property home. Referred through the Department of Housing, she was welcomed into a supportive shared living environment where friendly neighbours quickly helped her feel at ease.

A long-time Sunshine Coast resident, Lynne enjoys living in central Nambour, close to everything she needs. Now retired after a rewarding career in hospitality, logistics and delivery services, she values being part of a community where residents work together to maintain a welcoming and respectful home.

What stands out most to Lynne is the genuine care shown by the Purpose Real Estate team. Over the years, she has built strong relationships with staff and appreciates their approachable, supportive nature.

"They listen to you." Lynne says. "They're always friendly, always easy to talk to and genuinely approachable."

For Lynne, the trust, respect and sense of belonging she has found through Purpose Real Estate are what truly make it feel like home.



LYNNE'S HOME



WHAT'S NEXT

The Next Decade of Purpose

We will continue to deliver on our vision of providing exceptional real estate outcomes while creating stronger communities and greater housing opportunity across the region.

Supported by our new identity and belief that your property can do more, the next decade will see us continue to grow our impact, strengthen our service offering and create greater value for our clients, tenants and community.

Enhance Customer Experience

Continue raising the standard of service.

Grow Our Reach

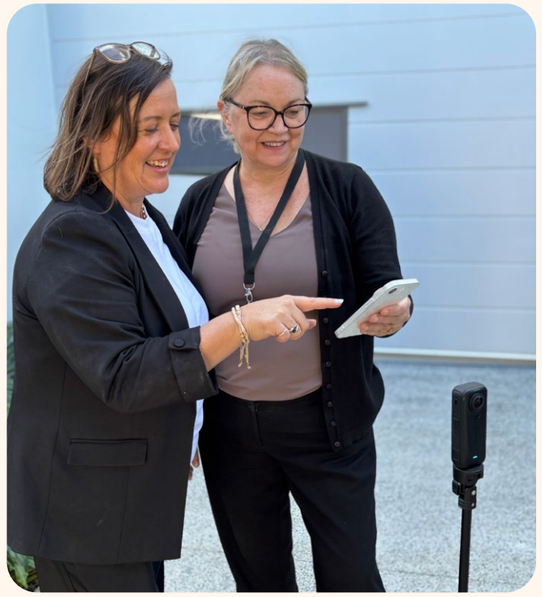
Support more property owners, buyers and tenants.

Deepen Community Impact

Create greater social value through our work.

Invest in Our People

Build a team equipped for the future.



PROPERTY INSPECT'S LATEST AI TECHNOLOGY HELPS STREAMLINE INSPECTIONS.

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PURPOSE REAL ESTATE

10 Years of Purpose.
A New Identity.
A Future Full of Possibility.