

START-UP CITY



with KATHLEEN SKENE & ALISTER THOMSON

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Gold Coast-based sales agent Eileen Merriman came up with idea for the MyHomeBuy app three years ago.

Picture: MIKE BATTERHAM

App simplifies act of buying a home

ALISTER THOMSON

A GOLD Coaster is behind an app designed as a "guide-book" for first-home buyers struggling with the stress of breaking into the property market.

The MyHomeBuy app is the brainchild of Gold Coast-based sales agent Eileen Merriman, who was inspired to create the app following encounters with confused and anxious first-home buyers.

Ms Merriman said her app breaks the home buying process into seven key milestones, complete with tips and tasks for users to complete along with checklists.

The checklists are tailored depending on whether the purchaser is buying a home, land or building a house.

She first conceived of the idea three years ago when she entered the real estate industry after a decade working on cruise ships in entertainment.

She searched Apple and Google's stores but couldn't find anything similar.

"There are apps out there to track your emotions and hydration levels, and all sorts of stuff," she said.

"I thought that if there's nothing to help people with the biggest purchase of their lives, we have got to do it."

It was after a chance en-

counter in her home suburb of Hope Island that she got the ball rolling.

“THE AIM IS TO BRING TOGETHER ALL OF THE PIECES OF THE HOME BUYING PUZZLE (FOR) FIRST-TIME PURCHASERS

EILEEN MERRIMAN

"I met an app developer while out walking the dog and she helped me to refine and develop my idea."

MyHomeBuy was devel-

oped between April and November last year and launched to the market in the Google and Apple stores in April this year.

She said her app filled a gap in the market for a single checkpoint that covered the fundamentals of purchasing a property, with the ability for users to add their own tasks, set important key dates, store documents and save their favourite property listings.

"There are so many tools available to help home buyers locate or finance a property, but I was not able to find a one-stop resource," Ms Merriman said.

"Buyers have to work with

agents, solicitors, builders and banks which each have their own list of priorities, and if deadlines are not met this can result in financial penalties and added stress during what should be an exciting and enjoyable time.

"I wanted to create (an) app that would empower first-home buyers by providing them with a framework that they could easily navigate and personalise

"The aim is to bring together all of the pieces of the home buying puzzle so first-time purchasers can feel confident and in control."

The app is available on Android and iOS.